With those goals in mind, the Erb Institute undertook a strategic review in 2014 with extensive input from Erb stakeholders and business partners around the world. The outcome is a 2015-20 strategic plan that aims to prepare business leaders with the practical tools and professional wisdom to get things done for sustainability in companies large and small.

Despite the progress, we still have work to do if our goal is to flourish as a society where we use no more resources than our Earth provides, and opportunities and consequences are distributed equitably.

This overall strategy rests on two pillars.

1. **Cultivate bold business leaders who adeptly transform companies, industries, and entire economies for systemic sustainability.**

2. **Foster new ideas and practice that transform markets toward systemic sustainability and define business as a force for good in the world.**

Since the Institute’s creation nearly 20 years ago, we have seen encouraging progress made by the private sector in addressing social and environmental problems around the world. The outcome is a 2015-20 strategic plan that aims to prepare business leaders with the practical tools and professional wisdom to get things done for sustainability in companies large and small. The strategy rests on two pillars:

1. Enterprise Integration
2. Market Transformation

First, we will maintain our approach of making change from within the current system—what we call “enterprise integration.” Second, we will complement this pillar by adding efforts to develop and test new business models aimed at the more dramatic shifts necessary to achieve the sustainable world we all strive for. We refer to this second pillar as “market transformation.” Thought leadership in both pillars will strive to complement scholarly research with the creation of practical management tools and experiences for impact today.
Underlying the pillars are three “lenses” that we’ll rely on to focus our efforts, and deepen our impact, over the NEXT FIVE YEARS.

A global perspective will recognize the huge, and accelerating, sustainability impact of emerging economies like China, India, and Brazil.

A broad view of sustainability will allow us to see new opportunities at the intersection of business, environment, social, and human rights issues. A systems approach will remind us that sustainability challenges are complex and inter-connected, and that our responses need to draw on resources and experiences from across industries, sectors, and academic disciplines.

WHAT DOES THIS APPROACH LOOK LIKE IN PRACTICE?

Below are our desired five-year outcomes, and a sample of objectives in pursuit of those outcomes. We will continue to develop specific metrics for use by Erb staff to guide our daily work.