

## Soil & More International: Sustainability Services

### Sustainability indicators as a management tool – from market compliance to business process optimization

In a world where natural resources are steadily shrinking, a more efficient use of the remaining resources is crucial for the survival of each business in the long run. Therefore, becoming more sustainable is far more than just a unique selling point. Sustainability should be incorporated into your company's core strategy and used as a management rather than a marketing tool, as it is likely to help to lower the risk and increase the profit of your business.

Given that sustainability is a wide field including many different aspects, becoming more sustainable is a step by step process. We recommend starting with a set of quantifiable indicators, such as water, carbon, soil, energy and biodiversity: analyze and understand your carbon/water footprint in order to manage and improve it. Positive developments are ideally measured and communicated on a yearly basis, and your company's commitment can slowly expand to other, more qualitative aspects of sustainability, thus gradually developing a more comprehensive approach.



The Sustainability Flower and its indicators for measurement

**"We cannot afford anything else than becoming more sustainable in an environment with growing demand and shrinking resources."** Tobias Bandel, Managing Partner Soil & More International

### Sustainability Footprinting in practice

In cooperation with our global partners and scientists, we at Soil & More developed a comprehensive but practical sustainability assessment framework for CO<sub>2</sub>, soil carbon, water, energy etc accounting according to industry standards.

### Uniqueness of Soil & More's sustainability assessment framework

- Simplicity/practicality at input level.
- Integration into existing monitoring/accounting systems.
- Concentration on interrelation of the different parameters.
- Comprehensive management summary.
- Possibility to link summary to management reports/strategy.