

# The Humanitarian Side of Sustainability

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# Sustainability is Humanitarian

- Sustainable development = long-term improvements in living standards
- Living standards depend on environmental as well as socioeconomic conditions
- But difficult trade-offs between different goals attainable in the short and long terms

# Challenges as Opportunities

- Increasing pressure on business to deal directly with humanitarian and environmental issues
- Consumers voting with their dollars for ethical and green brands; voters demanding stricter regulation
- It makes business sense to innovate and lead on these issues

# Examples

- Reducing the environmental footprint, extending the humanitarian helping hand
- New products and processes and ways of managing supply chains
  - Chocolate: Cadbury, Mars
  - Apparel: Gap, Knights Apparel