The Sustainability Pyramid

Integration of Sustainability into the Corporate Strategy

Proactive

Reactive

Leadership in the Industry

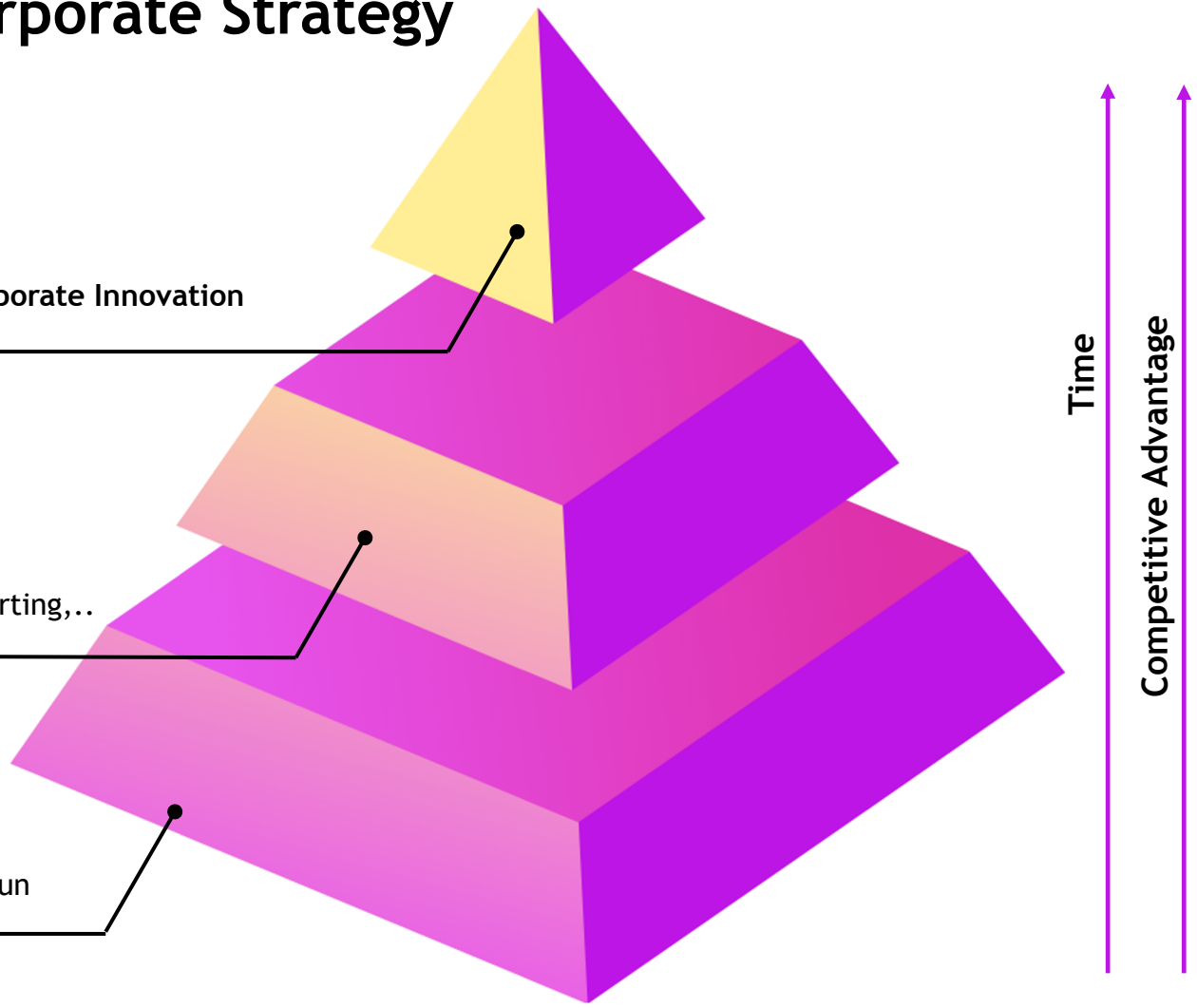
Leading collective initiatives| Circular Economy | Traceability | Corporate Innovation

Voluntary Initiatives

Proactive Sustainability initiatives like CO2 Off-set, Sustainability Reporting,..

Compliance

Being compliant with the local norms where the various activities are run



Source: Own Elaboration, Perrone O., 2020