

# INTEGRATING SUSTAINABILITY IN BUSINESS & STIMULATING SDG INVESTMENTS – Sri Lankan experience

Regional Conference on Aligning Corporate Sustainability with SDGs  
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# CORPORATE SUSTAINABILITY IN SRI LANKA - CHALLENGES

- In Ages of 'Philanthropy'/'Management' mind sets - CSR Mind-set: sees it as a **'COST'**
- STILL in the **'ERA of ABUNDANCE'** of Natural Resources
- Emphasis on **SHORT TERM** financial results & alignment of **REWARD SYSTEM**
- Corporates are driven by **Compliance, Certification & Awards**
- Inadequate **PRESSURE** from **CONSUMERS** or **ACTIVISTS**



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# CORPORATE SUSTAINABILITY IN SRI LANKA - SOME STRATEGIES.....

- UNDERSTANDING the URGENCY & RELEVANCE OF SOCIAL & ENVIRONMENTAL RISKS & THREATS
- ESTABLISHING A BUSINESS CASE - positioning sustainability' as a business growth strategy
- INFLUENCING OF KEY PROFESSIONAL BODIES / BUSINESS ASSOCIATIONS
- FACITLITATING/WORKING WITH STATE ENTITIES - priorities/relevance, policy, measurement/database
- NEED FOR STRONGER SUSTAINABILITY LEADERSHIP - Paul Polman, Jeffrey R Immelt, Ray Anderson, Elon Musk
- SUSTAINABILITY STRATEGY EXPERTISE



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# GC NETWORK SRI LANKA - ACTIVITIES

- Education of the UNGC Principles: inviting expertise/practitioners in the areas of



- Human Rights, Labour Standards, Environment
- Founder of Six Senses Resorts & Spa

**EDUCATION - 1) UNFOLDING THE MISUNDERSTANDING OF SUSTAINABILITY WITH CSR: 2) EMPHASISING THE URGENCY & RELEVANCE OF SUSTAINABILITY FOR BUSINESS**

- Invited Sustainability Experts to address C-Suite Executives
  - **CREATING SHARED VALUE** - Terrence Jayaratnam
  - **TRANSFORMATIONAL CHANGE** - Prof Wayne Visser (an CSR Sri Lanka event)
  - **BREAKTHROUGH LEADERSHIP** - John Elkington



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# GC NETWORK SRI LANKA - ACTIVITIES

- Setting up a Sustainability Index Fund/UNGC Signatories - **POSITIVE LONG TERM IMPACT ON ROI. WORK TOWARDS ESTABLISHING SUSTAINABLE COLOMBO STOCK EXCHANGE**
- Creating Sustainability Mind-set amongst budding professionals/under graduates by engaging them in sustainability initiatives - **BUILDING CAPACITIES & CREATING BOTTOM UP PRESSURE**
- **COLLABORATIVE GLOBAL COMPACT ACTION PLATFORMS TO MAKE SOCIAL / ENVIRONMENTAL IMPACTS**
  - Sri Lanka Water Stewardship
  - Care for Climate change - next in line



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# GC NETWORK SRI LANKA - ACTIVITIES

## ESTABLISHING STRATEGIC PARTNERSHIPS WITH KEY INFLUENCING BODIES TO CONNECT TO A BROADER SEGMENT -

- Leading professional bodies,
- Corporates
- Chambers of Commerce
- Non-profit organisations - Habitat to Humanity, TPI, CSR SL etc
- Social Entrepreneurial bodies



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*Thank you*

*Q&A?*



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