

Exposing Sustainability Myths in Business

Myth

Sustainable actions will take away from the strategic focus of the company.

As an example, a sustainability champion recommends overhauling equipment maintenance procedures to reduce the waste stream. The initiative disrupts operations by engrossing everyone from factory floor to boardroom.

What could this champion have done alternatively to keep the company focused on its current business procedures while considering sustainable option for reducing its waste stream?

Bust this Myth

What sustainable decision could this company have made to bust this myth?

Busted

A better approach would be for this champion to have done due diligence on various methods for streamlining waste, before taking the attention of the company and its leaders away from its core business procedures.