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Empowering Nonprofits: Integrating Sustainability for Greater Impact

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Session CPE Requirements

- You need to attend 50 minutes to receive the full 1 CPE credit.
- There will be 4 knowledge check questions throughout the presentation. You must respond to a minimum of 3 to receive the full 1 CPE credit.

****Both requirements must be met to receive CPE credit****



Learning Objectives



Identify areas in your nonprofit that present an opportunity to infuse sustainability



Recognize how to integrate sustainability to enhance effectiveness, efficiency, and long-term success

Introductions



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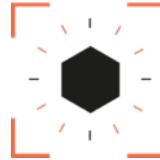
We are BRODIE

We are an international responsible business and sustainability advisory firm.

We work with some of the largest, most advanced companies in the world across many sectors. We are helping them to succeed in the transformation of their business in the age of sustainability.

Our team has a unique blend of experience and expertise. BRODIE is a director-led proposition, which means all clients work directly with at least one director of the business, all of whom have worked on some of the highest-profile sustainability strategy and communications programs of the last two decades.

We are here to drive three significant changes



Change corporate impact

Help business to reframe and re-orient its role in society



Change consumption

Help brands re-wire for the age of sustainable consumption



Change for people

Help organisations protect the human rights of the people they rely on

Knowledge *Check*

What is the primary focus of your organization?

- Environmental Conservation
 - Social Services
 - Education
 - Health
 - Others



Knowledge *Check*

How familiar are you with the sustainability practices?

- Very familiar
- Somewhat familiar
- Not very familiar
- Not familiar at all





Sustainability

“Sustainability is the balance between the environment, equity, and economy.”

Sustainability is often mistaken for being purely environmental based but...

in the business context sustainability touches on the environment, social and governance (ESG) topics that enable the business to operate and the environment and society to thrive.

Sustainable business is about creating long-term value without negatively impacting the environment and society OR ideally trying to have a positive impact on both.

The expectations in terms of sustainable business practices differ around the world with the EU and UK tending to expect more from businesses than the US and other parts of the world.

Evolution of Sustainability

How companies go about making a positive impact, and the sustainability space in general, has evolved over the last decade.



Overtime sustainability has moved from being a bonus to a business imperative – shifting to a positive acknowledgment of the opportunities presented by sustainable management.

Other common terminology:



Navigating the sustainability landscape



Goals and principles that align well with the purpose of non-profits

SUSTAINABLE DEVELOPMENT GOALS



-  Health and happiness
-  Equity and local economy
-  Culture and community
-  Land and nature
-  Sustainable water
-  Local and sustainable food
-  Travel and transport
-  Materials and products
-  Zero waste
-  Zero carbon energy

Knowledge *Check*

What is the biggest challenge your organization faces/expected to face in implementing sustainable practices?

- Lack of funding
- Limited knowledge or expertise
- Insufficient stakeholder engagement
 - Regulatory barriers
 - Other (please specify)



Knowledge *Check*

How often does your organization engage with stakeholders (e.g., donors, volunteers, community members) on sustainability issues?

- Always
- Regularly
- Occasionally
- Never



Thank you!

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