

A background image of a Lucha Libre wrestling match. Two wrestlers are in the ring; one in a red and yellow outfit is standing, while the other in a white outfit is being thrown or kicked into the air. A third wrestler is visible in the background. The ring floor has colorful circular patterns.

CORPORATE SUSTAINABILITY IN  
THE CLASSROOM

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**TEACHING REAL**

## **WHY CULTURE?**

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**THE SOLUTIONS TO THE  
PROBLEMS OF CLIMATE  
CHANGE ARE 50% TECHNICAL  
AND 100% CULTURAL.**

## **WHY AUTHENTICITY?**

**MUCH OF CORP SUS IS THEATER**

**MUCH CORP SUS IS A NOBLE  
DISTRACTION**

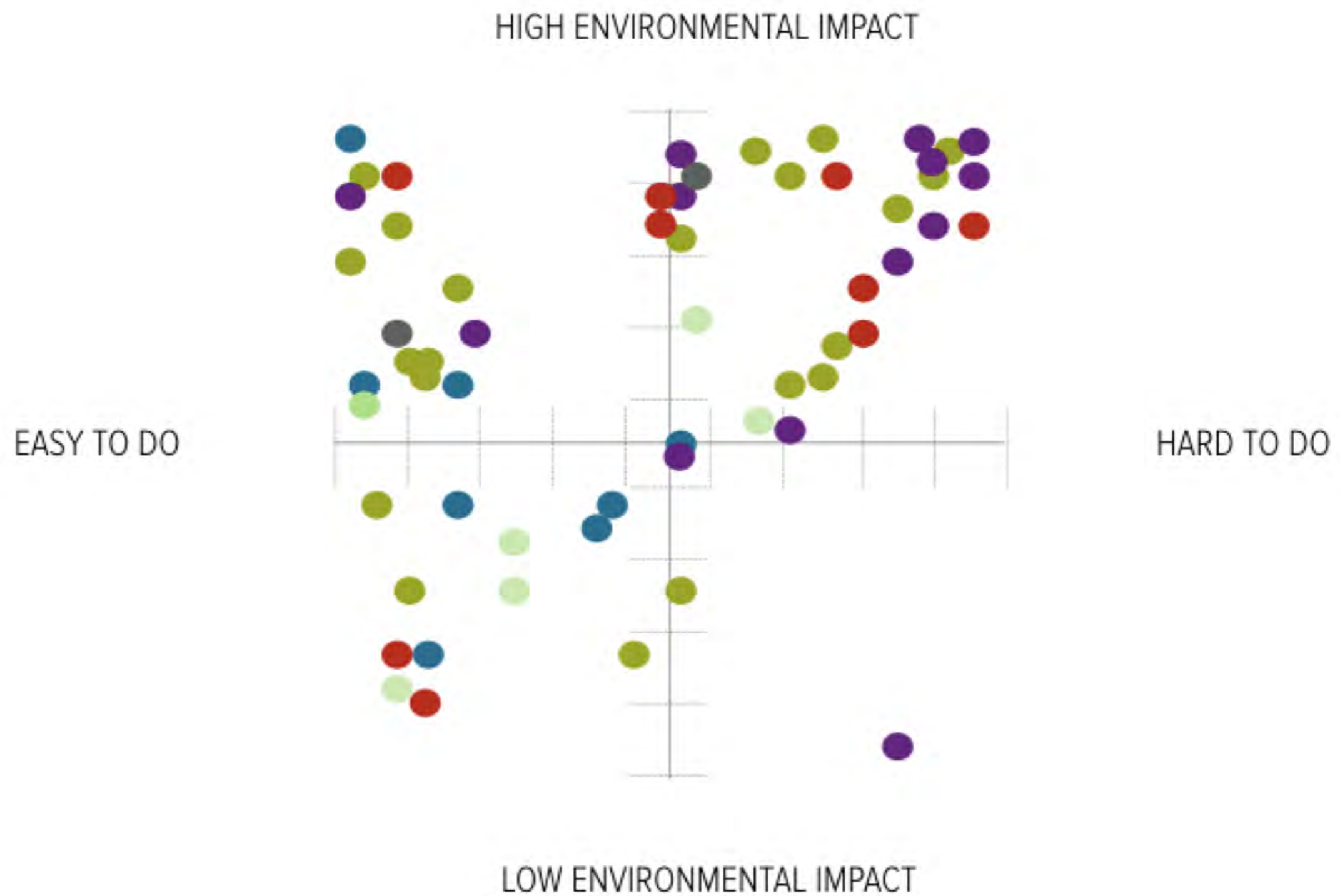
**BOLT-ON SUS EVENTUALLY FAILS**

**WE CAN MEASURE IT**

## CASE STUDY ONE VANS

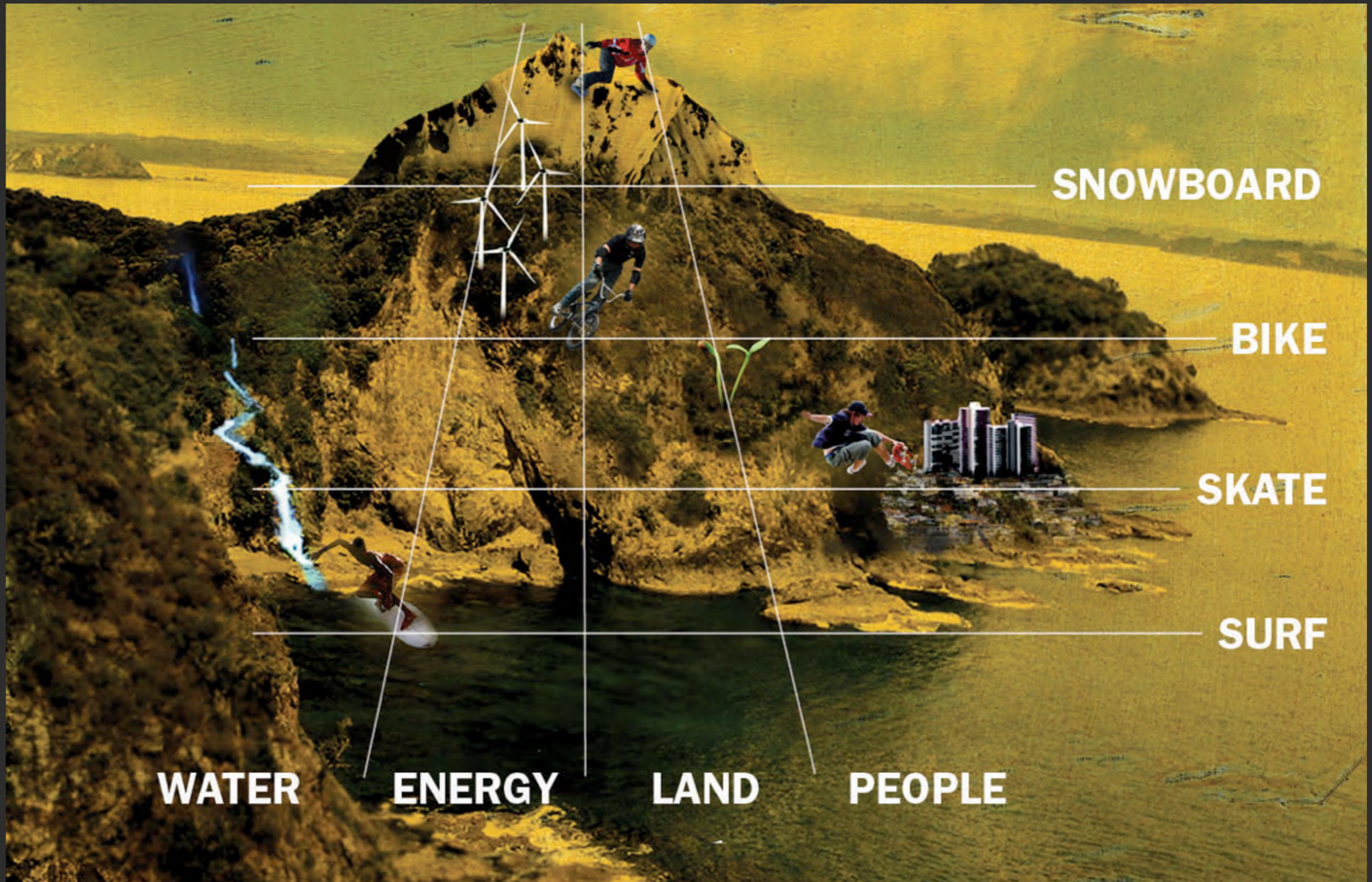


# CASE STUDY ONE **VANS**



# CASE STUDY ONE **VANS**

“ahupua'a”



#ClimateTakeBack

**We've committed to become a  
carbon negative company by 2040.**

**Interface**



WHAT IS AUTHENTICITY?

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**THE DIFFERENCE BETWEEN WHAT  
YOU SAY AND WHAT YOU DO.**



# THE AUTHENTICATING REAL AUDIT

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## BOUNDARIES

boundary setting  
=  
scope & budget

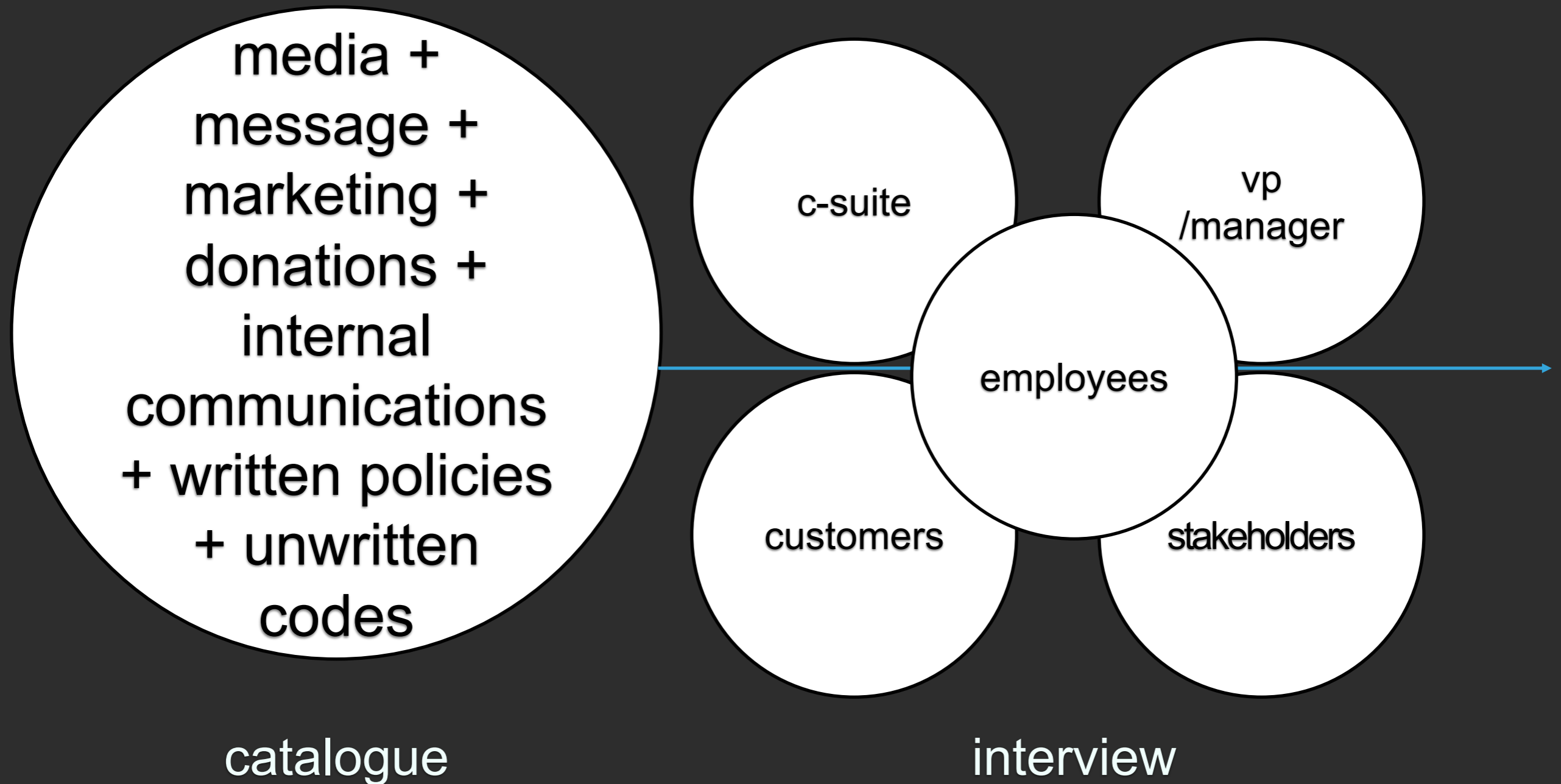
- Brands
- Products
- Supply Chain

- Environment
- Society
- Product
- Human Rights
- Financial
- Governance

# THE AUTHENTICATING REAL AUDIT

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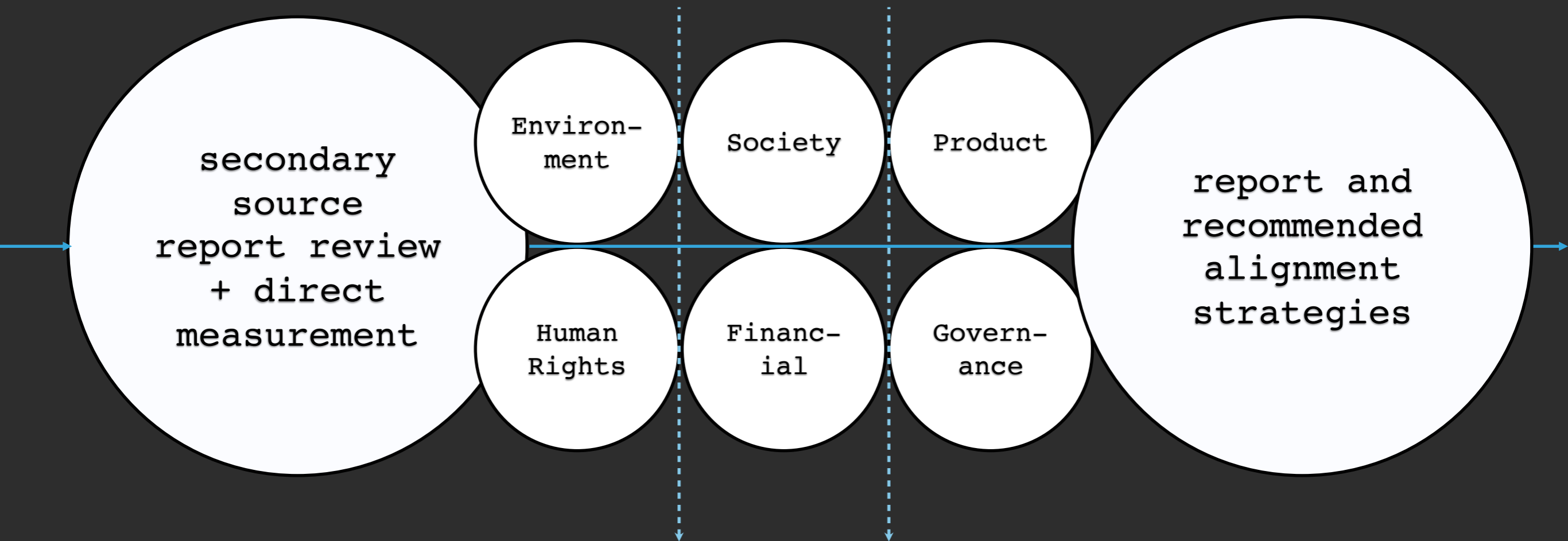
SAY



# THE AUTHENTICATING REAL AUDIT

DO

deep dive and interviews as needed

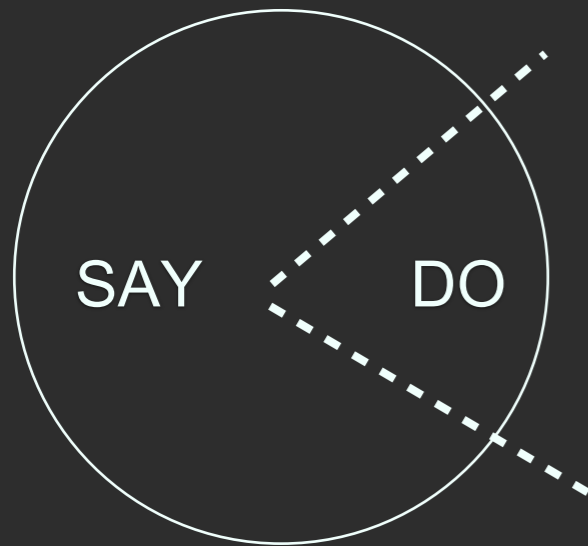


# THE AUTHENTICATING REAL AUDIT

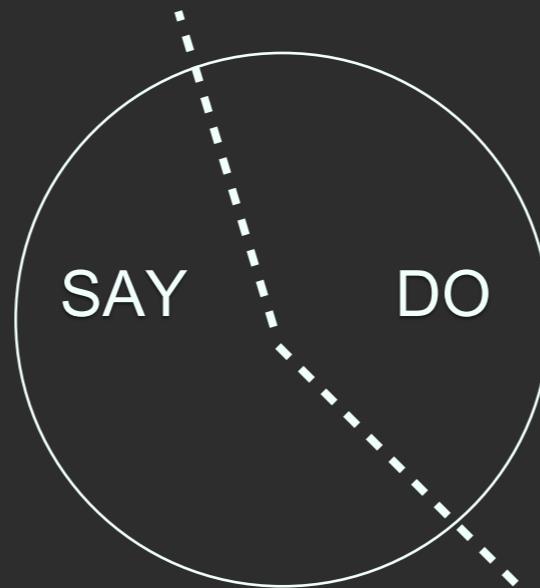
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## AUTHENTICITY GAPS

WATER



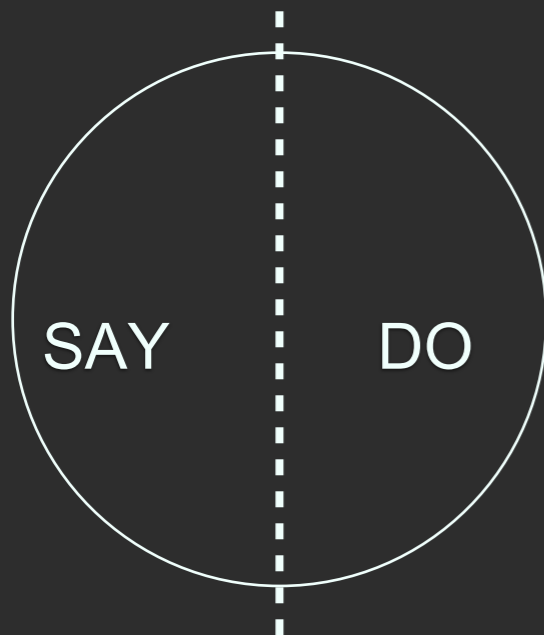
ENERGY



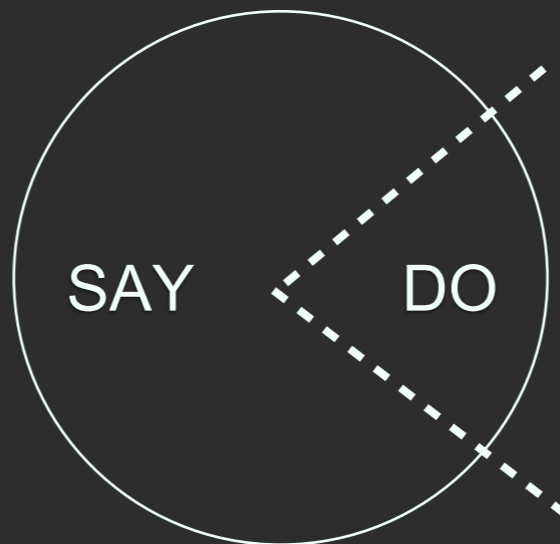
WASTE



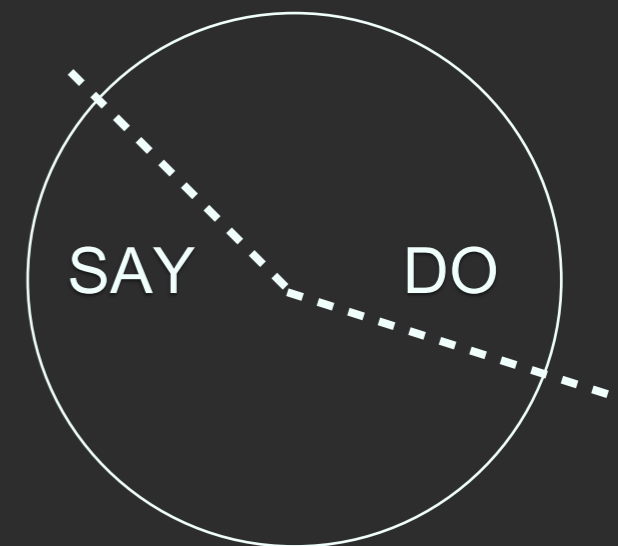
WAGES



DIVERSITY



INCLUSIVTY



# THE AUTHENTICATING REAL AUDIT

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- ▶ **MITIGATES RISKS**
- ▶ **ALIGNS TEAMS**
- ▶ **REMOVES FRICTION**

## IN THE CLASSROOM

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- ▶ **APPLIED STUDY OF CORPORATE CULTURES AS PART OF A SUSTAINABILITY CURRICULUM**
- ▶ **AUTHENTICITY AUDITS IN THE FIELD**
- ▶ **ACTION PLANS BASED ON AUDIT TO ALIGN SUSTAINABILITY INITIATIVES WITH CORPORATE CULTURE.**

THANK YOU

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QUESTIONS,  
COROPRATE

GUEST

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