



## SM3: Sustainability Management Maturity Model

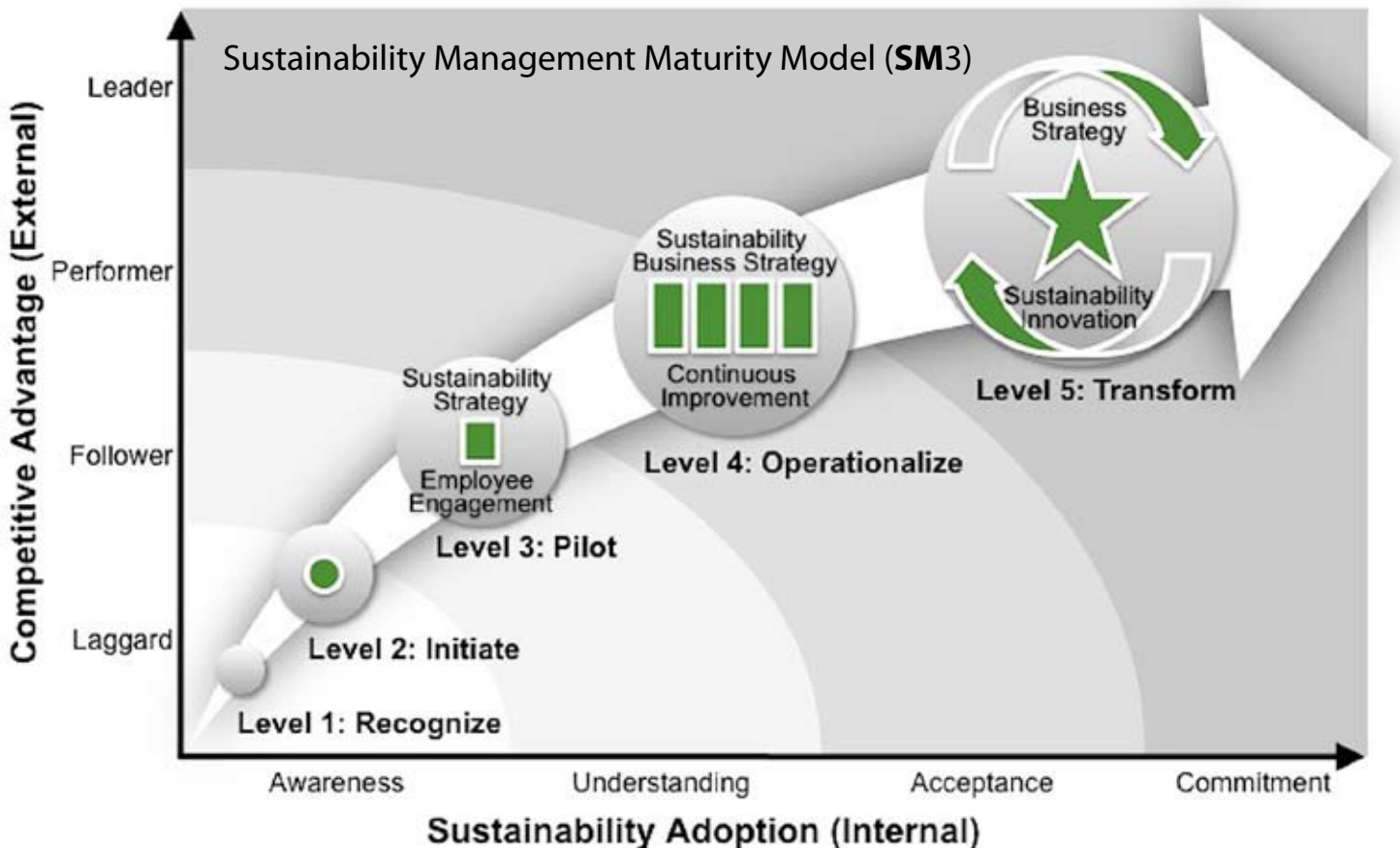
FairRidge Group's Sustainability Management Maturity Model, **SM3**, provides a framework of best practices and a roadmap for business sustainability transformation. It's the core of what we do.

As individuals we want to do the right thing – but in business, we are challenged by the overriding need to be profitable. The goal of sustainability is to do both: to improve your competitive differentiation and profitability today, while not compromising resources for future generations.

Our Sustainability Management Maturity Model - **SM3** - provides a systems-approach that enables you to assess how well your company can respond to, develop, manage, and report on sustainability issues and opportunities, illustrates where you are today and identifies a path to the next level. When used with our corresponding SMI workshops and/or consulting services, **SM3** helps you make sustainability strategic to your organization and accelerate business transformation. Your business's level of maturity is dependent on your aspiration to do the right thing – allowing you to differentiate in a rapidly changing business landscape.

### What you get:

A customized roadmap for moving to the next level on the **SM3** curve, and ultimately to achieving the level of transformation that makes sense for your business.





# SM3 in more detail

## SM3 Assessment

Using the **SM3** model, we help you assess your business by examining six key management dimensions to determine where you are currently on the sustainability maturity management curve, and how you can get to the next level.

SM3 Management Dimensions	SM3 Levels
<p><b>Strategy</b> <i>Develop and integrate sustainability into corporate strategy.</i></p> <p><b>Organization</b> <i>Gain sponsorship and organize for effective execution of the strategy.</i></p> <p><b>Process</b> <i>Drive sustainability into operations, supply chain and strategic initiatives.</i></p> <p><b>Measurement</b> <i>Measure, report and improve sustainability performance.</i></p> <p><b>People</b> <i>Engage and enable employees and stakeholders to embrace sustainability.</i></p> <p><b>Marketing</b> <i>Build customer awareness and differentiate in the market place.</i></p>	<p><b>1. Recognize</b> <i>You recognize the need to address sustainability, but you're currently not active in that regard.</i></p> <p><b>2. Initiate</b> <i>You have a sustainability sponsor, are assessing industry trends, building awareness, and have a base-line environmental footprint.</i></p> <p><b>3. Pilot</b> <i>You have created a sustainability function, developed a strategy, and are piloting some eco-efficiency initiatives.</i></p> <p><b>4. Operationalize</b> <i>You are engaging the business units who have integrated sustainability into their business strategy, processes and performance measurement.</i></p> <p><b>5. Transform</b> <i>You fully embrace sustainability as a way of doing business.</i></p>

## FairRidge Services

### Subscription Program

Through our Sustainability Management Institute (SMI) you can leverage the **SM3** model to **assess** your current sustainability management maturity, **accelerate** your capability through interactive workshops and **advance** to the next level on the maturity curve. SMI is designed for sustainability directors who want to do the work themselves, but would like access to an overall structure and support group. To that end, SMI provides you with best practice methodologies and tools so you can more effectively operationalize sustainability within your business, and ultimately initiate the next wave of business transformation. SMI also allows you to **act** by providing supplemental practitioner modules that enable your sustainability team, and other business stakeholders, to get up to speed more rapidly.

### FairRidge Consulting Services

Our project-based consulting services provide you with a custom and hands-on approach for those situations when you don't have the right skills or bandwidth in-house. With deep roots in management consulting, our team can work with you to identify, develop and implement an appropriate portfolio of sustainability programs and management capabilities to take your business to the next level. Typical consulting projects may include:

#### Strategic Services

- SM3 Assessment
- Sustainability Strategy
- Industry Benchmarking & Eco-Audit
- Market Trends & Eco-Innovation Assessment
- Marketing Benchmarking & Customer Touch-point Analysis

#### Implementation Services

- Sustainability Program Management Office
- Sustainability Governance
- Sustainability Stakeholder Engagement & Change Management
- Sustainability Metrics, Reporting & Transparency
- Sustainability Continuous Improvement

## About us

FairRidge is a team of management, strategy, and change experts focused on business transformation through the practical application of sustainability for operational improvement and strategic innovation.