Trifecta : embedded sustainability criterion dismantling barriers through learning and full suite of power tools

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Abstract
This dissertation uses a multiple case study format with polar sampling to examine the organizational strategies and processes underlying two firms' successful sustainability programs, in order to understand the factors leading to positive sustainability outcomes. Particular attention is given to the values underlying sustainable development objectives, the means of institutionalizing those values, and the organizational strategies and resources utilized to protect those values while simultaneously serving other important organizational values. The two organizations studied have different business structures and decision-making processes; however, they share three key features that empower strong sustainability outcomes. First, each organization has an embedded sustainability criterion that ensures the organization acts on sustainability concerns across its value chain. Second, each has learning processes by which it dismantles barriers to sustainability. Third, each organization supports sustainability learning activities with a full suite of what researchers have called "empowerment tools," a variety of infrastructural resources without which learning rarely occurs. This study offers a three-pronged strategy for organizational sustainability tailorable to the individual firm, and may be of interest to firms searching for a "do-able" alternative. It brings novel, grounded data to bear on conventional views about embedding sustainability across an organization and about the need to build an organizational culture of sustainability. It supports recent comments in the literature about the role of the business case in sustainability behavior. Although much has been written about sustainable development, research investigating the ways firms choose to overcome barriers to sustainable development is at its beginning. This study helps to fill that void.

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However, sustainability aspects are often not linked to company strategies, and there has been growing difficulty in measuring sustainable development by adopting an appropriate set of key performance indicators (KPIs). Accordingly, the aim of this study is as follows: (1) to identify the suitable KPIs that affect company performance, based on the literature and management practices, and (2) to propose a new perspective on a way to integrate sustainability issues in company strategies. to adapt a strategic and systemic approach to the deployment of innovations in order to fully utilize the. environmental, social, and

economic advantages of the bioeconomy and sustainable implementation. In this context, a relevant role is played by a strategic tool that allows integration of sustainability. Metaphor is the power of realizing two lexical meanings simultaneously. Metaphor can be embodied in all the meaningful parts of speech, in nouns, adjectives, verbs, adverbs and sometimes even in the auxiliary parts of speech, as in prepositions. Metaphor as any stylistic devices can be classified according to their degree of unexpectedness. Thus metaphors which are absolutely unexpected, are quite unpredictable, are called genuine metaphors. e. g. Through the open window the dust danced and was golden. They are words of wisdom of culture- lessons that people of that culture want their children to learn and to live by. They are served as some symbols, abstract ideas. Proverbs are usually dedicated and involve imagery. e.g. Out of sight, out of mind. Meanwhile the original capitalised dismantling cost is subjected to depreciation over the life of the asset. The same net effect would have been achieved simply by creating a provision on day 1 and amending that provision through the passage of time. But standards say "This is how you do it" so this is how we do it! OK? Samantha powers arrested & serving life. Harry reid arrested & serving life. Susan rice arrested & serving life. By the way GITMO is full. Some of the people who were arrested and on house arrest or at GITMO, are still in the tribunal negotiating a deal. Gates for instance will not be able to negotiate a deal because we already have the same evidence that he is using to get a deal. Samantha powers a rrested & serving life. Harry reid arrested & serving life. Susan rice arrested & serving life. Moreover, High Sustainability companies are more likely to have established processes for stakeholder engagement, to be more long-term oriented, and to exhibit higher measurement and disclosure of nonfinancial information. Finally, we provide evidence that High Sustainability companies significantly outperform their counterparts over the long-term, both in terms of stock market as well as accounting performance.