How good companies become great through multidisciplinary sustainability collaboration

Presenter: John Bradburn

As the global business climate evolves, corporate social responsibility is becoming increasingly important. Today, customers and stakeholders look upon corporations to create sustainable products, and services that not only meet the economic, social and environmental needs of today, but the future as well.

This presentation discusses methods for implementing sustainable materials management programs that impact all aspects of business. Global, regional and local challenges, along with specific examples will be discussed that allow sustainable projects to be deployed quickly and efficiently, improving the company’s bottom line, while benefiting society. This is how good companies become great. They inspire creativity and selflessly work on a multidisciplinary basis with communities and organizations to benefit all.