



## What Does it Take to be a Sustainability Manager?

### Overview

Corporate Social Responsibility (CSR) is a dynamic movement that has been evolving over the past decades; this involves rethinking the management of people, processes and impact. Thought leaders argue that corporations now need to move towards CSR 2.0, implying a shift in the sustainability managers' role. What has been achieved so far and how can impact be better leveraged? These are some of the questions that business practitioners and experts will help to address.

### Speakers:

Moderator: **Sarah Dekkiche**, Membership and Business Development Manager – FTA

- **Rebecka Svensson**, Corporate Legal Counsel of Social & Environmental Responsibility, New Wave Group AB
- **Leon Mol**, Senior Manager Product Integrity – Ahold
- **Claudia**, CSR Manager, Tom Tailor
- **Martin Hortwitz**, Founder, Sustema
- **Daniel Hopp**, Founder, Hopp KG

### Session Highlights

- In a small to medium-sized company sustainability management handling other assignments as well; quality buying, HR, legal, we are multitaskers with a religious belief in sustainable development.
- Big companies can learn from small companies when it comes to direct communication methods.
- Important to differentiate between risks and improvements. Many risks can become opportunities.
- The board are crucial to get on side, then the buyers – explain the risks to them and keep them informed on the latest topics and what's coming next, that's the biggest challenge.
- There are many contradictions in being sustainable and diligent, so finding the right way for you and keeping both clients happy and serving the interests of the factory is paramount.
- Be clear throughout all departments as to what your performance targets are in regards to sustainability.

- Sustainability is a commercial condition for the success of the company – so a close relationship with the board is a must.
- It's not the consumer's responsibility.
- You have to talk about it otherwise consumers will not be aware. They continue to think with their wallets.
- We can't expect the consumer to judge working conditions if they don't know the meaning of producing such products – they don't know the realities of workers.
- Legislation is important to even out the rules for producers however producers must act themselves and not wait for government legislation.
- Many different initiatives across Europe makes it difficult to know if the rules are the same.
- It takes a long time to build a brand reputation that's synonymous with sustainability – an increase in product certification helps consumers make that choice.
- It's important to know who you are doing business with – regular trips to factories helps build personal relations which important for building trust.
- There should be the right mix of buying directly and using intermediaries.
- Sustainability management is constantly evolving and more than ever becoming embedded into the common practices of organisations – new government legislations requiring things like sustainability reports affirm this.

## Quotes

- **Daniel Hopp:** I don't have a department for sustainability management specifically. I would talk to everyone openly, it's very easy, very fast, I don't have a separate room and I work with everyone together which makes it easier. Big companies can learn from small companies in methods to deal with such issues, it's a lot shorter and quicker.
- **Claudia Landgraf:** You have to be a politician, a sales guy, a trainer a teacher and a constant student because our topics never end.
- **Martin Hortwitz:** We can no longer justify saying we did not know or understand that this is part of our business.
- **Rebecca Svensson:** Managing risks is the definition of running a company, it's one of the good sides of sustainability – it helps businesses to manage risks and become more sustainable.
- **Martin Hortwitz:** I strongly encourage everyone in a buying position to accept the value in buying from BSCI audited producers. We need to reward companies for the good work they do.
- **Leon Mol:** Legislation is there in most countries – accountability of the governments is lacking.