Sustainability Implementation Model

Sustainable Competitive Advantage

Level 2: Initiate What To

Level 3: Implement How To

Level 4: Operationalize Why To

Level 5: Transformation

Strategic Alignment

Stakeholder/ Shareholder Research

People Development

Process Improvement

Sustainability Focus

Customer Loyalty

Employee Loyalty

Stakeholder Loyalty

Shareholder Loyalty

Sustainability Assessment D.I.AL.O.G.