

An aerial photograph of a lush green, hilly landscape. A winding road or path cuts through the terrain, and a line of wind turbines is visible in the lower left. The text is overlaid on the right side of the image.

Sustainability, SAP and Human Capital

NNT DATA Business Solutions



KRISTOFFER
NILÅS

TARP

ERIK
THOMAS

JOHNSON

FORRETNINGS-
SUCCES

BÆRE-
DYGTIGHED

7 KERNE-
KOMPETENCER

Samfunds
Litteratur

FORRETNING FOR FREMTIDEN

Succes med verdensmålene

Yours truly...

- Management consultant
- EU and UN
- DIIS
- SDG Accelerator
- Covid-19 Fund
- Writer
- Keynote speaker
- Board Member
- Sustainability AB Chair
- NTT Data colleague





Becoming sustainable is **THE** burning platform...

Consumers



Brands that deliver on the pursuit of purpose, that drive a culture of sustainable innovation, are the front runners in consumers' eyes – and they are watching.

(World Economic Forum)

Customers



In recent years a rising number of multinational corporations have pledged to work only with suppliers that adhere to social and environmental standards.

(Harvard Business Review)

Investors



As more and more investors choose to tilt their investments towards sustainability-focused companies, the tectonic shift we are seeing will accelerate further.

(Larry Fink, CEO Blackrock)

Talents



Employee satisfaction is more challenging to deliver than ever, and businesses with a connection to a social, environmental, or economic goal, are better able to attract and retain talent.

(Deloitte)

Regulators



The EU Taxonomy is a leading science-based classification system expected to become the global standard for determining whether an economic activity can be considered environmentally sustainable.

(Sustainalytics)

Consumer trends for 2021 and beyond

- A holistic approach to wellness
- Regeneration will be the new expectation
- ReCommerce on the rise
- A time for activism
- Space restraints spark a sharing economy boom
- Shoppers stay local
- Carbon labelling goes mainstream
- Brands face the burden of proof

Ethical Business, Sustainability by Sian Conway



Climate change has become a defining factor in companies' long-term prospects. Last September, when millions of people took to the streets to demand action on climate change, many of them emphasized the significant and lasting impact that it will have on economic growth and prosperity – a risk that markets to date have been slower to reflect. But awareness is rapidly changing, and I believe we are on the edge of a fundamental reshaping of finance.

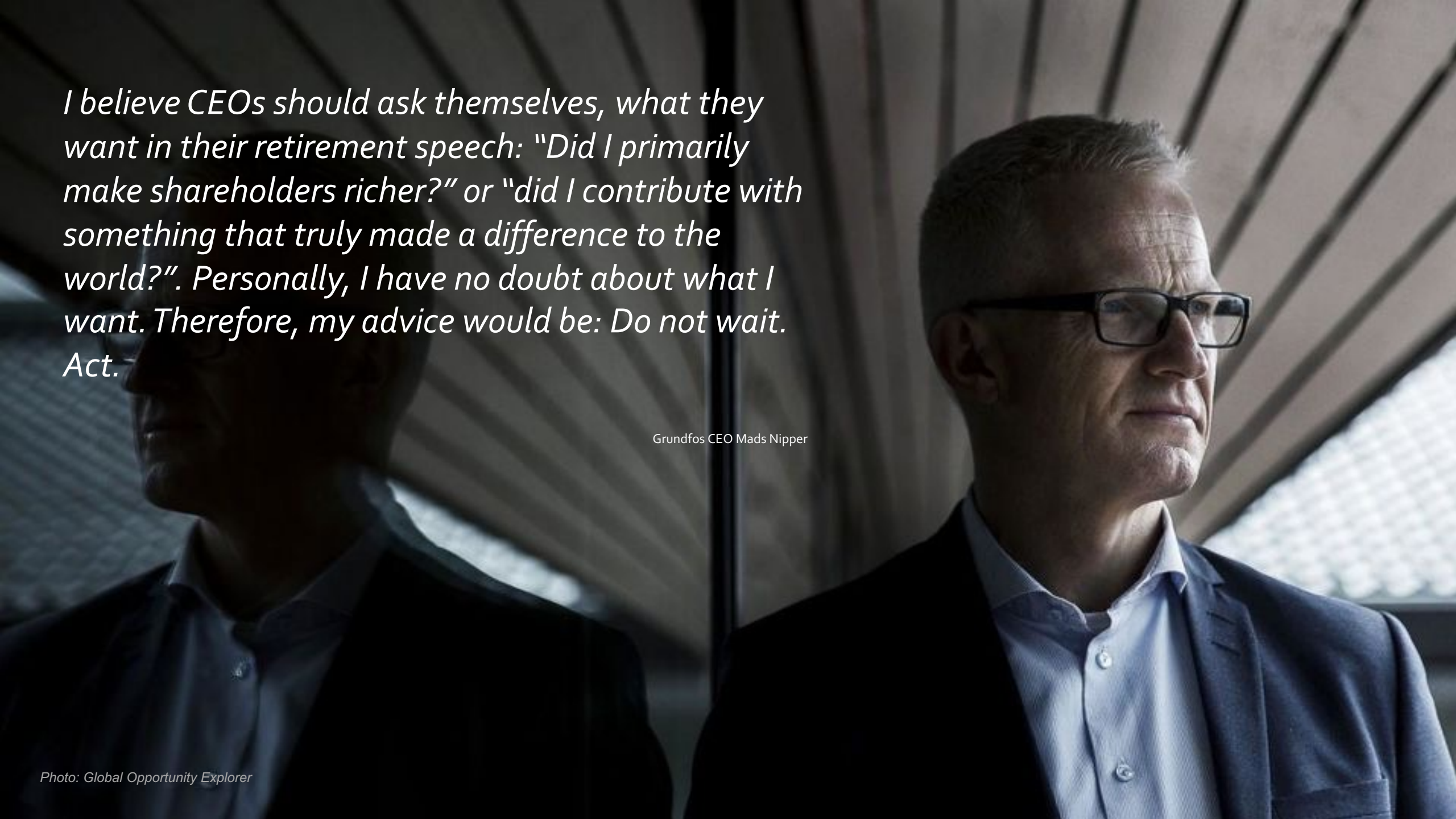


In the near future – and sooner than most anticipate – there will be a significant reallocation of capital.

Ultimately, purpose is the engine of long-term profitability.



Larry Fink
Managing \$12 trillion at Blackrock

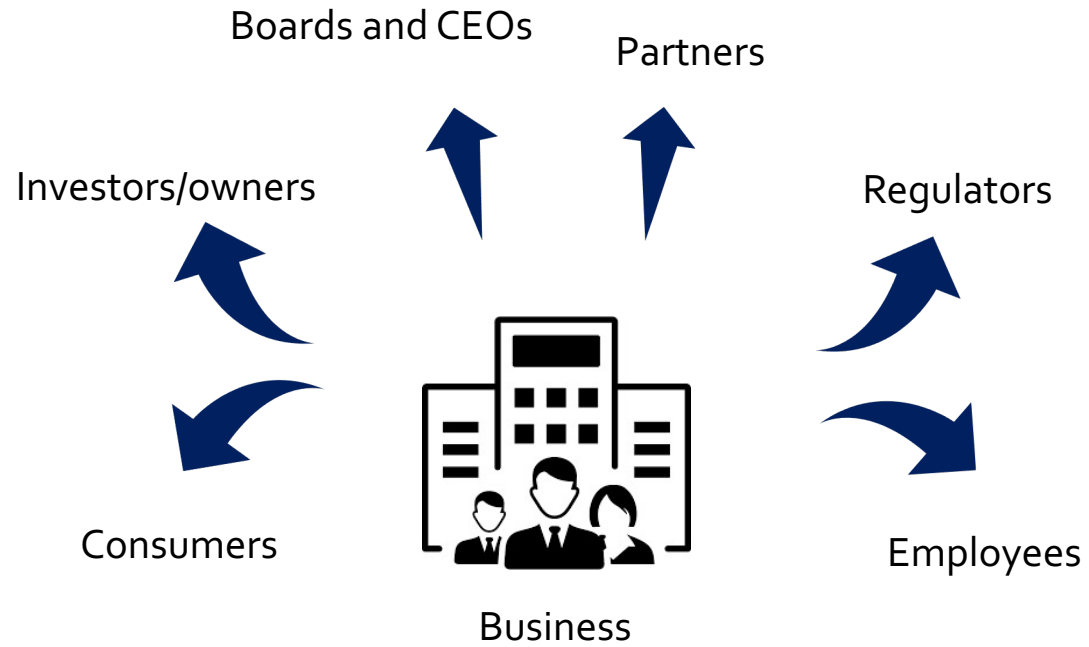
A photograph of two men in business attire (suits and shirts) standing in front of a large window. The window has a prominent diagonal structural pattern. The man on the right is wearing glasses and looking out the window. The man on the left is partially visible in profile. The lighting is soft, coming from the window.

I believe CEOs should ask themselves, what they want in their retirement speech: "Did I primarily make shareholders richer?" or "did I contribute with something that truly made a difference to the world?". Personally, I have no doubt about what I want. Therefore, my advice would be: Do not wait. Act.

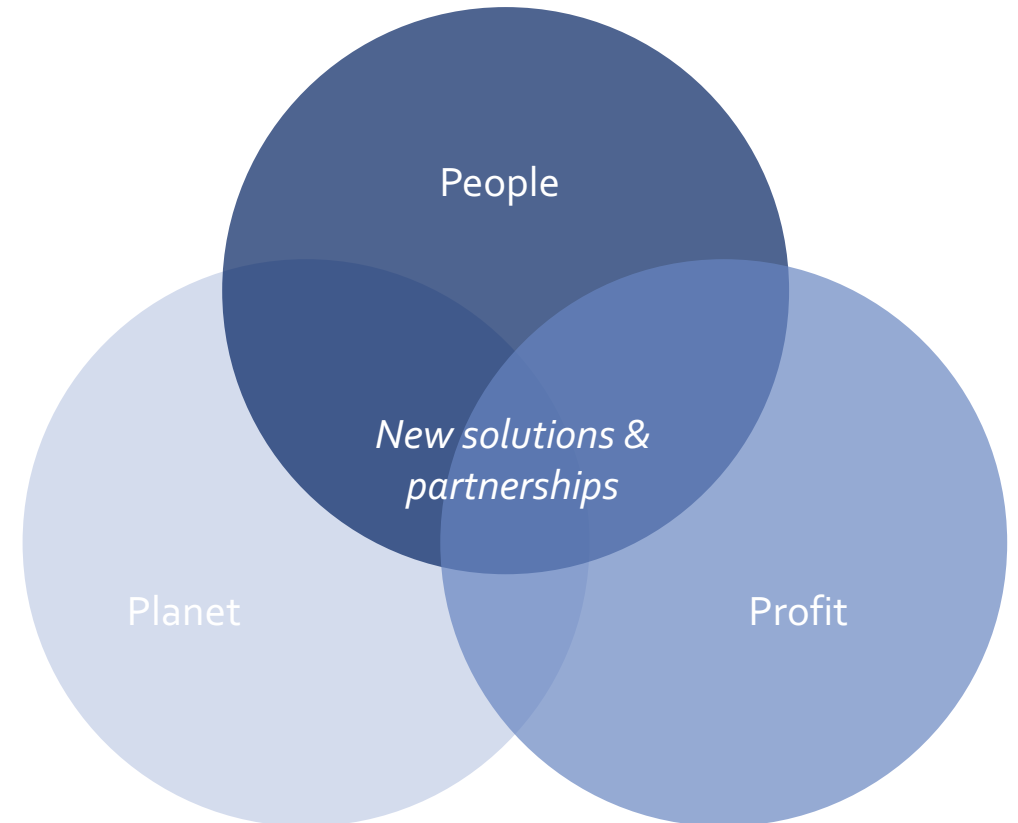
Grundfos CEO Mads Nipper

The world is changing – be prepared

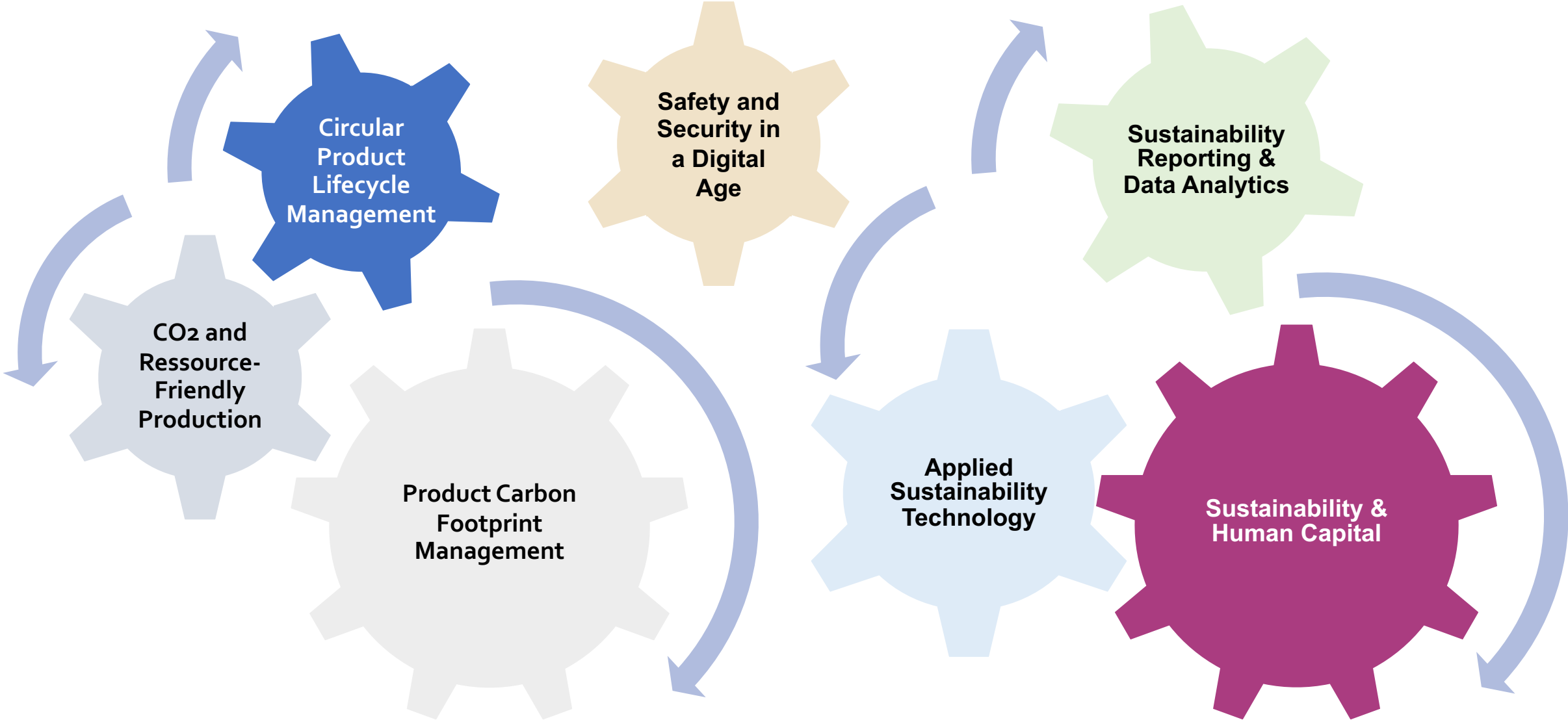
The business environment is changing...

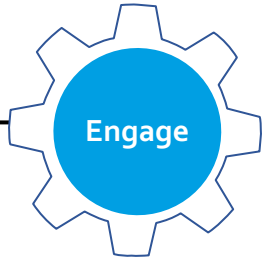


... in that change, there is business to be made.



Seven areas to accelerate your sustainability agenda

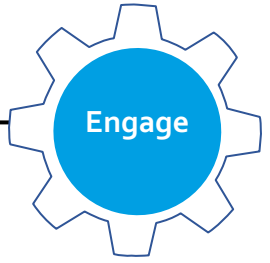




Three central HR objectives of engaging employees in sustainability

- The companies' ability to attract and retain talent – both the younger generations and the older talents who can pick and choose. More and more employees are seeking a purpose in their work-life that is greater than shareholder returns and annual bonuses
- The employees' commitment to the company's work, the story they tell about the company to each other and to external actors is central to company culture and branding
- The employees' internalisation of sustainability as part of their daily work to ensure continuous innovation and improvement to benefit both the environment and the bottom line.

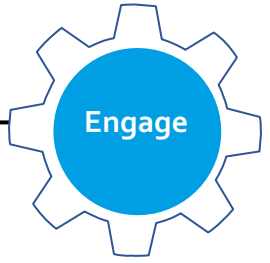
But it requires the possibility for engagement



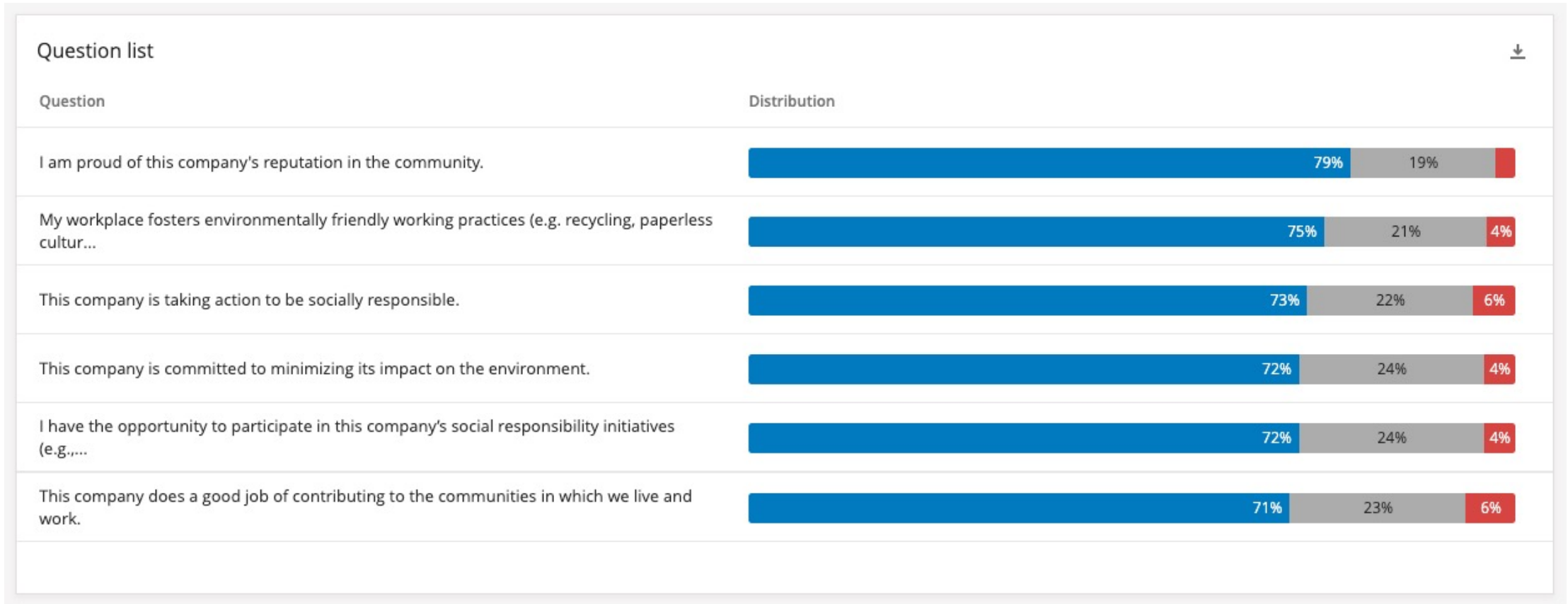
- Recruit the right people in the right way – the approach matters!
- Make sustainability data available and up-to-date in real-time – for both internal and external stakeholders
- Make sustainability data relevant and present – what can I influence, and what can my department influence?
- Set clear KPIs and personal performance goals related to sustainability
- Offer learning and competence development regarding sustainability
- Support innovation and bottom-up commitment to sustainability



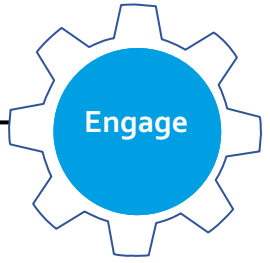
From assumptions to perceived sustainability



- From an HR and company perspective, it is central to know whether the investments in sustainability are also experienced/perceived by relevant stakeholders



From assumptions to perceived sustainability



- It is only when the employees experience the company as sustainable, that it creates value from an HR perspective in terms of attraction and retention

Corporate Responsibility ▾



Headlines

2 Filters ▾

Department: All ▾

Job Level: 1 to 7 ▾

Heat map

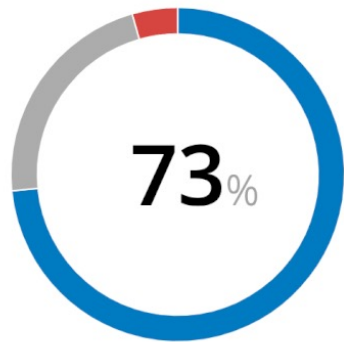
Intent to stay

Comments

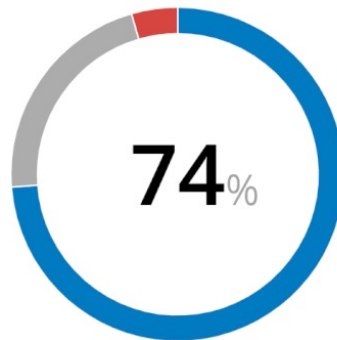
Response rates

Corporate responsibility and overall scores

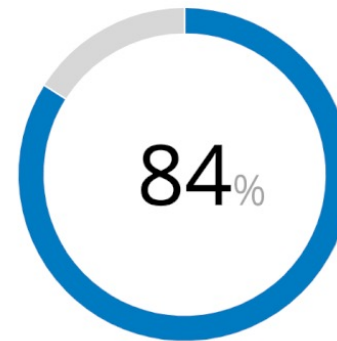
Corporate responsibility score ⓘ



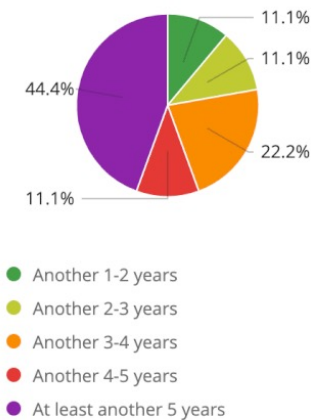
Engagement score ⓘ



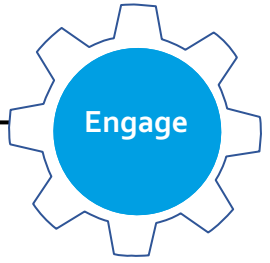
Participation ⓘ



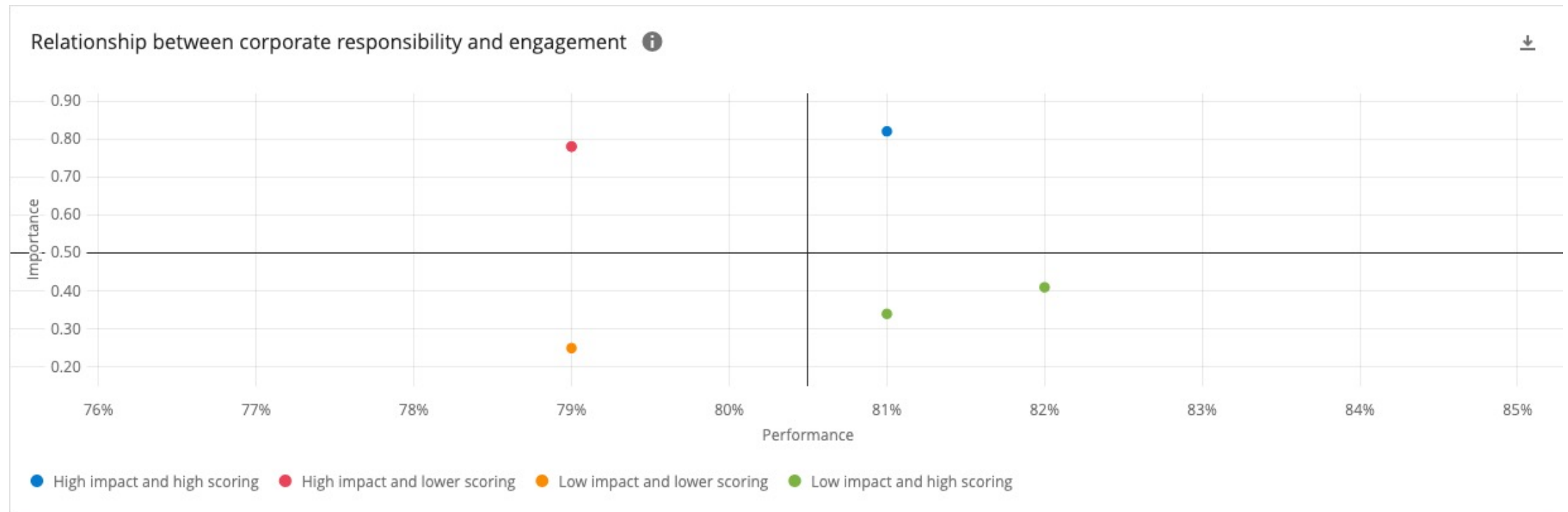
Intent to stay breakdown ⓘ



From assumptions to perceived sustainability



- This demands a new ability to listen and understand, which luckily can be supported by technology and data



SAP SuccessFactors 

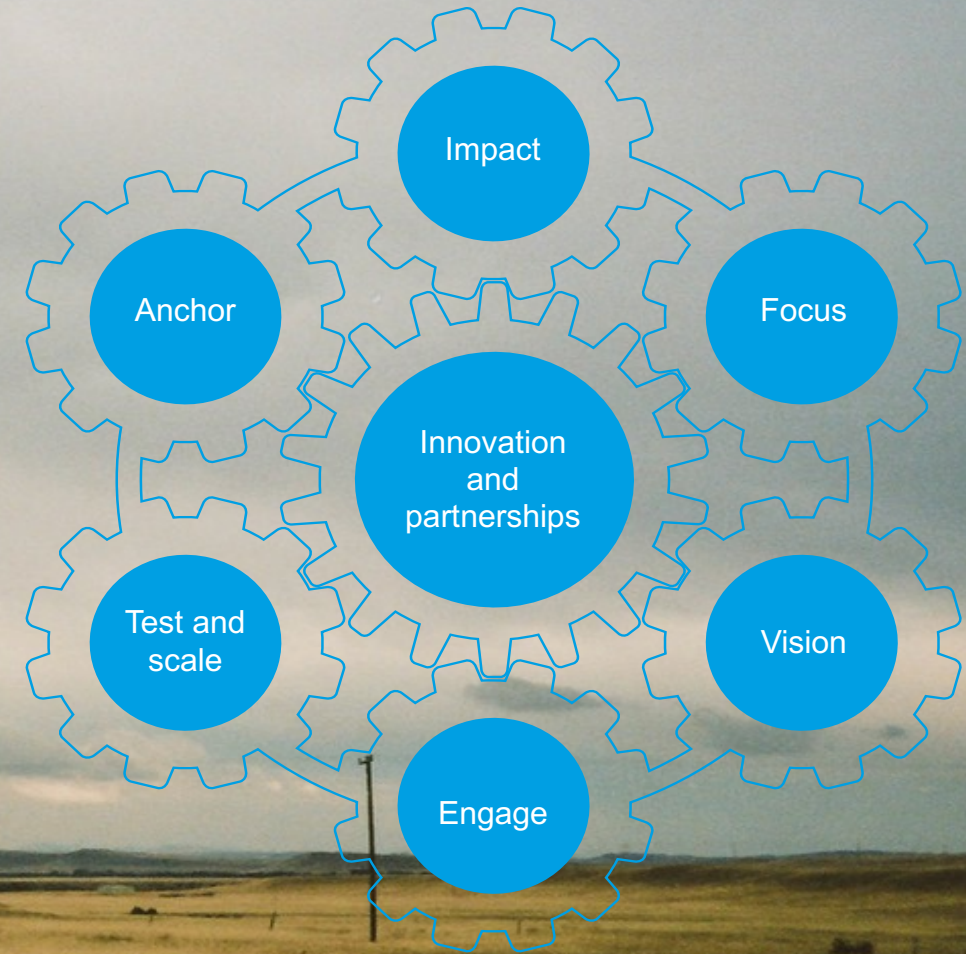
SAP® SuccessFactors® Solutions

Enable a Business Beyond Bias

- Mobile learning management system
- Onboarding
- Performance and Goals
- Recruitment
- Collaboration
- Workforce analytics

Questions for reflection

- Are you really sustainable and how?
- How is the story told most effectively to both the current employees and the future employees?
- How do we ensure that employees can follow and engage in the company's sustainable work
- How can this engagement be supported by technology?
- Do we listen and understand?



Be ambitious and credible!



An aerial photograph of a lush green landscape, likely a forest or park. A winding road or path cuts through the terrain, and a line of wind turbines is visible in the lower left. The text is overlaid on the bottom left of the image.

Kristoffer Nilaus Tarp

Contact: Kristoffer.tarp@nttdata.com

Read: <https://samfundslitteratur.dk/bog/forretning-fremtiden>

Watch: David Attenborough: A Life On Our Planet

Listen: BBC People fixing the world

Invest: Do Land og Ecotree

Take action: The Lazy Person's Guide to Saving the World