



**International
Finance Corporation**
World Bank Group


Corporate Responsibility Forum

Building blocks for a corporate sustainability strategy

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Building blocks for a corporate sustainability strategy

Understand, embrace and assess the new environment and your company's ability to manage it



Identify where to comply, compete or play a different game




Define a vision and role model from the top



Hold yourself accountable to clear, publicly disclosed, performance targets

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Case 1: Agribusiness in Brazil

Company intention: Develop a responsible production model for agribusiness

Activities/Outcomes

- Mapping of Key stakeholders groups
- Identification of impacts and expectations from these stakeholders
- Risks and opportunity analysis considering alternative operational models
- Strategic decision on the ambition with sustainability



Key success factor: Establish an Strategic Discussion

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Case 2: Forest company in the Amazon Region

Company intention: Develop a CSR strategy

Activities/Outcomes

- Risk and Opportunity analysis from the strategic planning
- Identification of 6 key issues such as Corporate Governance, Local Development and Biodiversity
- Integration of current and potential initiatives to address these issues
- Sustainability embedded as a company driver to achieve strategic targets



Key success factor: Flexibility to expand the current community focus to a wider sustainability plan

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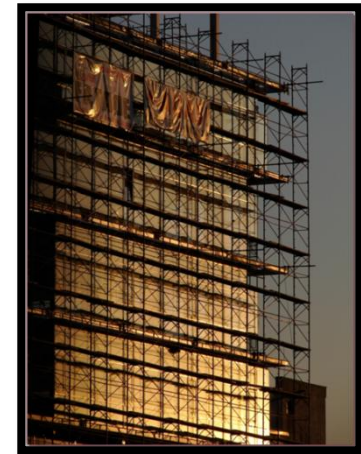
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Case 3: Construction in Brazil

Company target: Integrate sustainability programs into core business

Activities/Outcomes

- Defined a sustainability vision and roadmap for effective sustainability programs
- Secured buy-in from senior executives
- Choice of sustainable construction - a business response to a pressing social and environmental issue- as a high priority strategic issue with strong business link
- Sustainable construction catalyzed internal projects to improve construction site practices



Key success factor: Involve the Senior Executives since the beginning

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Case 4: Oil, Gas and Mining in Colombia

Company target: Assess risks and opportunities linked to sustainability

Activities/Outcomes


- Mapping of potential risks coming from the current growth strategy, looking at environment, social and governance (ESG) pressing issues
- Analysis of local and international market trends and opportunities
- List of 6 ESG issues to focus on and to be agreed by senior executives
- CSR communication improvement based on sustainability report/ responses to key stakeholders



Key success factor: Understanding of the benefits from accountability and transparency

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