

Business keynote:

Stories of corporate impacts on SDGs

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Agenda

Background

2. Stories of Impact of Henkel

3. Stories of Impact of Vöslauer

4. Stories of Impact of Brau Union

5. Stories of Impact of Austrian Airlines

6. Summary

Impact-oriented CSR

1. Purpose

(reporting, decision support, learning)

2. Scope

(direct, supply chain, products)

3. Impact areas

(SDGs, materiality)

4. Impact pathways

(causality, time-lags)

5. Sphere of influence

(shared responsibility)

6. Data availability

(linking micro- and macro-data)

7. Scenarios

(time-scales, systemic approach)

8. Aggregation

(indicators, valuation)

9. Improvement measures

(TQM cycle)

10. Communication

(target groups and channels)

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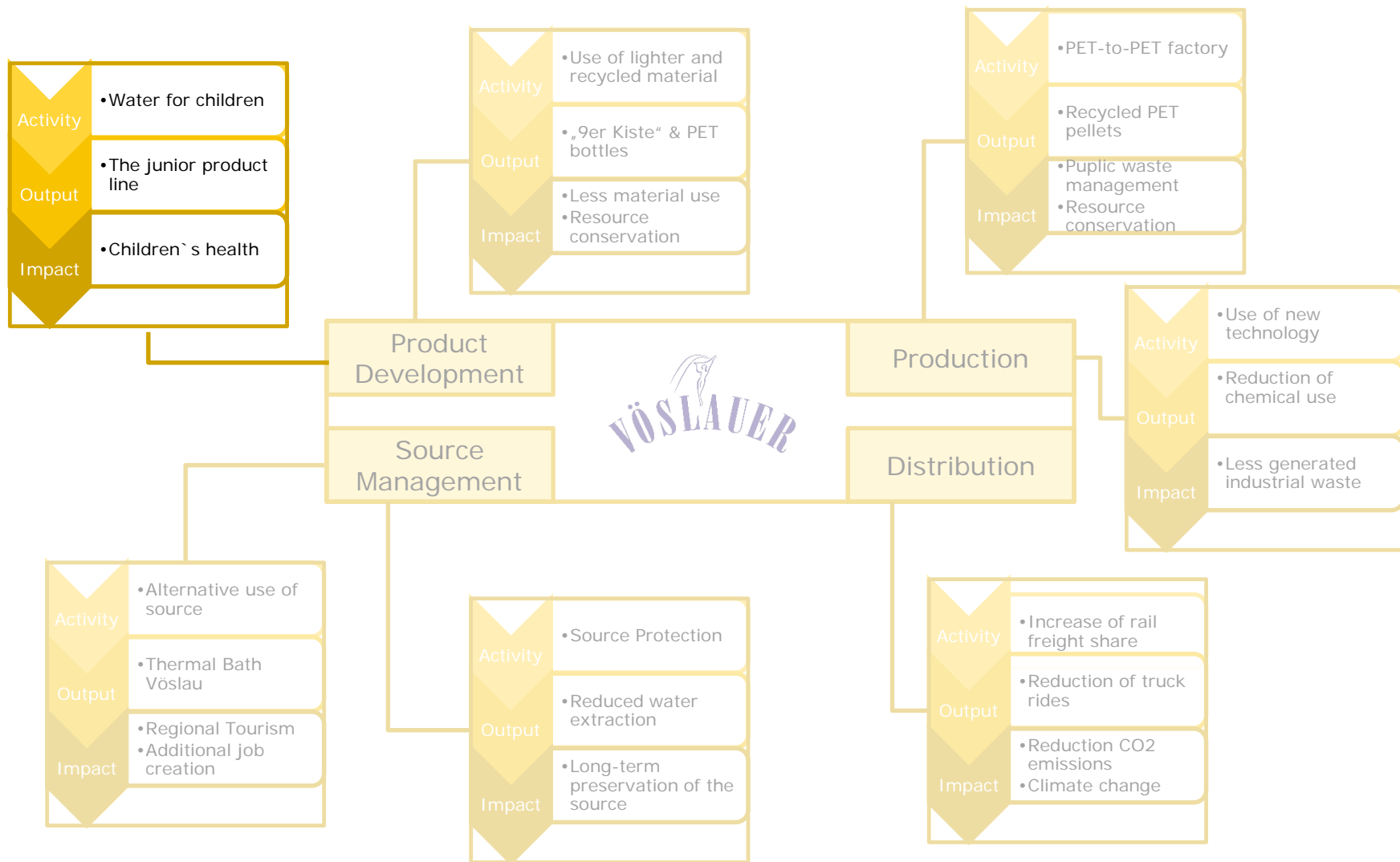
5. Sphere of influence

(shared responsibility)

- Different industries:
Mineral oil, ICT, beverage, brewery, detergent, airline, chocolate, coffee, textile, media, automotive
- Identification/Screening of impacts based on SDGs
- Development of impacts maps
- Based on knowledge from programme evaluation (logic models, impact mapping)
- Supported by WU students



Impact Mapping



Henkel

detergents industry



- MNE with more than 50.000 employees and over 50 production sites worldwide
- Important producers of laundry and cleaning products, beauty care and adhesives technologies
- Among the largest DAX listed companies with a over 100 years company history
- Focus on consumer detergents division
- Well established consumer brands: Persil, Pril, Fa and Glem Vital





Henkel – Stories of Impact

detergents industry

- Initiative "Together for Sustainability"
- Environmental, labour and safety standard
- Audits and Assessments

Practices in supply chains

- 70% of climate impacts during washing
- Reduce energy consumption of washing
- Good washing performance at 20°C

Reduction of PCF

- Test method based on artificial skin tissue
- Substitute for animal testing
- change practices of whole industry

Animal welfare

⇒ Through impact-thinking Henkel has become a **rule maker** in its industrial sector.



Vöslauer

mineral water

- Market leader of bottled natural mineral water in Austria (40% shares)
- SME with annual sales of 96.5 Mio. EUR and about 200 employees (in 2014)
- Product range also includes soft drinks
- Core processes: sourcing, bottling, distribution and marketing
- Beverage industry criticized for negative impacts on health and environment in form of waste

Vöslauer – Stories of Impact

mineral water



⇒ **SMEs** can also follow an impact oriented approach to sustainability.

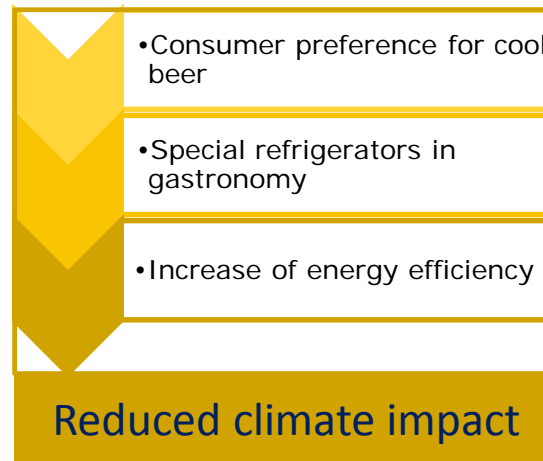
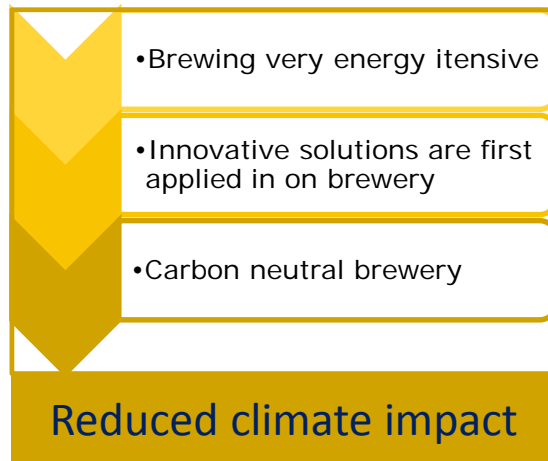
Brau Union

beer brewery

- Biggest player in the Austrian beer industry (50% market share)
- About 2.000 employees and annual sales of 660 mio. EUR (2013)
- Part of the Heineken Group
- Owns eight different breweries located all over Austria and more than a dozen beer brands
- Core processes: brewing, bottling, distribution and marketing
- Innovative production site in Göss
- Controversial industry due to alcoholic drinks

Brau Union – Stories of Impact

beer brewery



⇒ Impact-thinking can support **multi-level learning and change** in a global corporation.

Austrian

Airline

- 6.000 employees and more than 2 billion EUR annual sales
- Carries more than 11 Mio. passengers per year
- Part of the Lufthansa Group
- Hub carrier at Vienna International Airport
- Also operates a technical operations organization and several training departments
- High price pressure in the industry

Austrian – Stories of Impact

Airline



⇒ Impact responsibility can mean to **maintain high standards** despite of a rising competition.

Conclusion

1. Screening based on SDGs helpful to identify corporate impacts
2. Impact responsibility depends on the industry context and the company
3. Impact maps can **support decision makers to manage corporate impacts and** provide an **easy understandable overview** of impacts and their pathways
4. Contributes to the **reduction of complexity** and to the cognition of decision makers
5. Impact thinking can lead to innovative solutions

Next steps

- Stories of impact will be presented by animated videos
- Collaboration with „HTL – Die Grafische“ (Graphic design school)
- Finalization of videos in June 2016