



7 Steps to Greater Sustainability

The demand for more sustainable business practices is constantly increasing. Employees, shareholders, customers and the world are watching.

Executives can no longer afford to approach sustainability as a “nice to have” or as [a] solid function separated from the “real” business.

—Harvard Business Review

Sphera’s Sustainability Consulting services help you:

- 1 Holistically assess your organization’s sustainability practices.**
Keep your specific conditions and needs in mind while examining your sustainability situation in all its complexity. 
- 2 Identify hotspots and changes you can make immediately.**
Identify “low-hanging fruit” to tackle right now and recognize hotspots with the worst environmental impacts so you know where to focus your efforts. 
- 3 Develop a sustainability strategy that makes sense given your company’s situation.**
Plot out the sustainability strategy that adheres to your business’s current situation, enacting measures that can be realistically carried out within your company’s budget and timeline. 
- 4 Use software tools and sustainability data to identify the baseline and help your company innovate into the future.**
Use product and corporate sustainability software and sustainability data to assess your current environmental impacts and identify future product alternatives. 
- 5 Set specific targets that can be externally verified.**
Set Science Based Targets (SBTs), scope 1, 2 and 3 targets, targets related to the Sustainable Development Goals (SDGs), carbon neutrality or any other goal that can be verified through assessments recognized as legitimate by the scientific community. 
- 6 Transparently and comprehensively communicate the results to build trust with stakeholders and shareholders.**
Gain assistance in translating detailed environmental information into plain language that customers and the general public can understand. 
- 7 Build scientific and technological sustainability assessment results into a marketing strategy.**
Achieve sustainability assessment outcomes that you can transform into a comprehensive sustainability marketing strategy to help differentiate your organization in the marketplace, allowing you to develop a competitive advantage while doing the right thing for the world. 

Is your organization ready to take the next step on its sustainability journey? [Contact Us.](#)