

Founded in 1974, Trinity Consultants helps organizations overcome complex, mission-critical challenges in EHS, engineering, and science through expertise in consulting, technology, training, and staffing. We support clients in geographies worldwide and across a broad range of sectors including industrial, energy, manufacturing, mining, life sciences, and commercial/institutional.

Sustainable business initiatives strive to grow business without extending the use of natural resources beyond the environment's capacity to supply them indefinitely, while improving global quality of life. This balance of superior financial, environmental, and social corporate performance forms the backbone of a corporate sustainable development strategy. Numerous proactive businesses have begun to incorporate sustainability concepts into their environmental management programs because of the positive financial correlation with improved environmental performance, desire to manage risk and reputation, and escalating pressure from external stakeholders.

Motivations for Engaging in Sustainable Business Practices

Within many sectors of the economy, there has been an increasing need for individual organizations to address sustainability principles throughout their value chain. The impetus for addressing sustainability has generally been a heightened awareness of the issue on the part of key

stakeholders – such as investors, large scale customers, employers, and non-governmental organizations – with a corresponding request for acting on the need. Often, an additional factor is a pure business interest in operational efficiency and cost reduction.

Defining what sustainability means for your organization is not an easy task as classical definitions of sustainability are rather broad. For a business enterprise, the term Sustainability means an operational approach that emphasizes long-term viability in terms of environmental, economic and social dimensions, and that does not negatively impact the opportunities of future generations. The challenge for most organizations is translating that definition into a framework for distinctive, meaningful workflows.

To take meaningful action, an organization needs to start by defining what sustainability means with respect to its mission, products and services. This initial step is then followed by a baseline assessment of how well the organization is performing in relation to defined sustainability parameters and which initiatives it might pursue to better integrate sustainability parameters into the core systems and procedures of the enterprise.

Integrating Sustainability into Business Practices

The path to sustainability may require a fundamental shift in business strategy in order to integrate these concepts into the organizational decision-making process and into operations.

Your company may choose among distinct entry points to introduce sustainability to the organization. These points could include long-range planning, environmental and financial reporting, new business initiatives, and supply chain management/purchasing. Once your organization has chosen an entry point from which to introduce sustainability practices, it can begin the integration process, often comprised of the following tasks.

Educate Internal and External Stakeholders

Developing and communicating a strategy for business sustainability first requires that your company educate internal and external stakeholders and present a clear business case for implementing sustainability initiatives. Understanding that business sustainability provides a direction, not a destination, is critical to the education process. Trinity's intensive professional training courses teach environmental managers how to effectively incorporate sustainability into business operations. We also provide hands-on assistance in educating stakeholders via such means as management briefings, customized staff training, and community relations.



Develop a Sustainability Strategy

After educating stakeholders, your organization can then develop a sustainability strategy that is consistent with the company's mission, vision, and values. In establishing a strategy, your company should define how sustainability trends affect long-term business performance, identify activities that contribute to business sustainability, evaluate staff skill sets, solidify corporate support, and determine how competitors are implementing sustainable development. Trinity can assist your company with all aspects of sustainability strategy development, from overall strategic advisement to identifying sustainability metrics to acquiring and validating sustainability data.

Implement Projects that Help Achieve Sustainability Objectives

Once you have formed a business sustainability strategy, your organization should begin to implement initiatives that contribute to sustainability. Trinity can guide your organization through the implementation process, helping to identify and manage your environmental assets and determine how best to utilize them to achieve sustainability. We can also develop new EHS Management Systems (EHSMS) or modify your existing systems to track sustainability data and facilitate reporting.

Review Progress Toward Business Sustainability

Companies should periodically evaluate business sustainability efforts in order to ensure continuous improvement. Reviewing sustainability metrics and reports, adjusting the sustainability strategy, researching potentially disruptive technologies, and evaluating long-term business trends will ensure continual progress toward business sustainability. Trinity can help your company evaluate sustainability progress and communicate your performance to stakeholders. Proactive companies will reap the benefits of their sustainable development efforts if they effectively communicate their achievements.

Trinity Can Help

For over 45 years, Trinity Consultants has assisted industrial facilities with EHS management and regulatory compliance issues. As new EHS programs have developed, we have evolved our expertise and services to meet clients' evolving EHS objectives. Our business sustainability service offerings include the following:

- ▶ Management briefings and education classes on business sustainability, such as *Best Practices in CDP Reporting* and *Implementing a Best-in-Class Sustainability Reporting Program*
- ▶ Strategic advisement on integrating sustainability and corporate responsibility concepts into organizational decision making and operations, including advisement on global climate change strategy
- ▶ Quantification of EHS assets and organizational performance including leverage of existing data
- ▶ Assistance with technical analysis and support in disclosing to sustainability platforms such as CDP and EcoVadis
- ▶ Sustainability reporting, such as Global Reporting Initiative reports or corporate EHS reports, and third-party validation of reported data
- ▶ Business sustainability audits and reviews
- ▶ Needs analysis and implementation of technology based EHS management information system (EMIS) for sustainability data management.

For more information about how we can help you implement sustainable development practices, please contact Wendy Merz at 919.462.9693 or at wmerz@trinityconsultants.com.

ISO 9001:2015 certified at our corporate office in Dallas, Texas