



## The WBCSD case study collection

### The STAR+ Approach

One of the objectives of the WBCSD is to demonstrate business progress in the area of sustainable development and to share leading edge and best practices among our members. These case studies aim to illustrate how companies work independently, or with different stakeholders, to integrate the challenge of sustainable development into their business activities. We are seeking cases that include **specific** projects, learning processes and strategic moves. Our intention is to provide a group of cases that could inspire others to contribute, in a proactive way, to sustainable development. Below is a guideline to help you put together your case submission.

#### The business case

Provide a brief summary of the business case behind the company's actions. What motivated the company to take on this particular initiative and what, in brief, are the results? The stronger the business case, the better the example and the more inspiring it will be to others.

#### Situation

##### Company Information

Activities, revenues, number of employees, countries of operation and distribution (150 words maximum)

##### Case Background/Context

What was the driving force behind the initiative? What are the key issues? Who are the stakeholders?

#### Targets

##### The Main Objective of the Case

What were the goals and objectives of the initiative? Include qualitative and quantitative targets set

#### Activities

##### Actions Taken

What actions were taken? What was the timing of this and who was involved? Detail any partnerships or alliances that were formed.

##### Problems and Difficulties

What were the main challenges/difficulties faced? What actions were taken to address these?

#### Results

##### Outcomes

What are the main results (positive and/or negative) of this initiative? Please provide quantifiable information where available.

##### Lessons Learned

What are the main lessons learned from this? What is the future for this project/process or product, based on these lessons?

#### + Support Material

##### Graphics

Please supply any visual support material – charts and pictures.

##### Documentation

Additional support information should also be forwarded. This could include social/environment reports, annual reviews, and specific documents, reports or press releases relevant to the initiative.