

- However, in many organisations people may initially work harder, but without appropriate resources performance and customer service will suffer, customers will be lost
- To achieve sustainable cost reductions it is therefore vital to determine how work will change and ensure impacts on customers are managed.
- ◆ Stakeholders Based Sustainability
 - Corporate sustainability, that is the capacity of a firm to continue operating over a long period of time, depends on the sustainability of its stakeholder relationships.
 - This new stakeholder view of the firm goes beyond previous work on the triple bottom line and balanced scorecard. Companies need appropriate systems to measure and control their own behaviour in order to assess whether they are responding to stakeholder concerns in an effective way and to communicate the results achieved.
 - These sustainability accounting systems should have the purpose of broadening and integrating the traditional financial approaches to corporate performance measurement, taking stakeholder needs into due account.



Rapporteur. The ministry is responsible for coordinating the steps towards integrating, institutionalizing and implementing the SDGs.

- ◆ Egypt presented its first Voluntary Review on the SDGs at the United Nations High Level Political Forum on Sustainable Development in July 2016 and is among the 22 countries that volunteered to report on the efforts undertaken to achieve this ambitious agenda. Throughout the drafting of the voluntary report, it has become clear that engaging with major interest groups is pivotal to build ownership of the SDGs and capitalize on local efforts for knowledge, resources and increasing mutual accountability of national development results.
- ◆ Besides investing efforts into aligning national policies with SDGs, the Government of Egypt has worked on specific projects that address the needs of youth, women and individuals with special needs. Some of the projects include the Social Housing Programme, which hopes to benefit 3.6 million people by providing affordable homes to low-income households and the Takaful and Karama social protection programme, which encourages children school attendance and health monitoring.
- ◆ Egypt's commitment to achieve the SDGs are also expressed through its building of partnership and knowledge sharing. The Egyptian Government promotes successful experiences in sustainable development through partnering with the Egyptian Agency for Partnership for Development (EAPD) and with the Cairo Centre for Conflict Resolution and Peacekeeping in Africa (CCCPA) in an effort to provide "African Solutions to African Problems".
- ◆ Aware of the principle of common but differentiated responsibility, Egypt also recognizes that despite a strong willingness to achieve the SDGs, fundamental challenges still remain. High birth rate, brain drain phenomena, water scarcity, migration, discrimination against women and girls, a growing informal sector, and instability in neighbouring states (especially Libya and Syria) are only some of the many hindrances to sustainable development. Consequently, as a way to stand against these challenges, Egypt heavily relies on international funding and knowledge-sharing partnerships. Certainly, the UNDP continues to firmly support Egypt's efforts to increase ownership of the SDGs Agenda and build public participation leaving no one behind.

The private market system

- ◆ The private market system in general works well to ensure efficient use of limited resources, with efficiency defined as ensuring the best, most highly valued by society, use of resources.
- ◆ But the private market system is not perfect and does not always ensure the best use of society's resources.
- ◆ The market on its own (without government) works best—and makes the most efficient use of society's limited resources—when public goods and externalities (see the more detailed discussion that follows) are not involved.
- ◆ It also works best when near perfect information about how private market activities affect so-called third parties (those who are not directly involved in the market activities) is readily available.

Public Policy

- ◆ Public policy is a complex and multifaceted process. It involves the interplay of many parties.
- ◆ This includes many businesses, interest groups, and individuals competing and collaborating to influence policymakers to act in a particular way and on a variety of policies.
- ◆ These individuals and groups use numerous tactics to advance their interests.
- ◆ The tactics can include lobbying, advocating their positions publicly, attempting to educate supporters and opponents, and mobilizing allies on a particular issue. Perfect policies rarely emerge from the political process.
- ◆ Most often policy outcomes involve compromises among interested parties.
- ◆ When a business considers which policy to support and advocate for, considerations include what is in their best interest—that is, which policy could help the business achieve the greatest profits.
- ◆ Other considerations include the policy's political feasibility, whether a majority of others will support the policy, and also how cost effective and efficient the policy would be in achieving the desired outcome.

What influences public policy:

- 1) Public Opinion.
 - a. Public opinion and priorities have strong influence on public policy over time. Relevant to sustainable businesses is the increasing public concern about the environment,

volatile energy prices, and global climate change. This is influencing public policy through electoral politics, citizen rallies, and actions that affect governmental decision makers. Also influencing public policy relevant for sustainable businesses are new scientific findings and information, such as new findings about climate change and the human and business impact on climate change

2) Economic conditions.

- a. Economic conditions also significantly affect the policy environment and operating context for businesses. The Great Recession at the end of the first decade of the twenty-first century enhanced interest and support for public investments and incentives (including in energy efficiency and renewable energy) that could help to create jobs.

3) Technological change.

- a. Technology advancements—often motivated by market and business opportunities—also affect public policy. Technology is constantly changing and this affects the business environment directly and also indirectly as public policies change with technological inventions. New, lower-cost, and easier-to-use technologies can increase public support for policies that promote renewable energy and energy efficiency and that reduce environmental damage.

4) Interest groups.

- a. Interest groups include business and trade associations, professional organizations, labor unions, environmental advocacy organizations, and cause-oriented citizen groups and lobbies. Individuals and businesses also organize into associations and interest groups for other reasons than to try to influence government

5) Business associations.

- a. Business efforts to influence public policy and government include not only individual company efforts but also business associations. These associations act collectively to promote public policies in the best interest of business in general and also in the interest of specific industries and localities

6) Nongovernmental Organizations.

- a. A nongovernmental organization (NGO) is an organization that is not a private company and does not have formal affiliation or representation with government. These are interest groups (see the preceding definition), and they often try to influence

to addressing societal problems, such as pollution, poor nutrition, and poverty, and are interested in social change.

- ◆ Social change involves social processes whereby the values, attitudes, or institutions of society, including businesses, become modified.
- ◆ It includes both the natural process and action programs initiated by members of society.
- ◆ Entrepreneurship can be a process that contributes to social change.
- ◆ Many social entrepreneurs are engaged in nonprofit organizations.
- ◆ Social entrepreneurs engaged in for-profit ventures are concerned with creating shared value—for their companies and also for society.
- ◆ Creating both private and societal value aligns well with the interests of the large percentage of consumers

Innovation in Sustainable Businesses

- ◆ Innovation in business involves a change in a product offering, service, business model, or operations that meaningfully improves the experience of a large number of stakeholders. There are two particularly important words in the previous definition—"meaningfully" and "stakeholders."
- ◆ If a company redesigns its packaging to be more environmentally friendly, that's a change. It's new.
- ◆ And for an invention to be more than something new and creative, it should have broad impact.
- ◆ The term stakeholders acknowledge that the beneficiaries of an innovation can vary widely—consumers, shareholders, employees, and any subset thereof.
- ◆ All of these stakeholders can potentially benefit from different types of innovations meant to address sustainability.
- ◆ Innovation is a new change in a product offering, service, business model, or operations that meaningfully improves the experience of a large number of stakeholders.
- ◆ Responding to an opportunity effectively often requires innovation.
- ◆ Clean tech includes technologies that generate energy from renewable sources, store energy, conserve energy, monitor and regulate energy usage and the pollution it generates, and efficiently manage water and other natural resources.