

Exercise 1.12: Sustainability Mind Mapping and Challenges Identification

Participant Solution Handout

Key Insights

Example Mind Mapping:

Operations: Energy efficiency, waste reduction, sustainable sourcing.

Supply Chain: Partnering with sustainable suppliers, reducing transportation emissions.

Product Development: Designing eco-friendly products, using recyclable materials.

Marketing: Promoting sustainability credentials and educating consumers.

HR: Employee training on sustainability, fostering a culture of sustainability.

Community Engagement: Supporting local environmental initiatives and engaging in corporate social responsibility (CSR) programs.

Examples of Top Challenges Identified:

1. Budget Constraints:

- **Limited funds for initial investments in sustainable technologies or processes.**
- **Potential solution:** Identify cost-saving opportunities in sustainability initiatives and seek external funding or grants.

2. Lack of Expertise:

- **Insufficient knowledge or skills within the organization to implement sustainability initiatives.**
- **Potential solution:** Invest in training programs and hire sustainability experts or consultants.

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3. Regulatory Issues:

- Navigating complex regulations related to sustainability and environmental protection.
- Potential solution: Engage with regulatory bodies to stay informed about changes and seek legal counsel when necessary.

4. Cultural Resistance:

- Resistance to change within the organization, particularly from employees accustomed to traditional practices.
- Potential solution: Foster a culture of sustainability through clear communication, incentives, and leadership by example.

Group Discussion Outcomes:

- Common themes and shared challenges across different departments.
- Innovative solutions and best practices from different pairs.
- Actionable steps to address the top challenges and effectively integrate sustainability into the organization.