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Biniam Tefera: "Sustainability is no one's business, it is everyone's business"

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Sustainability is becoming the spotlight of all businesses, from small and medium-sized enterprises (SMEs) to big corporations. We are witnessing many national and international rules and regulations coming into effect in recent years. Businesses are more active than ever in pursuing sustainability to align with values and engage stakeholders.

For better implementation and meaningful outcomes, all stakeholders in public, private businesses and educational institutions need to work hand in hand. A good example of this multi-sector cooperation is a project completed by Sustain4Future Consulting, Jakobstad Region Development Company Concordia and Novia University of Applied Sciences.

Sustain4Future Consulting has a mission to deliver practical, sustainable supply chain concepts and solutions to support our clients' sustainability initiatives. We are experts in sustainability, supply chain and operational excellence. Sustain4Future strives to become a

reliable partner to companies by providing sustainability advisory services in end-to-end supply chains throughout their sustainability journey.

There is no single solution that works for all businesses, so together we assess the business operations, set KPIs and determine the best approach that fits their unique needs and strategy. This unique hands-on pragmatic approach is critical in providing tangible solutions since businesses are in different stages in their sustainability work.

The project focused on two deliverables. The first was developing a sustainability reporting template based on the EU non-financial reporting standards and The Global Reporting Initiative (GRI). This template will help companies standardize their sustainability reporting and possibility of incorporating future amendments in the rules and regulations.

This will help companies communicate their initiatives in an ethical manner by informing all the stakeholders – customers, employees, shareholders, and so forth – about what and how the company carries out its practices.

The second outcome of the project was to develop a Carbon Footprint Calculator app based on the Greenhouse Gas (GHG) Protocol. The app was developed based on international standards and science-based facts. In addition to the reliable data, the app was designed with a user-friendly user interface which can easily be used on desktop and mobile devices.

Some companies are doing better than others. We look forward to continuing our cooperation with stakeholders in public, private businesses, and government agencies.

“There is no Planet B. We must work on Plan A for Action to make the one planet we have safe and a better place to live for current and future generations.”