

Magnus Boman

Responsibility Strengthens Your Brand

Goodpoint - In brief

Goodpoint is one of Sweden's leading consultancy firms within sustainable development. The company was founded in 1981, at that time with a focus on consultancy services related to health and environmental aspects of chemicals. Today Goodpoint's services cover the whole area of CSR (Corporate Social Responsibility) and sustainable development, offering customers in the public as well as the private sector advice and help with strategies and activities concerning social and environmental responsibility. Goodpoint has 25 consultants with skills and competence in sustainable strategies, environmental and quality management systems, sustainability reporting, social and environmental responsibility in the supply chain, chemicals and climate change etc. Goodpoint is a Swedish company located in Stockholm and Malmö. Owner and CEO is Magnus Boman. For more information about Goodpoint, please visit www.goodpoint.se

Magnus Boman, CEO at Goodpoint, has more than ten years experience as a strategy consultant. Over the years he has followed the way companies and public organizations approach the issues around sustainable development.

„Looking back I can say that things definitely have moved forward, even though many companies still don't see the full value of a proactive way of dealing with sustainability“.

The general knowledge of environmental impact, especially climate change has increased, there are established tools and methods for a systematic environmental work and many companies have their own environmental specialists. Today there is also a clear understanding that environmental and social responsibility affects brands and business. Different stakeholders asking for transparency, responsible actions and continuous improvements simply cannot be ignored.

Still, many organizations and companies don't deal with sustainability at the strategic level they should, and therefore don't see the full potential of sustainable growth. Decisions and activities concerning the environment or social responsibility are too often regarded as costs rather than long-term investments.

But there are of course some successful good examples. What they have in common is a strategic perspective on CSR and a holistic and proactive approach. Among these role models Toyota, IKEA and Electrolux can be mentioned – companies known as industry leaders in their sectors. The reason they're best-in-class is they con-

duct their business smart and efficient, think ahead and handle changes and up-coming stakeholder expectations and demands strategically. And the sustainability issues are no exceptions!

The winning concept - a holistic approach

At Goodpoint we firmly believe that a systematic and proactive work with social and environmental responsibility strengthen our clients' brand, customer confidence and profitability. Healthy people, a healthy environment and a healthy organization are the guiding principles for our consultancy services.

Healthy people

Social responsibility is an increasingly important core value in organizations. Internally this core value is reflected in responsibility for staff health and wellbeing, for example through strategies and activities for health, diversity and equality. Externally it is about individual human rights and work environment, with a growing awareness of ethical and social aspects of supply chain management.

Healthy environment

To take responsibility for the natural environment is an obvious ambition for most organizations. There is a clear link between minimizing environmental risks and negative impact, and business development. Different stakeholders expect goals and achievements concerning climate change, "green products" etc.

Healthy organisation

Good business management of sustainability issues requires a clear strategy, business sense and effective tools to steer operations towards defined goals. Goodpoint is a qualified partner in these strategic issues.

We work with staff and management on all levels to identify the opportunities that healthy people and healthy environments yield when such issues are dealt with in a structured way.

Our main advice as consultants to our clients is to take a holistic approach on sustainability:

- Corporate Social Responsibility is a strategic perspective that should be dealt with on a management level.
- Environmental and social responsibility have a clear impact on your brand. That means a proactive sustainability approach is an investment.
- Communicate! Provide stakeholders with transparent and relevant information on the organizations sustainability goals, activities and results. It is important to keep a continuous dialogue with your important stakeholders and try to be a little ahead to meet their expectations. The goal should be to provide your customers with the responsible products and services of tomorrow.
- A successful trustworthy sustainability work requires knowledge and effective methods and tools. Use established tools and expertise when needed.