

Vision 2050—Sustainability and Corporate Social Responsibility

DATE AND TIME Tuesday 23 February 2010 / 330PM-5PM

SPEAKER(S) Scott Griffin
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SESSION DESCRIPTION

How does a public and private organization continue to function well in tough economic times while managing the challenges of social change? Are there best practices that guide these agencies to make sure they survive change and flourish to meet their original founding mission and vision? The speaker will share real case examples from both national and international corporations on how and why they are spending an increasing amount of corporate energy focusing on their sustainability practices. This session will show the attendee to see what is really meant by the slogan "Think globally, act locally."

Scott Griffin spoke about the social responsibility of corporations, particularly to the global community. From his perspective, sustainability is “the management approach of the progressive, responsible company.” Greif Brothers is seeking to adhere to sustainable business practices because it reduces cost and it reduces risk.

Sustainability is defining the methods by which corporations can move forward. Griffin mentioned that companies from the United States are somewhat of a laughing stock in other countries because they are so far behind in sustainable enterprises. He feels a “Sustainable Revolution” is the next logical step after the Industrial Revolution, which was preceded by the Agricultural Revolution. In the long run, according to Griffin, sustainability is essential to preserving a business. Obviously, once the earth’s resources have been depleted, business prospects will be looking fairly slim. The bottom line: sustainability is good for business.

SESSION LEARNING OBJECTIVES

- Understand what makes for a sustainable organization that can survive changing and difficult times.
- Form a basic set of practices, derived from the best practices of model organizations, that be considered for implementation by your agency.
- From a global perspective, allows for the attendee to understand the implications and potential consequences of not practicing sustainable practices. The student can take the speaker’s global views and apply them to the local environment in which they work.