

# 7 Steps to Greater Sustainability

The demand for more sustainable business practices is constantly increasing. Employees, shareholders, customers and the world are watching.

*Executives can no longer afford to approach sustainability as a “nice to have” or as [a] solid function separated from the “real” business.*

—Harvard Business Review

## Sphera’s Sustainability Consulting services help you:

- 1 Holistically assess your organization’s sustainability practices.**  
Keep your specific conditions and needs in mind while examining your sustainability situation in all its complexity. 
- 2 Identify hotspots and changes you can make immediately.**  
Identify “low-hanging fruit” to tackle right now and recognize hotspots with the worst environmental impacts so you know where to focus your efforts. 
- 3 Develop a sustainability strategy that makes sense given your company’s situation.**  
Plot out the sustainability strategy that adheres to your business’s current situation, enacting measures that can be realistically carried out within your company’s budget and timeline. 
- 4 Use software tools and sustainability data to identify the baseline and help your company innovate into the future.**  
Use product and corporate sustainability software and sustainability data to assess your current environmental impacts and identify future product alternatives. 
- 5 Set specific targets that can be externally verified.**  
Set Science Based Targets (SBTs), scope 1, 2 and 3 targets, targets related to the Sustainable Development Goals (SDGs), carbon neutrality or any other goal that can be verified through assessments recognized as legitimate by the scientific community. 
- 6 Transparently and comprehensively communicate the results to build trust with stakeholders and shareholders.**  
Gain assistance in translating detailed environmental information into plain language that customers and the general public can understand. 
- 7 Build scientific and technological sustainability assessment results into a marketing strategy.**  
Achieve sustainability assessment outcomes that you can transform into a comprehensive sustainability marketing strategy to help differentiate your organization in the marketplace, allowing you to develop a competitive advantage while doing the right thing for the world. 

Is your organization ready to take the next step on its sustainability journey? [Contact Us.](#)