






MAXIMIZING BUSINESS VALUE FROM SUSTAINABILITY INVESTMENTS

					
	PROACTIVELY ASSESS RISKS AND IDENTIFY OPPORTUNITIES TO CREATE SHARED VALUE	ENGAGE WITH INTERNAL AND EXTERNAL STAKEHOLDERS	DESIGN AND IMPLEMENT SOLUTIONS	MEASURE AND COMMUNICATE IMPACTS	EVALUATE AND LEARN
Illustrative Strategies/Activities to Maximize Business Value from Sustainability Investments	<ul style="list-style-type: none"> • Assess avenues to optimize operations and business processes • Improve understanding of risks along the value chain • Promote understanding of your external business environment • Provide expertise and alternative insight on local socio-economic issues 	<ul style="list-style-type: none"> • Strengthen social license to operate by building long-term trust with local stakeholders • Promote informed and inclusive decision-making for social and technical interventions • Increase the company's local, regional and international social capital • Build and sustain trust with local stakeholders • Promote concerted understanding of what positive change means from both corporate and local perspectives • Empower vulnerable groups and populations • Promote sense of project-ownership among locals 	<ul style="list-style-type: none"> • Reduce operating expenses by utilizing local resources • Ensure operational continuity through improved community relations • Provide greater employment opportunities • Improve access to social amenities and other services such as health, education, energy, etc. • Stimulate economic growth in other economic areas by promoting entrepreneurship • Provide business growth opportunities for local businesses • Promote skill transfer, work-force development and capacity building 	<ul style="list-style-type: none"> • Improve corporate perception among investors, customers and general public • Reduce financing costs and improve lending terms by mitigating risks and meeting lenders' social and sustainability requirements • Increase share price and marketability of stocks • Promote external awareness of local issues • Promote recognition of marginalized and vulnerable groups • Promote knowledge sharing and learning for similar initiatives within or outside the immediate area of influence 	<ul style="list-style-type: none"> • Improve overall business decision-making • Make even greater financial returns through continuous learning and adaptation • Strengthen negotiating position with local stakeholders • Improve understanding of local socioeconomic challenges • Utilize expertise of companies for local solutions

Illustrative Methods	<ul style="list-style-type: none"> Analyze non-technical risks Analyze value chain Assess opportunities for local procurement and local employment Conduct workshop and trainings on shared value, social responsibility, sustainability, public affairs and external relations 	<ul style="list-style-type: none"> Organize regular meetings and open forums with groups (such as town hall meetings) Seek to attain Free, Prior and Informed Consent of local stakeholders Proactively communicate positive and negative impacts of business operations Ensure robust stakeholder relationships management Conduct stakeholder mapping and network analysis Design and implement Complaints and Grievance Mechanisms 	<ul style="list-style-type: none"> Use in-house resources (community relations team) Engage international development organizations and NGOs to co-design and implement a tailored solutions Partner with existing community development initiatives Organize regular stakeholder meetings and set up cross-disciplinary working groups 	<p>Measuring Impacts</p> <ul style="list-style-type: none"> Conduct Social Returns on Investment Analysis (SROI) Analyze shared value indicators by measuring business inputs (e.g. total social investments); Business value created (e.g. profitability); Social outputs (e.g. number of beneficiaries); Social outcomes(e.g. increased income levels) <p>Communicate Impacts</p> <ul style="list-style-type: none"> Prepare sustainability reports Deliver presentations to share knowledge on challenges and successes of initiatives Produce promotional videos, blog posts, and other communication materials Present at conferences and other events Invite certification agencies Sustainability rankings 	<ul style="list-style-type: none"> Organize regular internal and external meetings to assess progress toward targets and goals Attend conferences, trainings, workshops, and other sustainability and shared value events to gain lessons from other initiatives
Illustrative Resources	<ul style="list-style-type: none"> Risk analysis Value chain analysis Political, economic and social risk assessment Environment and social impact assessment 	<ul style="list-style-type: none"> IFC's Handbook on Stakeholder Engagement and Strategic Community Investment United Nations Guiding Principles on Business and Human Rights ICMM Community Development Toolkit IPIECA Local Content Guidance Document 	<ul style="list-style-type: none"> Community Development Plan Social Monitoring Plan Community Development Toolkits Guidance on local employment, local employment, community investment, etc. 	<ul style="list-style-type: none"> Global Impact Investing Rating System (GIIRS) Global Reporting Initiative Sustainability Tool B Corp (B Impact Assessment) Demonstrating Value (DV) Social Return on Investment (SROI) Sustainable Livelihoods (SL) Impact Reporting and Investment Standards (IRIS) 	<ul style="list-style-type: none"> Sustainability associations and initiatives Consulting firms