



**Critical levers Cypriot  
companies can use to secure  
future competitiveness  
through  
Sustainable Transformation**

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**Cyprus Sustainability Forum**

Lefkosia, 12<sup>th</sup> December 2024

- Agenda

- **Introduction**
- **Framing Sustainability, ESG & Transformation**
- **Sustainability Transformation Levers – the real world**
- **Key Business Objective of Sustainable Transformation**
- **Summary**

# **INTRODUCTION**



**Sharing 35 years of  
Policymaking and  
Industry Supply Chain  
end-end experience**

B2B Manufacturing –  
B2C Supermarketing

SEAFISH

Sainsbury's

TESCO

BirdsEye Findus

iglo

Nomad Foods  
Europe



Technical & Quality Assurance

Retail Commercial & Marketing

Retail Operations

Retail Learning & Development

Corporate & External Affairs

Regulatory Affairs

CSR & Community Affairs

Sustainability Integration

Communications

Governmental –  
Policymaking – Regulatory –  
Alliances & Collaboration



# **FRAMING Sustainability, ESG & Transformation**



# UN SDG's prompted a new era of Intergovernmental Policymaking, Regulations, Standards Development + ESG Frameworks



# Sustainability



**Better  
World**

**Better  
Society**

**Planetary  
Boundaries**

## **Sustainability**



## **Business**

- **Long-term viability**
- **Balance three pillars via**
- **+ve Economic Impact**
- **+ve Societal Impact**
- **-ve Environmental Impact**







**Sustainability**

**ESG**

**Sustainability**

**P-P-P**

**REGULATIONS!**

**GREEN CLAIMS**



**Net Zero**

**ESG**

**COMPLIANCE**



Yes to Market Leadership in Sustainability!

How?

Why?

How Much!?

When?

”

**“Humility to understand  
*Learning is Life’s Journey*  
is the most powerful tool  
we have available to us”**

*Peter Hajipieris*



**..applies to  
Sustainability  
& ESG ....  
in totality**





# **Types of Company Transformation**

**Business  
Transformation**



**Organisational  
Transformation**



**Management  
Transformation**



**Cultural  
Transformation**



**Digital  
Transformation**

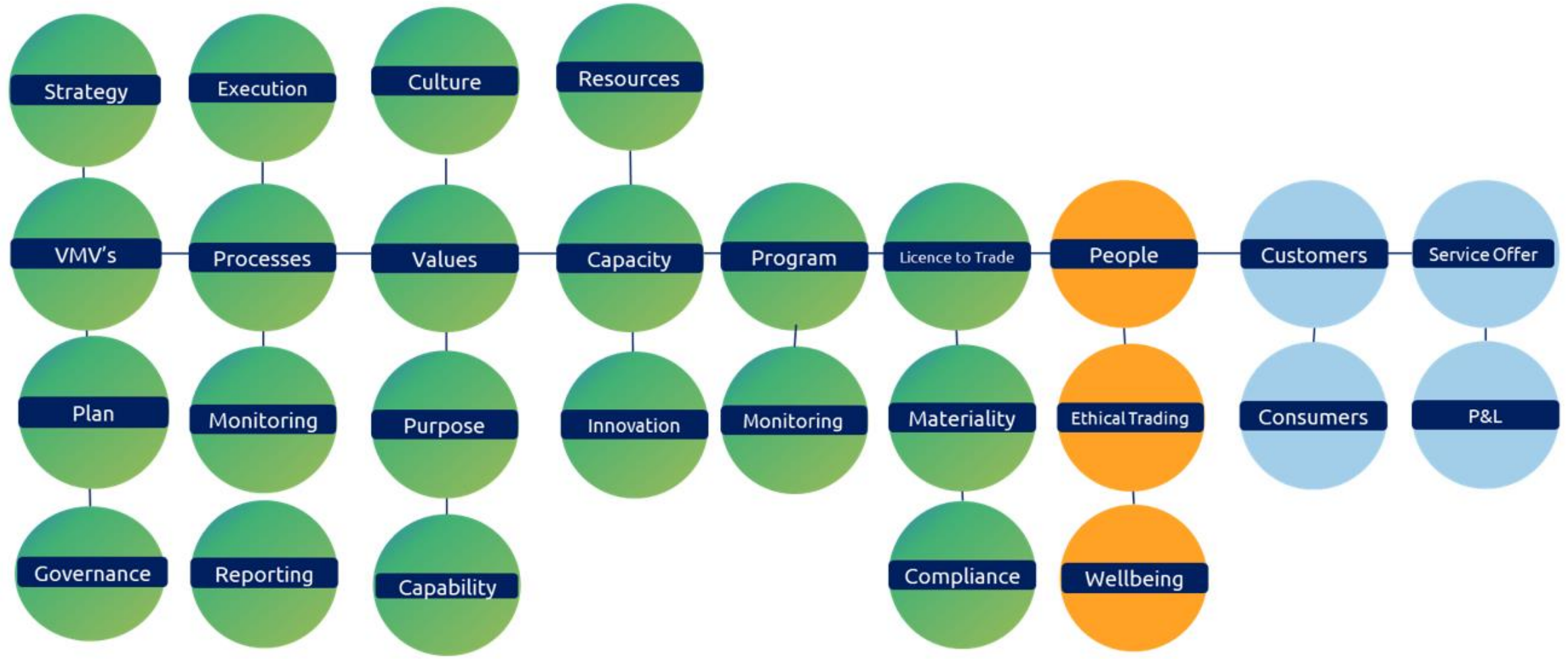




**Typical  
Sustainable  
Transformation  
Levers**



# Examples of *Enablers*



*Illustrative*

**Business  
OBJECTIVE  
of Sustainable  
Transformation  
???**



**VALUE**



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## A virtual Value Creation Partner

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- *We design Totally Integrated Sustainability Programmes*
- *Cultivate Continuous Learning and Improvement Culture*
- *To deliver Value Creation Mindset*
- *Releases Value Potential across all business levers and functions*



# Key Take Away



**Value  
Creation Aim  
= NOT TO BE  
'The Most  
Sustainable'**





Illustrative

# Summary



SUSTAINABILITY - A LIFELONG LEARNING JOURNEY



# Σας Ευχαριστώ



# Ερωτήσεις Questions



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**Outsourced Real Sustainability Solutions that Grow Company and Brand Value .. responsibly**

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