

# BUILDING

STRATEGIES FOR  
SUSTAINABILITY

ZONE 1



**DHL**

# STRATEGY



## ZONE 1 BUILDING STRATEGIES FOR SUSTAINABILITY

What does it take to turn your sustainability strategy into an **integral value driver for your business**?

Sustainability has become part of **modern business strategy**. Begin your interactive zone experience at the Strategy zone and gain a comprehensive understanding of the fundamental ideas and emerging priorities that are facing organizations today. **Assess your company's level of readiness and sustainability aspirations**, and explore the tools and frameworks needed to tailor and build an immediately actionable and relevant sustainability strategy. **Define your specific ambition levels and map them to realistic targets that yield tangible results**. Gain new insights on the role of logistics and industry alliances that will help your organization move forward on the sustainability journey

Learn about opportunities around **green business building and commercialization of sustainable products**, making your sustainability strategy not only ethical but also healthy for the bottom line, and take in best practices and approaches around building winning sustainability strategies from a cross section of sustainability leaders across industries.

With the right approach and the right tools, make your sustainability strategy a reality **and set your organization firmly on the path to success**.

# KEY TAKEAWAYS



## Get Your foundations Right

Understand your sustainability risk exposure and assess your maturity to identify the right building blocks to build your strategy.



## Explore Green Business Building

Industry transformation towards sustainability is driving new business opportunities and commercial models around sustainability solutions.



## Learn from the leaders

Embed sustainability at the core of your business model with focus on target setting, ownership, and communication.



## Join forces - selectively

Leverage strategic alliances to push standards and boost innovation collaboratively, but efforts need to be focused on driving high impact initiatives.



## Meet targets through logistics

Logistics is critical lever to meeting your net zero emission targets and essential for enabling a circular business model.



## Understand the shift in consumer behaviors

The unique preferences of distinct green consumer segments needs to be addressed differently.