TEACHING REAL CORPORATE SUSTAINABILITY IN THE CLASSROOM
WHY CULTURE?

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

Diagram showing high environmental impact on the x-axis and easy to do on the y-axis. The diagram includes categories such as Employee Engagement, Business Strategies, Product/Packaging, Building Systems, Consumer Engagement, and Partnerships/Affiliations.
“ahupua'a”
#ClimateTakeBack

We’ve committed to become a carbon negative company by 2040.
WHAT IS AUTHENTICITY?

THE DIFFERENCE BETWEEN WHAT YOU SAY AND WHAT YOU DO.
THE AUTHENTICATING REAL AUDIT

BOUNDARIES

boundary setting = scope & budget

-Brands
-Products
-Supply Chain
-Environment
-Society
-Product
-Human Rights
-Financial
-Governance
THE AUTHENTICATING REAL AUDIT

SAY

media + message + marketing + donations + internal communications + written policies + unwritten codes

catalogue

employees

vp/manager

customers

stakeholders

interview
THE AUTHENTICATING REAL AUDIT

DO

deep dive and interviews as needed

secondary source report review + direct measurement

Environment Society Product

Human Rights Financial Governance

report and recommended alignment strategies
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AUTHENTICITY GAPS

WATER
SAY  DO

ENERGY
SAY  DO

WASTE
SAY  DO

WAGES
SAY  DO

DIVERSITY
SAY  DO

INCLUSIVITY
SAY  DO
THE AUTHENTICATING REAL AUDIT

- MITIGATES RISKS
- ALIGNS TEAMS
- REMOVES FRICTION
IN THE CLASSROOM

› 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

QUESTIONS, GUEST LECTURES, OR CORPORATE PRESENTATIONS:

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