

Technical Seminar on British Standard 8900 – Managing Sustainable Development in Organizations

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- ***Based on BS 8900, Sustainable Development is:***

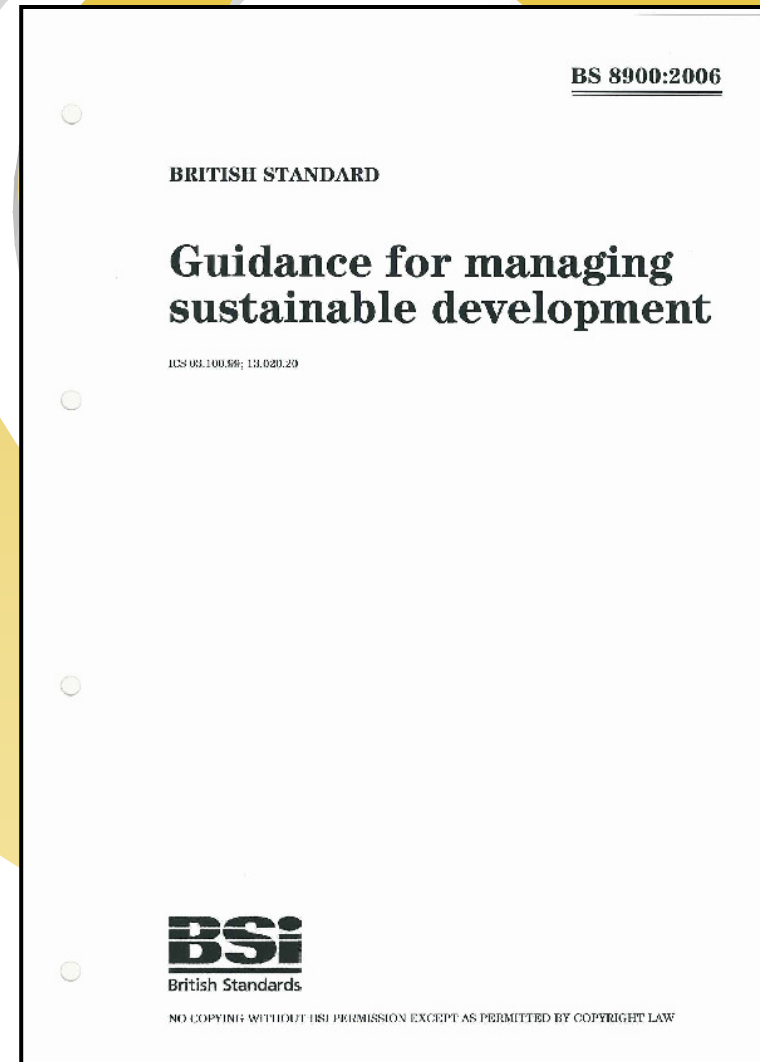
- ***an enduring, balanced approach to***

Economic activity

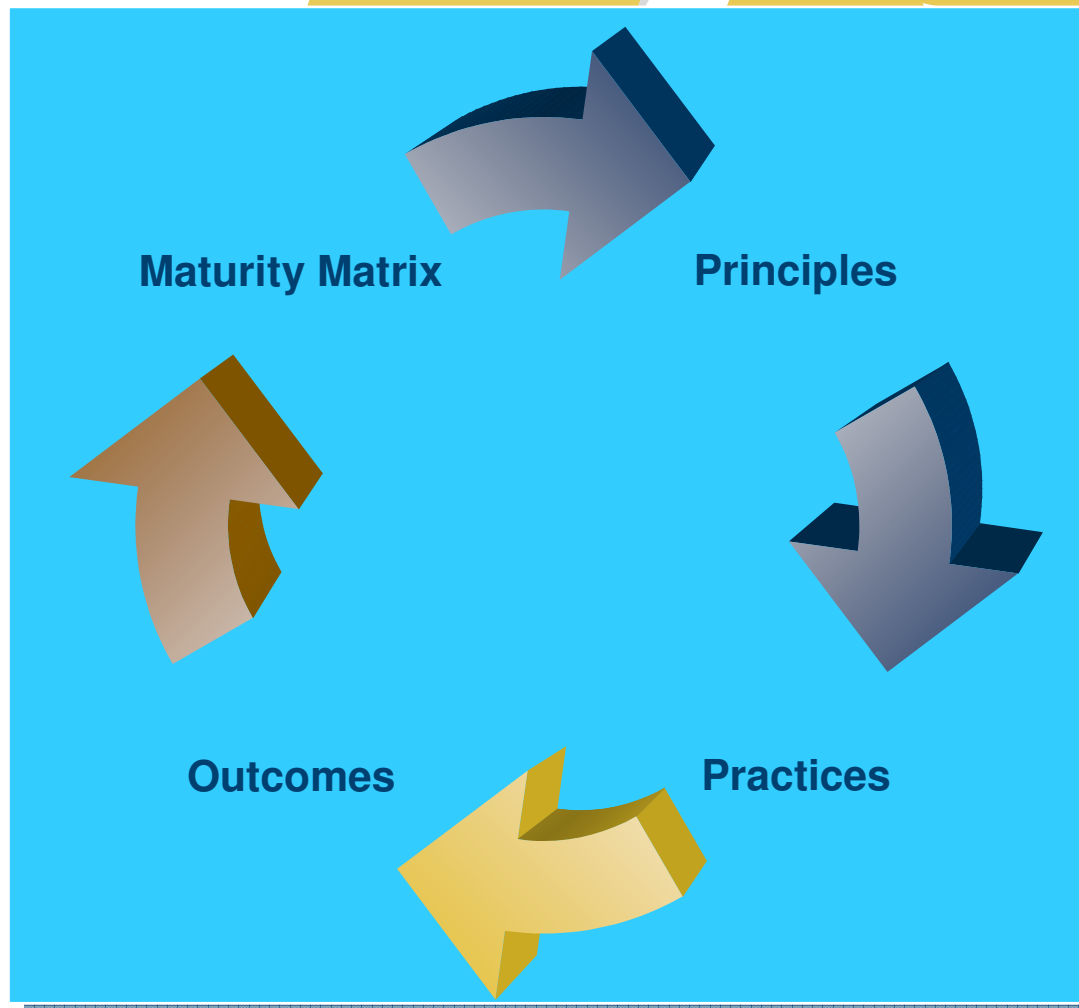
Environmental responsibility

Social progress

- **BS 8900**
- **Guidance for managing sustainable development**



BS 8900 – Model



BS 8900 – Section 4: Putting SD into practice

- Four SD principles: Integrity, Inclusivity, Stewardship & Transparency

- Integrity

Visions of sustainable development should be defined and communicated. A culture of sustainable development should be developed

- Inclusivity

Issues from stakeholders should be incorporated into organisation's activities. The main mechanism should be through stakeholder engagement

BS 8900 – Section 4: Putting SD into practice

- Stewardship

This principle includes the capability and management approach of the organization to provide sustainable development

- Transparency

Increasing levels of stakeholder confidence helps enhance credibility and transparency of an organization's performance

BS 8900 – Section 4: Putting SD into practice

- Transformed into ten major practices

- Integrity

- 1. Key drivers**
- 2. Leadership, vision & governance**
- 3. Managing risk**

- Inclusivity

- 4. Stakeholder engagement & issues identification**

BS 8900 – Section 4: Putting SD into practice

- Stewardship

5. Sustainable development culture

6. Building capability

7. Key management issues

8. Environmental assessment

- Transparency

9. Review

10. Reporting & building confidence

BS 8900 - Section 5: Sustainable Development Maturity Matrix

Principles and practice	Characteristics of developing organizations		
Stakeholder engagement and issues identification	Restricted to few	Defensive Some dialogue with immediate stakeholders, especially shareholders	Systematic stakeholder issues emerge and PR and competition recognized and addressed
Key drivers	Quarterly returns-driven Profit paramount	Reactive-driven by regulatory, NGO, shareholder and/or investor pressures Cost/return decisions	Sustainable development reputation/risk management Based on longer term
Leadership, vision and governance	Directive and narrowly focused	Adherence to (one or more) public codes	Leadership communication Publish SD and S objectives Non Executives in
Managing risk	Fire-fighting	Compliance by the book Compliance effort where likelihood of enforcement Seek "safe-harbours"	Main risks identified Performance indicators development separate
Sustainable development culture	Minimalist: doing as little as can "get away with"	Tick-box approach, seeing PR only, if little cost/impact Meeting regulatory baseline requirements only	Seeing link between development and PR/marketing focus Developing education
Building capability	Closed shop Minimum standards or	Statutory rights only	Building rights, reputation and competencies



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Thank you

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