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Bob Willard, The Next Sustainability Wave: Building Boardroom Buy-in, New Society Publishers, 2005 2 2000 Regency Parkway, Suite 425 Cary, North Carolina 27518 USA +1 919- 460.8180 • [balancedscorecard.org](#) Stage 1: Pre-compliance — the company is focused entirely on profits, cuts corners to reduce cost wherever possible and actively resists regulation and other pressures for sustainable behavior.

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The generic business case for sustainability is framed by the big three justifications that frame any business case in the 21st century: fulfill our purpose, capture opportunities and mitigate risks. The generic business case framework is the basis for the company-level and project-level business cases, as well as the sustainable procurement toolkit.

Bob Willard, Business Case for Sustainability ...

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