



Business Sustainability Focus

Business sustainability, also known as Environmental, Social, and Governance (ESG), has become increasingly important to investors and other corporate stakeholders. ESG goals convey a company's commitment to sustainability through its vision and strategic direction. They also make the commitment practical with internal and external accountability. Further, broad and credible ESG practices can build a strong brand, attract capital, and produce long-term growth. Even so, ESG related factors such as resource scarcity, social unrest, and global health risks are serious challenges that can hamper a company's long-term growth.

The United Nation's 17 Sustainable Development Goals is another framework companies use to help them integrate the environment and society into their decisions. Innovative corporate solutions to these global problems can create new markets, opportunities, and profitability.

These frameworks are examples of corporate transformation and set the context for the Green Business Lab. Just as real-world business executives focus on sustainability, participants on an Executive Team in the simulation are measured against triple-bottom-line metrics. They must integrate sustainability into their core business strategy to drive innovation, engage employees, develop loyal customers, and build strong relationships with suppliers, communities, and investors.

In doing so, they will work with solutions essential to success, such as circularity, renewable energy, life cycle thinking, supply chain stability, deforestation, water stewardship, ecosystem services, stakeholder engagement, and social equity.

Choose Your Format for Business Sustainability



Introductory

Duration: 3-4 hours participant time per cycle, 1 cycle



Intermediate

Duration: 4-5 hours participant time per cycle, 1 to 3 cycles



In-Depth

Duration: 5+ hours participant time per cycle, 3 cycles



Use in virtual, in-person or blended classes.

Working together, participants learn new ideas, practice new skills, and discuss new approaches with their colleagues.



Apply essential concepts related to business sustainability to real-world situations.



Understand how each business function contributes to company sustainability goals.



Assess the environmental impact of a product across 5 Life Cycle Stages.



Integrate financial, environmental, and social goals into the company strategy.



Identify opportunities to engage stakeholders in shared value projects.



Compose messaging aligned with the company's values and strategy.



Analyze company performance against triple-bottom-line metrics to improve decision-making.



Make the business case for environmental and social practices.



The following table describes in detail 3 Lab formats: Introductory, Intermediate, and In-Depth. The longer participants are active in the simulation, the more features, content, and interactivity.

Team Activity	Formats for Business Sustainability		
	Introductory	Intermediate	In-Depth
Design and manufacture a physical product and make operational decisions.	1. Design and build a physical product using data about component cost, pollution and energy impact, and customer preferences.	1. Design and build a physical product using data about component cost, pollution and energy impact, and customer preferences. 2. Make operational decisions, including circularity.	1. Design and build a physical product using data about component cost, pollution and energy impact, and customer preferences. 2. Make operational decisions, including circularity. 3. Make sure that supply chain decisions are consistent with the company strategy and values.
Market the product.	1. Create either a storyboard or 30-second video commercial.	1. Create either a storyboard or 30-second video commercial. 2. Implement marketing decisions that are aligned with the company brand strategy.	1. Create either a storyboard or 30-second video commercial. 2. Implement marketing decisions that are aligned with the company brand strategy. 3. Qualify for green labels based on footprint and energy standards.
Promote the company and product through Social Media.	Not available.	This is an optional activity described in the In-Depth format.	1. Post comments about the company and product to the Lab's internal Social Media feed and comment on other posts.
Engage with stakeholders designed into the Lab.	This is an optional activity described in the Intermediate format.	1. Consider scripted stakeholder perspectives related to company activities.	1. Consider scripted stakeholder perspectives related to company activities. 2. Engage interactively with stakeholders played by the instructor via the Lab's internal email app (optional).
Make leadership decisions for your company. (The instructor selects the topics. For the In-Depth format, we can also create custom topics based on instructor input).	1. Make decisions for 1 leadership topic described in the Intermediate format.	1. Make decisions for up to 3 leadership topics from the following list: <ul style="list-style-type: none"> • Life Cycle Innovation. • Water Stewardship. • Supply Chain Disruption and Ecosystem Services. • Product Take-back. • Remanufacturing and Circularity. • Supply Chain Safety. • Corporate Social Responsibility. • Product as a Service. 	1. Make decisions for up to 8 leadership topics from the following list: <ul style="list-style-type: none"> • Life Cycle Innovation. • Water Stewardship. • Supply Chain Disruption and Ecosystem Services. • Product Take-back. • Remanufacturing and Circularity. • Supply Chain Safety. • Corporate Social Responsibility. • Product as a Service. 2. Make decisions for custom topics (optional).
Propose a solution to a business opportunity related to business sustainability. (The instructor selects the topics. For the In-Depth format, we can also create custom topics based on instructor input).	Not available.	This is an optional activity described in the In-Depth format.	1. Propose a solution to a business opportunity related to course content. Here are some examples: <ul style="list-style-type: none"> • Create a culture of sustainability. • Start a project with external stakeholders to create shared value. • Improve energy efficiency or begin a change to renewables. • Strengthen your supply chain. • Empower women and minorities in your company and supply chain. 2. Propose a solution for custom topics (optional).
Complete Debrief Questions and Surveys about company, team, and peer performance. (For the In-Depth format, we can create custom surveys based on instructor input).	Answer questions and surveys: 1. Business Sustainability Debrief Questions.	Answer questions and surveys: 1. Business Sustainability Debrief Questions. 2. Peer Evaluation Survey.	Answer questions and surveys: 1. Business Sustainability Debrief Questions. 2. Peer Evaluation Survey. 3. Team Evaluation Survey. 4. Answer custom Debrief Questions or Surveys (optional).
Make a final presentation to the Board of Directors.	Not available.	This is an optional activity described in the In-Depth format.	1. Present company strategy, progress-to-date, and future direction to a volunteer Board of Directors.