



Creating a Culture of Sustainability in Manufacturing

People. Planet. Profit. These are the three “Ps” of sustainability — the “triple bottom line” that provides a framework and business case for implementing sustainable business practices.

The idea is that companies implementing sustainability initiatives reap benefits in these three areas by:

1. Getting more value from their human capital through employee loyalty and retention (People).
2. Making a measurable positive impact on the environment (Planet).
3. Gaining efficiencies and cost reductions (Profit).

While large manufacturers have led the way in implementing sustainable practices, more midsize and smaller manufacturers are now embracing the idea throughout their facilities. For example, in production, manufacturers are intentionally using raw materials more efficiently and using only the minimum necessary. They’re choosing materials that are safe, renewable, readily available or recycled. And, they’re using renewable or alternative energy sources, reducing packaging, and optimizing content for recycling or reuse.

It’s easy to see how even small changes in these areas can quickly result in significant efficiencies and cost savings. In a McKinsey survey titled *The Business of Sustainability*, 33 percent of companies said improving operational efficiency and lowering costs were their top reasons for addressing sustainability.

Like all enterprise-wide programs, especially those involving cultural change, sustainability should be an organization-wide initiative driven by strategic vision. Identifying opportunities on the factory floor and beyond requires a concerted effort along with clear objectives, metrics and progress reports.

It also requires leadership and ongoing support. A visible dashboard or scorecard showing progress toward goals can go a long way toward motivating individual departments to step up their efforts.

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We hope you find this information valuable. As always, we are here to help. Please contact John Oeltjen at 314.862.2070 to discuss your sustainability initiatives.



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