



SUSTAINABLE BUSINESS STRATEGY FOR FUTURE

CREATING LONG-TERM VALUE THROUGH ESG EXCELLENCE



DEFINING SUSTAINABLE BUSINESS

Sustainable business goes beyond simple profit. It is a systematic approach to survival that integrates social and environmental health into the core organizational mission.

Key Focus: Systematic survival alongside society and nature, ensuring that the business gives back more than it takes.





THE 3 PILLARS OF SUSTAINABILITY

A balanced approach to corporate
longevity

THE TRIPLE BOTTOM LINE



Profit (Economic)

Creating stable and fair profits for continuous long-term organizational growth and stability.



People (Social)

Caring for personnel and surrounding communities, promoting rights and equality in all dimensions.



Planet (Environment)

Reducing environmental impact and utilizing resources efficiently in every business process.



THE ESG FRAMEWORK

Standardizing sustainability for modern metrics

CORE ESG DIMENSIONS



Environment

Managing climate crises, reducing carbon footprint, and transitioning to clean energy sources.



Social

Managing human relations, ensuring safety, and upholding high labor standards.



Governance

Maintaining transparency in administration and adhering strictly to business ethics.



SUSTAINABLE STRATEGIC PILLARS

Operationalizing the vision for real impact

DRIVING SUSTAINABILITY



Innovation

Creating solutions that reduce resource consumption and are inherently environmentally friendly.



Partnership

Collaborating with business networks and communities to create a greater cumulative impact.



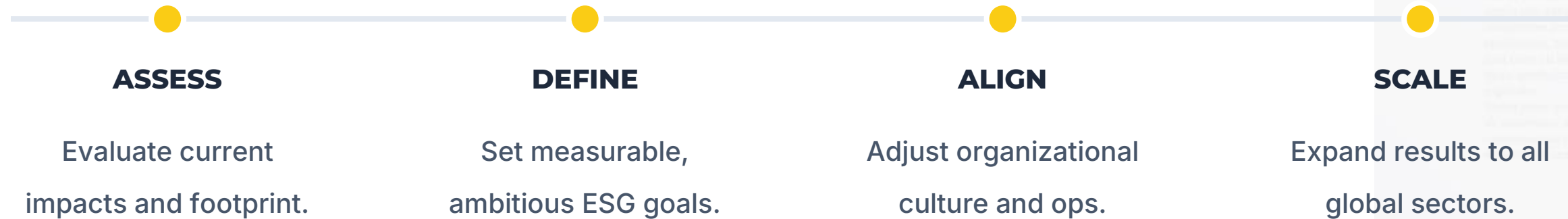
Resilience

Building organizational flexibility to stay ready for volatile global and environmental changes.

BUSINESS MODEL COMPARISON

Factor	Traditional Model	Sustainable Model
Main Goal	Maximum short-term profit	Long-term value for stakeholders
Resource Management	Take-Make-Waste (Linear)	Circular Economy (Restore)
Responsibility	Minimum legal compliance	Leader in ethics and society

ROADMAP TO SUSTAINABILITY



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CRITICAL SUCCESS FACTORS

- ✔ **Leadership:** Executives must have a vision and genuine commitment.
- ✔ **Metrics:** Transparent and verifiable ESG measurement systems.
- ✔ **Engagement:** Communicating goals for employee participation.
- ✔ **Persistence:** A way of life, not just a temporary project.

