CSR TRANSITION LEVELS I EXAMPLE

Sustainability strategies

Strategic relevance of sustainability

#5 Transformational	Facilitating change in ext. environment, networks	Industry network Industry sector collaboration
#4 Embedded	'DNA', all aspects of the business, key differentiator	MyTrash concept to promote and inspire
#3 Isolated	Department, product line, process, 'pockets'	MyTrash / EU Ecolabel / Product development
#2 Defensive	Business as usual, minor adjustments, incremental	Operation throughout the value chain - for the majority of activities
#1 Denial	Deflection, compliance	

Valente (2017)

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