

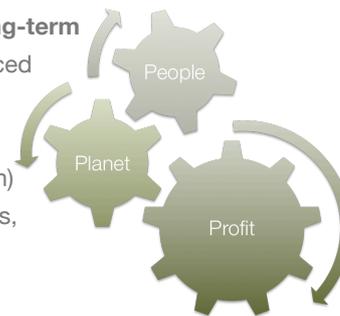
Swisstainable is a dynamic, innovative and straightforward consulting firm focussing on helping our clients to develop sustainable business.

- **Sustainable business, what is that?**

A sustainable business achieves and maintains the optimal economic, environmental and social conditions for the company to excel.

- **Why should we do that?**

Sustainability has proved to **ensure long-term profitability**. The benefits are experienced across the business; helping the company to improve from the outside (i.e. image, profits, employees attraction) as well as from the inside (i.e. processes, motivation, product design).



- **So, how can Swisstainable help me?**

Swisstainable has developed a simple but effective framework that allows your company to quickly develop a sustainable business model and, more important, a mindset change from within your company. Our framework guides and empowers you through:



-**Top-Down Strategy:** providing a clear long-term vision.

-**Bottom-Up implementation:** Tangible results by facilitating and managing specific knowledge and expertise.

-**Mindset change:** promoting and embedding a sustainable change from within.

-**Measuring progress:** tracking and reporting progress.

Client showcase:



Swisstainable has supported SWISS International Airlines in the development of their environmental strategy.

SWISS commitment to deal with the environment in a responsible way is an integral part of the company's corporate culture and determines the way that SWISS does business.

Swisstainable worked in close partnership with SWISS management and employees facilitating the entire strategic development process, from the initial analysis to the final drafting and consultation round.

The environmental strategy was presented to the management board in August 2008.

About SWISS:

SWISS is Switzerland's national airline, and its 77-aircraft fleet serves 76 destinations (winter schedules) around the world from its Zurich hub and from Basel and Geneva international airports. As part of the Lufthansa Group and a member of the global Star Alliance, SWISS will remain true to its mission of providing quality air services that link Switzerland with Europe and the world.

For further information:
info@swisstainable.ch



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- **Vision**

“Leading the mindset change towards a sustainable world.”

- **Mission**

“To facilitate knowledge exchange, instigate innovation and channel investment into economically, environmentally and socially sustainable companies, and their processes and products.”

- **Our Philosophy**

Swisstainable promotes a transition towards a sustainable economy by means of a **mindset change**: enterprises must understand that their long-term future relies on their ability to sustain economic growth, to engage the community and to enrich the environment where they operate.

Our vision follows the “**triple bottom line**” concept where company performance is measured on three interrelated areas: People, Planet and Profit.

People – Social focus

Providing a positive return to the company’s employees and to the communities in which the company operates.



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Planet – Environmental focus

Ensuring a positive impact on the environment.

Profit – Economic focus

Improving the company’s long-term economic success.



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Swisstainable Network:

Swisstainable is building a powerful network of companies and institutions that operate in the area of sustainability. It intends to cover all the specific knowledge that our clients might need and to provide a trust based cooperation platform.

The Swisstainable Network comprises academics, services providers and product-based companies offering unsurpassed expertise to help implement our client’s sustainable strategies.

Does your company offer sustainable expertise or products? Would you like to be part of a growing network of sustainable experts? Contact us at:

net@swisstainable.ch

Swisstainable Network showcase:



4 Cantos do Mundo are a non-governmental organisation (NGO), non-for-profit and not tied to any political ideology. It was founded in 2002 by a group of young men and women in Belo Horizonte, (Brazil) with the mission to promote and develop social-environmental activities through environmental education, policy building and through research and application of technologies that promote a culture of peace and construction of sustainable societies.