

Activity 1 - The Business Case for Sustainability

Using the PESTLE you may need to do some additional research on this], see if you can identify an example used by Willard for each of the external factors that make up the PESTLE analytical technique.

Post any example or suggestions that Willard provides that are: Political, Economic, Social, Technology, Legal, Environment

Do you think Willard makes a compelling argument for the Business Case for sustainability? Are you convinced, would people in your organisation be convinced or not? What kinds of criticism might they have? Post your thoughts in the forum

Answer:

In his talk Dr Bob Willard highly shed in the importance of choosing the right language in your organization to use to convince the senior management to implement the sustainability in their activities. I did like how he did summaries the sustainability definition in three words: Enough, for everyone at every time. Using this simple language is extremely important for the professional people who works outside the sustainability circle.

Additionally, according to Willard, that in the business case of sustainability, communication is not merely about providing information related to sustainability and raising awareness for sustainability considerations. The objective of communication is to establish societal transformation on the basis of the normative goals of sustainable development. Communication may include the knowledge generation or social learning and collaboratively developing solutions for sustainability issues, in terms of direction and senders. The effectiveness of communication is measured with respect to its impact in terms of measurable action towards sustainable development.

Also, Dr Bob highlights that, Communication of sustainability is generally instrumental or managerial. The main focus of CoS is mono-directional, sender-receiver flow of communication, in which the sender follows a particular objective of communication. In this type, scientists, NGOs, educators, companies, and journalists pursue to receive the attention of decision makers or the public in general to provide information about the issues with respect to sustainability.