

# **TODAY THE BAR MUST BE HIGHER**

business results alone are no longer enough



**WHAT IF....  
SUSTAINABILITY  
CONCRETELY IN ACTION  
AT THE HEART OF THE ENTERPRISE**

**STRENGTHENS 3 LEVELS AT ONCE :**

**AND BUSINESS RESULTS  
AND STAKEHOLDER WELLBEING  
AND SOCIETAL IMPACT**



**PROBLEM IS....**

**COMPANIES AND BRANDS  
FACE THE DIFFICULTY  
TO PUT SUSTAINABILITY  
CONCRETELY IN ACTION  
AT THE HEART OF THE ENTERPRISE**





A high-angle, aerial view of a massive suspension bridge, likely the Bix Creek Creek Bridge in Oregon, stretching across a deep, forested canyon. The bridge's intricate network of steel cables and its wooden deck are clearly visible. In the background, rolling mountains are shrouded in a light mist. The text is overlaid on the left side of the image.

**Sustainability is like  
building a bridge :  
you need structure  
but also a strong integrated support system  
to succeed the transition**



# CONCRETELY

**Individual collaborators** are often little involved with the sustainability strategy, although their intrinsic motivation is key for the integrated support system to work.

**Teams** are not much involved neither in the implementation of the sustainability strategy of the company. People managers at different levels generally have no idea how from their side they could contribute to build the integrated support system and to make it work.

**Companies and organisations** generally dedicate sustainability managers in charge of developing, implementing and reporting on the sustainability strategies. As professionals they focus on the strategy, they consult different stakeholder groups and generally involve a transversal team to help them to implement the strategy. On the other hand they have hardly the time to work in an active way with the different teams and individual stakeholders to ensure the integration of the strategy crossover. Yet without a strong integrated support system chances to succeed the transition lower.



# SUCCESSFUL SUSTAINABLE STRATEGY INTEGRATION

**is all about stakeholder  
engagement and purposeful  
co-operation**

Following the 5 Sustainable Development transformation priorities of the UN, the different ACTUNITED interventions are designed to help managers in organisations and enterprises to widely, deeply and easily integrate the sustainable strategy on an individual, team, organizational and ecosystem level. Let's act united for better business, building a better world.



# **ACTUNITED GOAL :** **HELPING PEOPLE MANAGERS TO BRING SUSTAINABILITY STRATEGIES TO LIFE IN THE HEART OF THE ENTERPRISE FOR BETTER RESULTS AND MORE WELLBEING AND IMPACT**

**We directly support people managers** With tailored ad hoc interventions we help them as company leaders, HR managers and team leaders to engage personally and to connect transversally their collaborators, teams and stakeholders inspired by the sustainability strategy. It allows them to concretely contribute at their level to the implementation of the sustainability strategy.

**We indirectly support sustainability managers** By providing support to people managers, we help sustainability managers to purposefully integrate the sustainable strategy at different levels of the enterprise and to meaningfully activate the stakeholder communities crossover.





## 5 KEY SUCCESS DRIVERS OF THE AD HOC ACTUNITED INTERVENTIONS

- **A deeply human approach** : deeply human to leverage the intrinsic motivation and the personal engagement of all the stakeholders involved, internally and externally
- **A future oriented grow process** : future oriented to activate inclusive and crossover stakeholder cooperation, beyond internal or external borders
- **Ad hoc interventions** : ad hoc to easily integrate in the planned change process facilitating the effective implementation of the sustainability strategy
- **Tailored interventions** : tailored to perfectly align to the overall strategic sustainability objectives on the one hand and to fit into the operational objectives and constraints to be considered at the implementation phase on the other hand
- **Workmethods applicable on individual, team or organizational level** : to smoothly adapt to the target groups and engage them in the most appropriate way







- **MULTIDISCIPLINARY COOPERATION PLATFORM** : driven by 2 business professionals with together more than 50 years of business experience, with complementary creative change and people coaching certificates and with non-profit engagement experiences. Platform cooperating with expert partners to deliver the highest quality services.
- **INNOVATIVE INVOLVEVOLVE™ MULTI-STAKEHOLDER WORK METHOD** scientifically developed by a sociologist and validated by KU leuven
- **INNOVATIVE AND PROVEN WORK METHODS** : developed and implemented in cooperation with multidisciplinary change and coaching experts
- **WORKSHOPS FACILITATED BY MULTIDISCIPLINARY EXPERTS** : all driven by the mission to help companies and stakeholders to get forward on their sustainability pathways and to facilitate crossover cooperation to make strategies possible and operational
- **HIGH APPRECIATION SCORES AND VERY POSITIVE FEEDBACK**
- **3 LANGUAGES**





Let's put sustainability concretely in action  
Let's act united for new growth now  
**BY STAKEHOLDER ENGAGEMENT IN ACTION**

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