

Sustainability and Corporate Responsibility Strategies

Adding to the Bottom Line

In the words of the World Business Council for Sustainable Development: "Sustainable Development is good for business, and business is good for sustainable development." Contributing towards the wellbeing of your employees and the community at large by thinking and acting strategically will improve both competitiveness and profitability.

Sustainable Development is more than a moral obligation or a means to maintain your licence to operate: it is a means to understanding what the priorities are, and creating a competitive advantage in the marketplace. Futureye can help you understand how your existing business governance structures can shift to improve your business in this era. We work with you to develop internal systems to ensure your organisation is transparent and has the cultural capacity to implement its sustainability and corporate responsibility vision. In developing frameworks to build your advantage, organisations are better able to grade their own performance against changing expectations, drive performance in priority areas, and provide stakeholders with a more informed view of their operations.

When organisations think about corporate responsibility strategically, it allows them to identify potential risks ahead of time, and

innovate to mitigate them. If organisations design a good corporate responsibility product, they can:

- Decrease risk;
- Increase reputation;
- Build relationships with regulators; and,
- Create significant social outcomes.

Our Services

- **Sustainability and corporate responsibility strategy** – Aligning your business goals and direction
- **Business case** – Building on your advantages
- **Policy development** – Laying your foundations
- **Frameworks implementation** – Constructing your process
- **Risks and opportunities** – Assessing and proactively addressing your risk and opportunities
- **Measurement systems** – Proving your progress
- **Building partnerships** – That deliver outcomes for all parties.



Futureye
Real solutions to real dilemmas

BP Opal Case Study

The brief

To demonstrate green, progressive and transparent values, BP needed to develop an innovative social responsibility framework that directly reflected community expectations and specific social and environmental issues. Futureye was asked to review BP's current approach, develop a social responsibility framework and a set of priorities and options for BP.

The solution

Futureye reviewed emerging expectations, particularly in relation to extended product responsibility. Workshops were conducted with BP to assess all emerging issues and rate the risks associated with these issues, in order to develop a framework and action plan. The process identified petrol sniffing in indigenous communities as being a potential issue for BP given increasing expectations of companies to take extended product responsibility. Accordingly, scientific research was conducted to explore the possibility of chemically engineering petrol to remove the harmful hallucinogens that give petrol sniffers a 'high'.

The result

BP created Opal, a petrol that removed the hallucinogens and therefore the impact, of petrol sniffing. Given the petrol was expensive to produce and there was public benefit, the Federal government provided assistance for the roll-out of Opal to Indigenous communities. The project was widely lauded as a positive step forward for Indigenous Australians. Aboriginal MP Alison Anderson said "It's made a dramatic difference. You don't see kids sniffing petrol any more."

To date, Opal is credited with producing a 95 per cent reduction in petrol sniffing activity across central Australia and as a result, BP Australia is now viewed as leading the field in corporate responsibility for BP globally. In fact, 'Opal' is now in demand internationally by countries with the same problem.

Futureye challenged BP's approach to corporate responsibility, and helped develop a strategic model that allowed the company to turn a significant social risk into an opportunity for innovation.

“Futureye had a key role in designing BP's model for corporate responsibility and identifying an opportunity to create Opal. Futureye gives challenging insights into how and why we can change ourselves to meet new community expectations. By thinking about corporate responsibility strategically, we were able to assess potential future risks, consider our social responsibilities and be innovative.”

Gerry Heuston, President of BP Australia

“I never expected the Futureye would be such a journey of discovery. At the end of the process, I feel better equipped to understand and manage the complex relationship we have with the world and our place in it, now and in the future.”

Matt Trewin, Corporate Communications Manager, Timbercorp

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