

IMPULSE

Turning Costs Into Profits



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13/03/2025 Sustainability in corporate strategy.

Environmental protection and sustainability are now more than merely social concerns. Many companies increasingly focus on renewable energies, using sustainable materials or promoting fair working conditions. Responsible business practices give companies numerous advantages and make them fit for the future. For this to succeed, a comprehensive sustainability strategy is required. This includes not just short-term measures to reduce environmental impacts, but also pursues the goal of the long-term transformation of the company. A sustainability strategy encompasses all initiatives and processes aimed at harmonizing economic, social and environmental goals. This includes measures such as reducing CO₂ emissions, switching to renewable energies, and ensuring sustainable product development and fair working conditions and social standards throughout the supply chain.

Companies that do not rise to this challenge risk being left behind in global competition. Not only do they lose market shares to more sustainable competitors, they are also faced with higher costs due to inefficient processes, stricter regulatory requirements and a dwindling reputation amongst all stakeholders. Holistic sustainability management is therefore a strategic necessity today.

Read the impulse in full length: Turning Costs Into Profits

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