



LEAPFROCS

Looking back for a brighter future

Sjors Witjes, 12 January 2015



Why?

Sustainability is still costing instead of delivering:

- Window dressing
- Additional energy, time, people
- Does not support the company's business activities



Major trend

- Cleaning up the house
- Use the “real” management system
- Balance “hard” and “soft”
- Connect to the business model



How?

Being critically aware about Corporate Sustainability integration:

1. LEAP - CS vision and strategy

Know and improve what Corporate Sustainability should mean for your organisation's business

2. FROCS - learn from history

Look back to learn from what has been successful for your organisation

3. Workshops

...to look forward and define a more realistic and supporting Corporate Sustainability Strategy

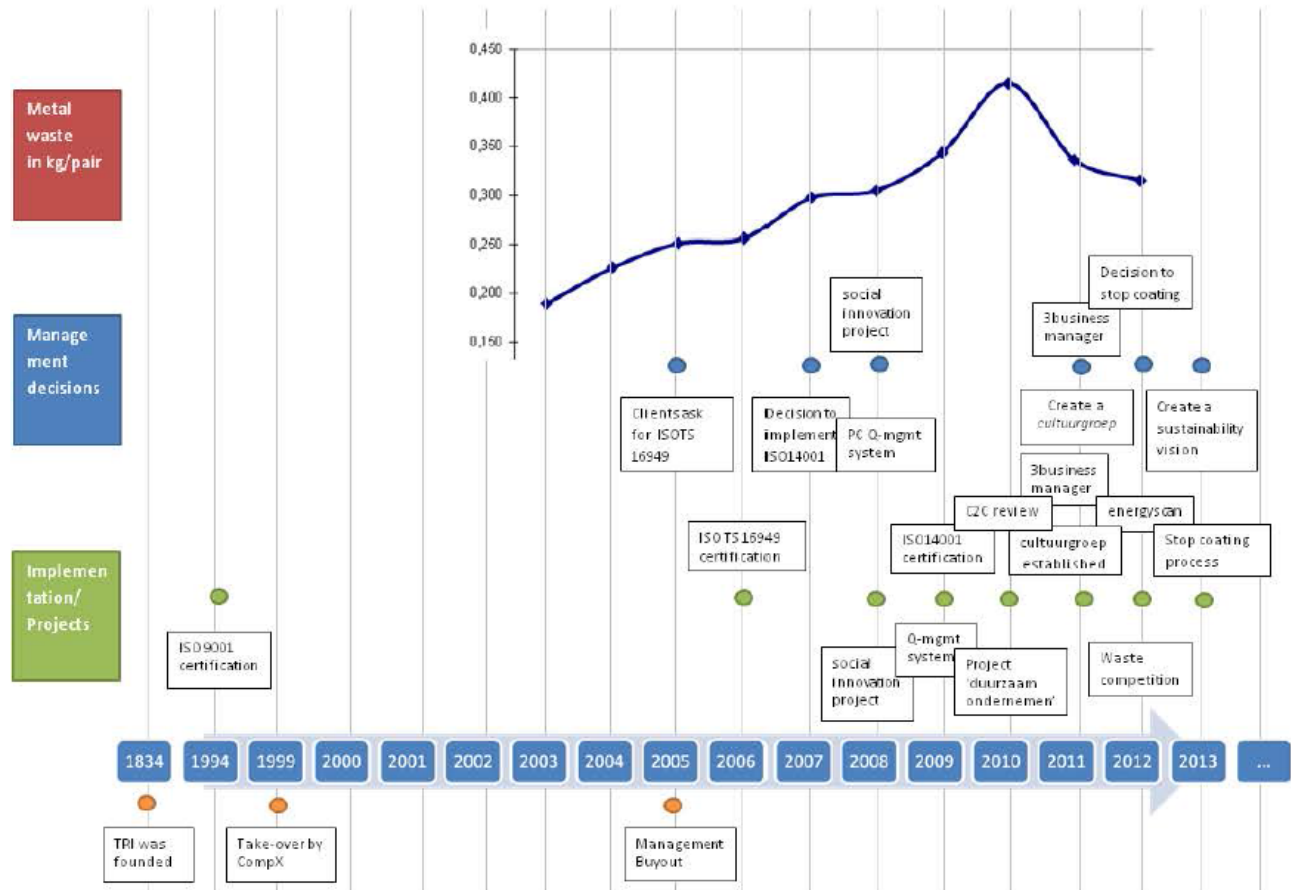


Figure 37 - Timeline TRI as related to metal waste



Corporate Sustainability Integration

I. Definition:

1. Issues (planet, people, prosperity)
2. Place (product/service life cycles)
3. Time

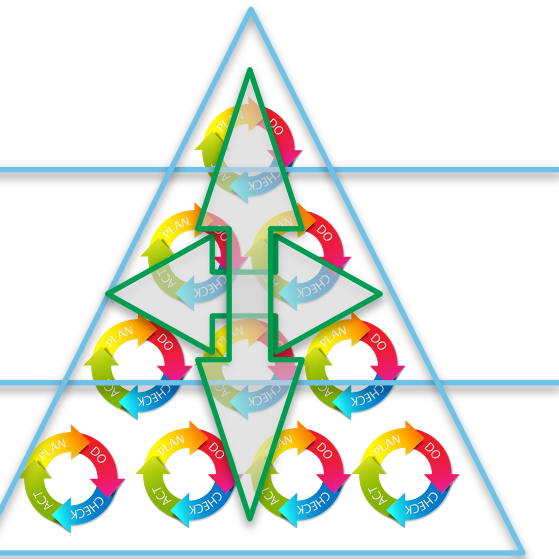
II. Framing:

1. Structure
2. Learning
3. Culture:
 - Attribute
 - Values
 - Intentions
 - Behaviour

strategical

tactical

operational





How to connect?

Looking back for a brighter future

We are looking for companies that want CS to support their business:

- Application of LEAPFROCS
- Awareness creation
- Unite with LEAPFROCS-companies