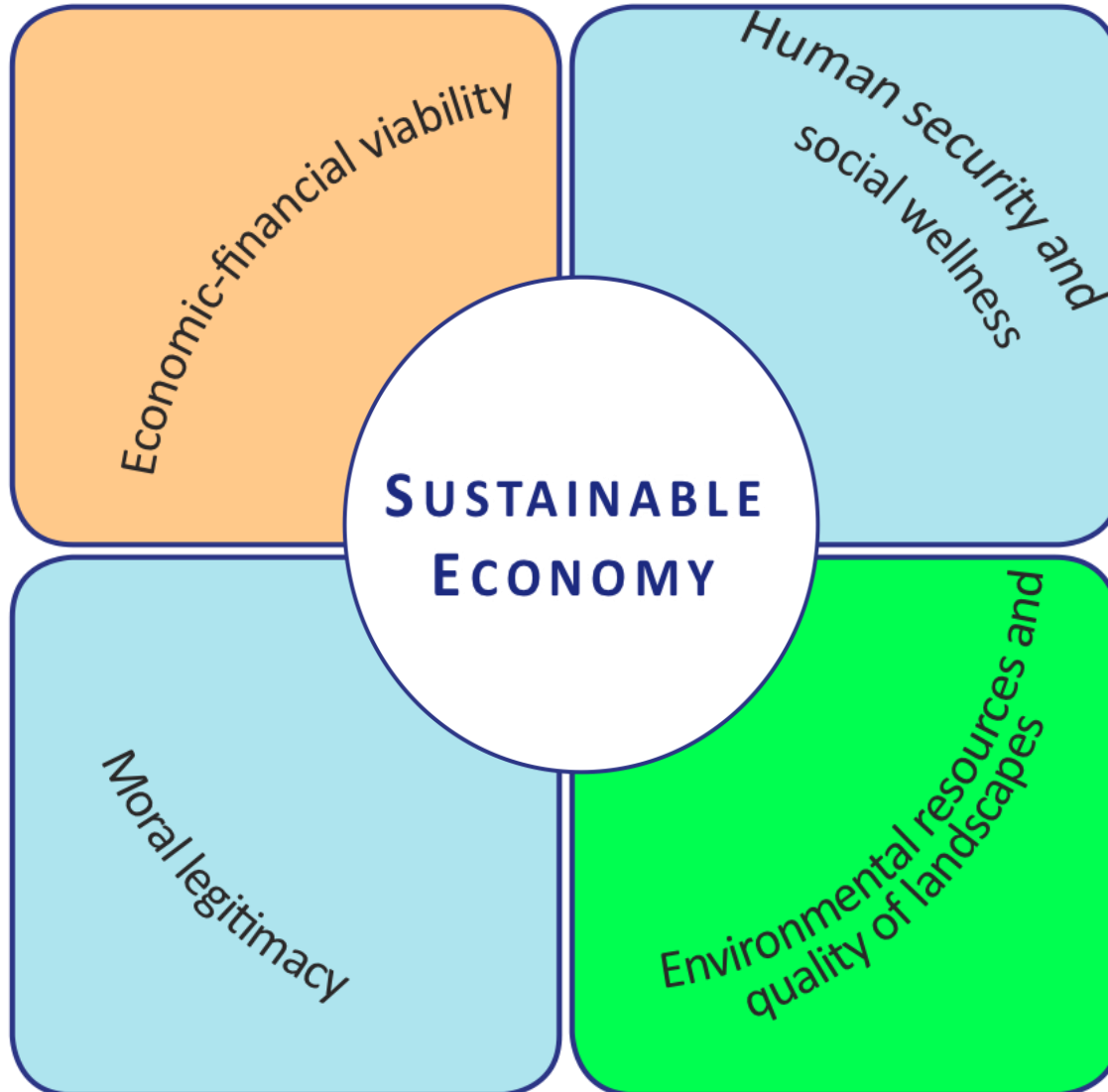
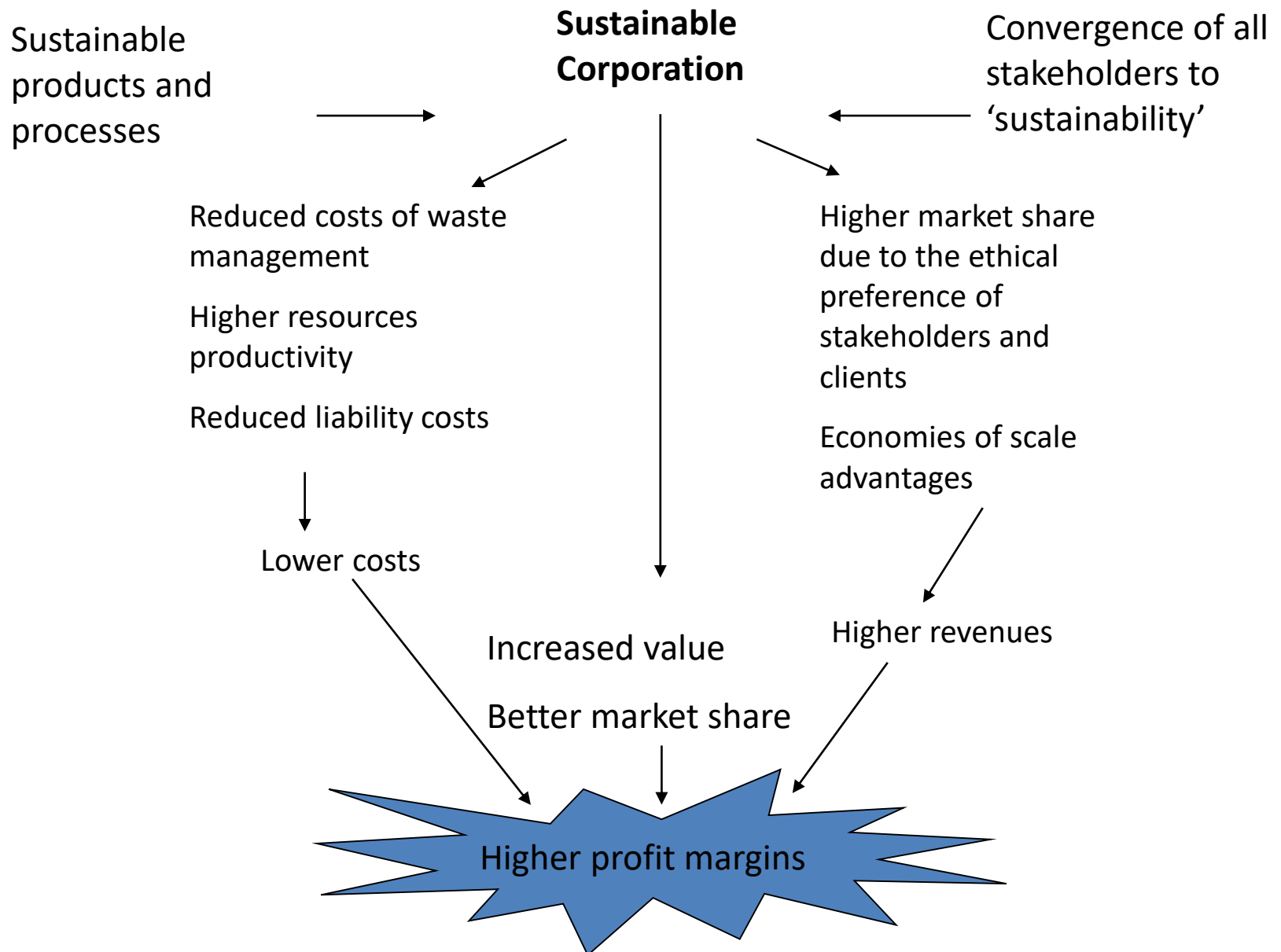


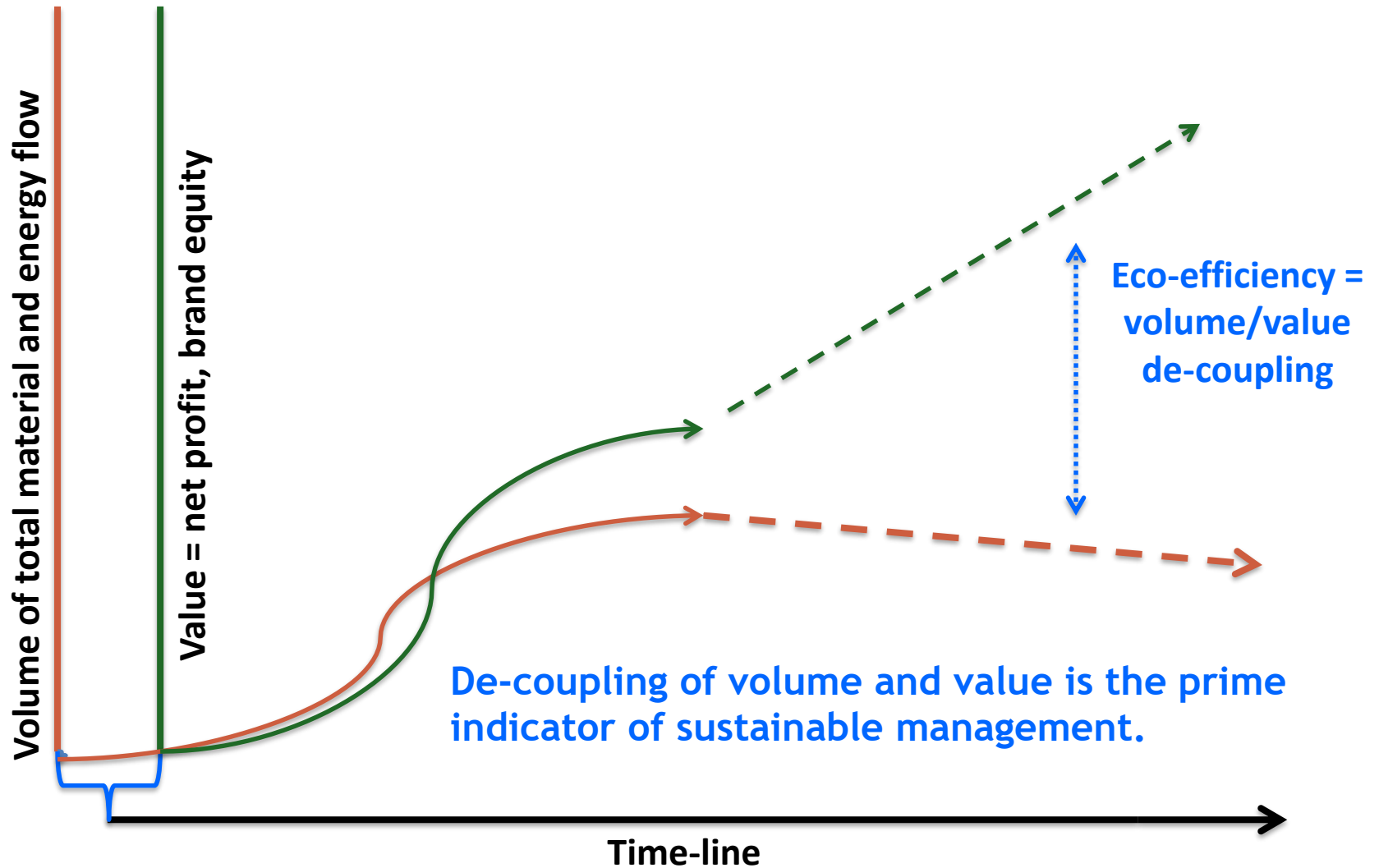
'Sustainability', the integral concept



Sustainability and Business



Sustainability and Productivity



Sustainability and Management

Commitment to:

- Work-force and work-place
- Community (people) and Territory (environment and landscape)
- Market



Stakeholder focus

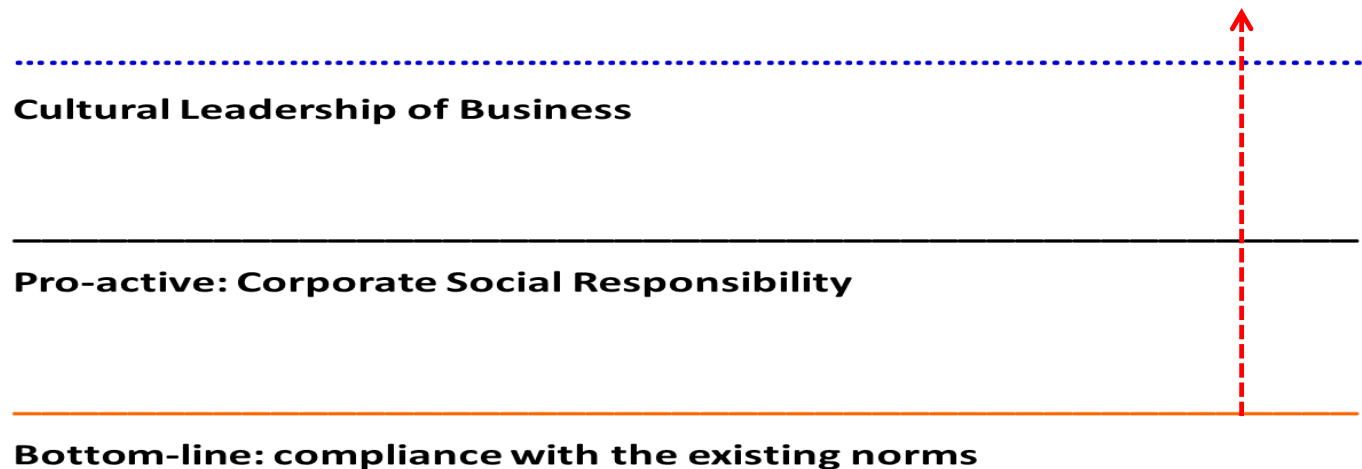
Continuous improvement (learning organization, cultural process)

Teamwork (Together We Improve)

Sustainability and Cultural Leadership of Business

Sustainability is based on the idea of inclusive and encompassing progression in entrepreneurial action - from enterprise-centered business-system to community-shared **place-system**.

Sustainability is a model of **cultural leadership** for the entrepreneurs. Cultural leadership of entrepreneurs is much more than 'corporate social responsibility' (CSR). CSR is about pro-active measures to improve social and environmental impact of business by going further (better) than the normative prescription; certainly, superior to the simple law-abiding (compliance with existing norms) which is the lowest axis (bottom-line) of sustainability.



Sustainability of an industrial organization is about...

- 1. Human security and social wellness** (health and safety of workforce, proper remuneration, community welfare...)
- 2. Care of environmental resources and quality of landscape in the surrounding** (stakeholders contexts, business-system and place-system)
- 3. Moral legitimacy of the enterprise** (to be chosen by stakeholders and clients for ethical preference).
- 4. Economic-financial viability** (income, profitability, business continuity...)