

Contents

Preface	5
Chapter I – Theoretical background	7
Introduction	7
1. The concept of sustainable development and sustainable business	8
2. The origin of the concept	17
2.1. Sustainable development within paradigms and theories.	17
2.2. The evolution of sustainable development in management literature	21
3. The dimensions of sustainable development	30
4. Related terms and concepts	38
4.1. Business ethics	38
4.2. Carroll's pyramid	41
4.3. Stakeholder theory	43
4.4. Triple bottom line.	47
4.5. Corporate social responsibility and corporate citizenship	48
5. Challenges and limitations	56
Conclusion	59
Chapter II - Reasons behind the concept of sustainable development	61
Introduction	61
1. Environmental aspects	64
1.1. Ecological footprint.	64
1.2. GHG emission.	66
1.3. Water consumption.	73
1.4. Natural resources depletion	79
1.5. Waste generation	90
1.6. Climate change – global warning and its consequences	96
2. Social aspects.	99
2.1. Swelling pollution.	99
2.2. Income inequality, poverty and poor living conditions	100

3. Economic challenges	105
4. Regulation and policy implications	109
Conclusion	116
Chapter III – Sustainability reporting and measurement	117
Introduction	117
1. Reporting and measurement for sustainability	118
2. UN Millennium Development Goals	122
3. Global Compact	128
4. General Reporting Initiative	131
5. The AA1000APS standards	143
6. Sustainable development/ business indicators	147
7. Sustainability indexes	150
7.1. CSR and sustainability indexes worldwide	150
7.2. The Polish case - RESPECT Index.	156
7.2.1. The RESPECT Index methodology	156
7.2.2. The RESPECT Index – results	161
Conclusion	164
Chapter IV – Strategy of sustainable business.	167
Introduction	167
1. Sustainable business as an element of strategic management	167
2. Corporate governance	171
3. Strategic management	181
3.1. Core values, vision and mission statements	182
3.2. Corporate goals	185
3.3. Corporate level strategies	188
3.4. Business level strategies	192
3.5. Sustainability strategy	194
3.6. Functional strategies	202
3.7. Strategy implementation	203
3.8. Strategic control.	209
4. Sustainable development and corporate performance	210
Conclusion	218
Final remarks	218
References	221