



6th Iranian National Congress on
Productivity

Tehran-May 22 2005

**Sustainable
Development**

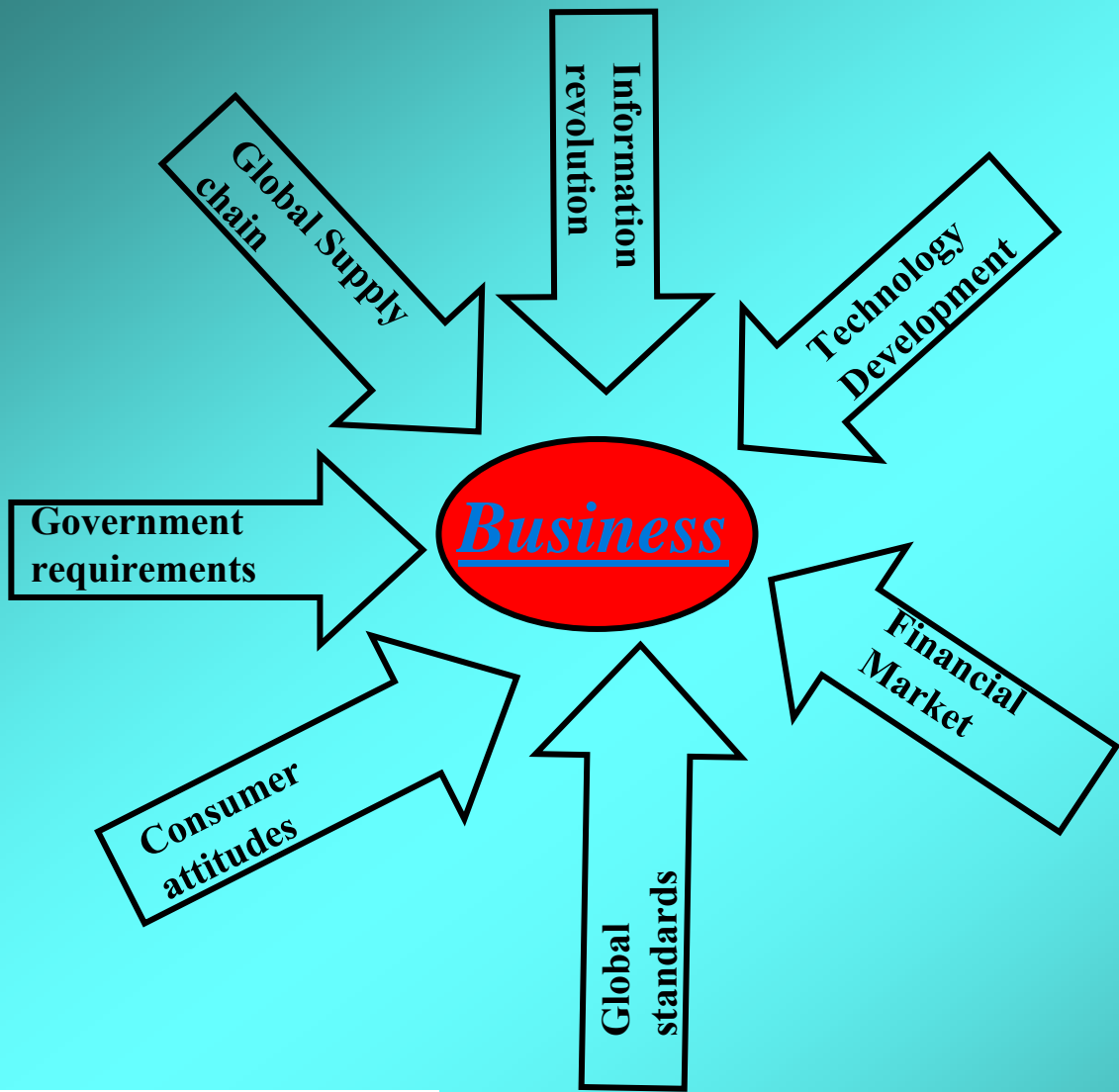
In

Excellence Model

Masoud Homayounfar



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Sustainable Development in Excellence Model
by Masoud Homayounfar



Sustainable Development

- “meeting the needs of the present without compromising the ability of future generations to meet their own needs”.



What is Sustainability?

1. Economic Growth

- foster responsible **long-term growth** while ensuring that no nation or community is left behind.



What is Sustainability?

2. Conserving Natural Resources and the Environment

- for future generations, reduce resource consumption, stop pollution and conserve natural habitats.

What is Sustainability?

3. Social Development

All members of society need

- jobs,
- food,
- education,
- energy,
- health care,
- water and sanitation,
- *respect for cultural and social diversity,*
- the rights of workers,
- a role in determining their futures.



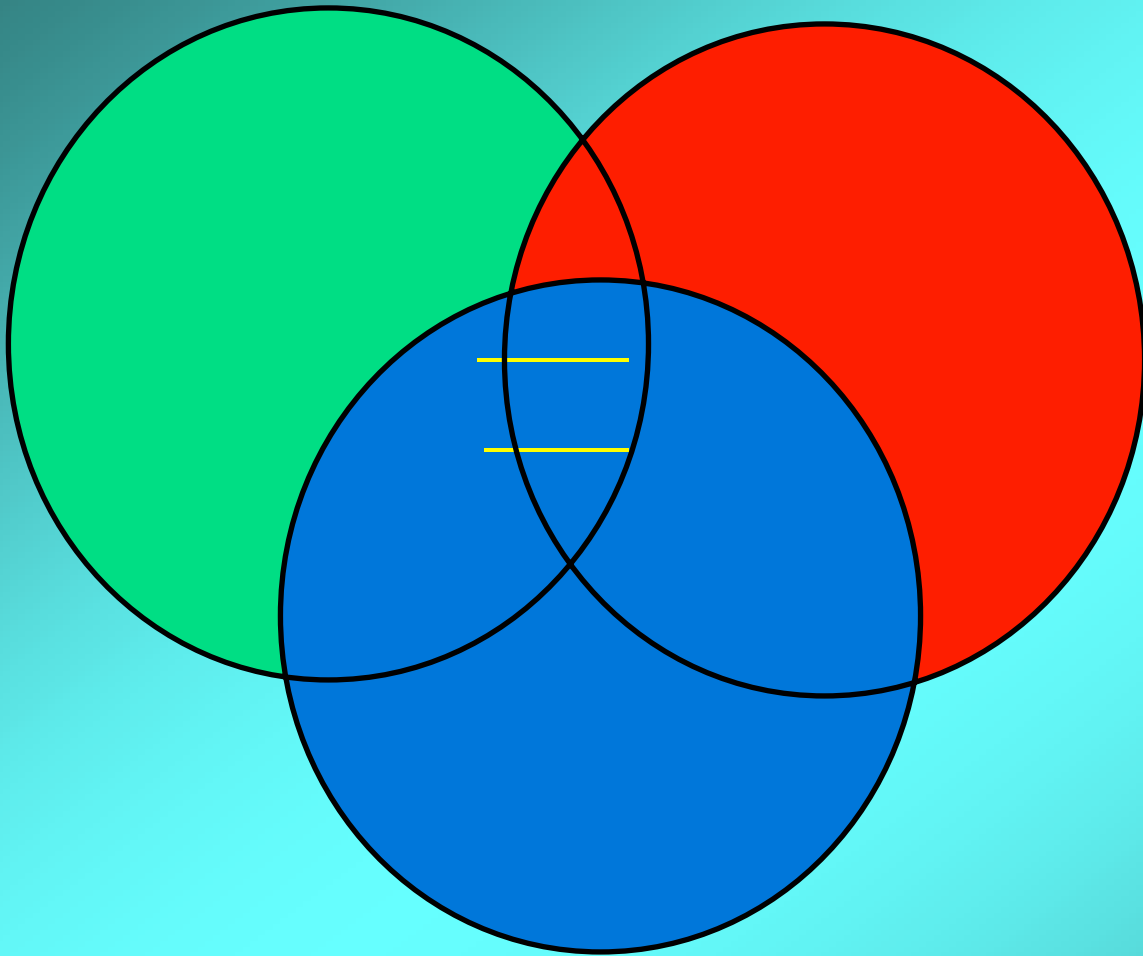
Corporate Social Responsibility

- **Economic responsibilities** - produce goods and services that society wants at a price that perpetuates the business
- **Legal responsibilities** - obey local, state, federal and relevant international laws
- **Ethical responsibilities** - meeting other societal expectations, not written as law
- **Voluntary responsibilities** - additional behaviors that society finds desirable and that the values of the business support



Pyramid Of Corporate Social Responsibility





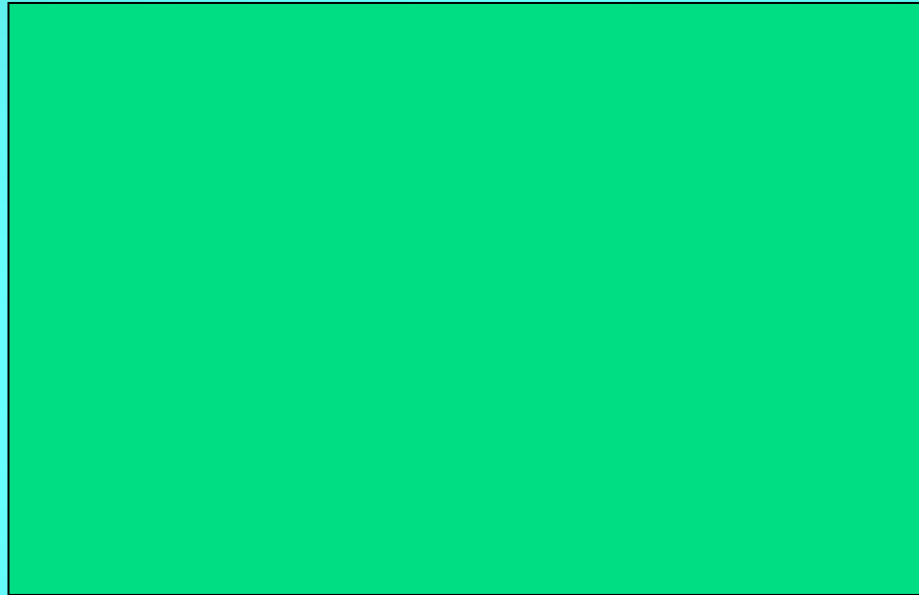
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Approaches To Corporate Social Responsiveness

Approach	Posture or Strategy	Performance
1. Reactive	Deny responsibility	Do less than required
2. Defensive	Admit responsibility but fight it	Do the least that is required
3. Accommodative	Accept responsibility	Do all that is required
4. Proactive	Anticipate responsibility	Do more than is required





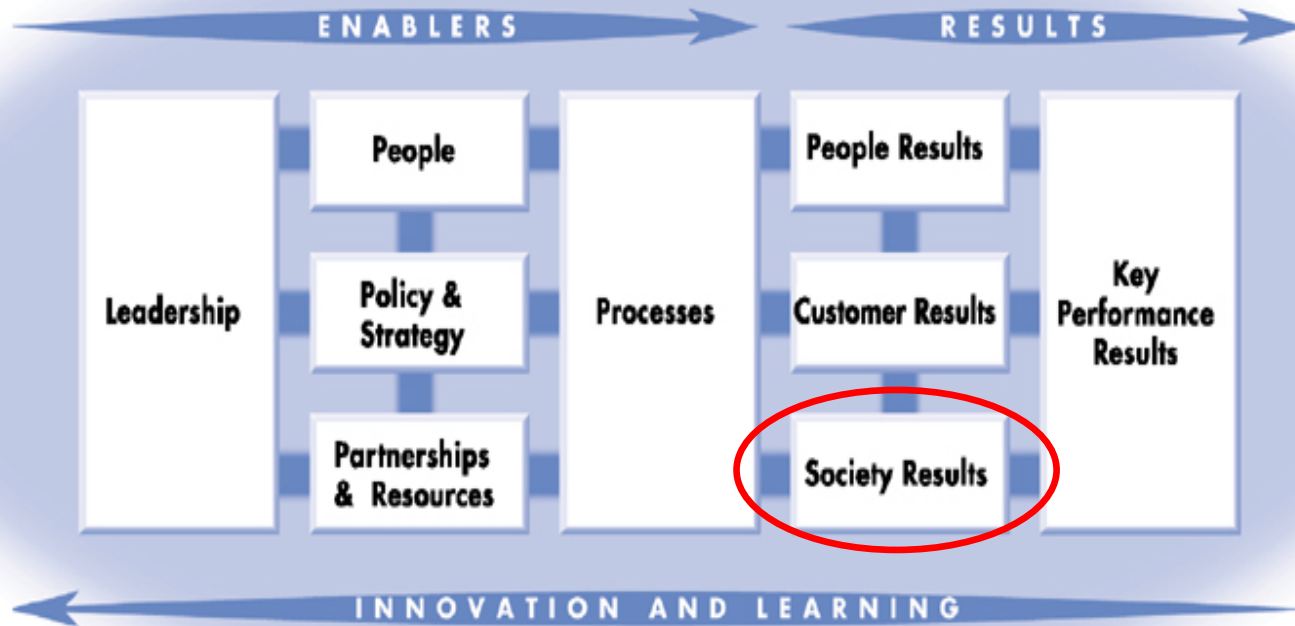
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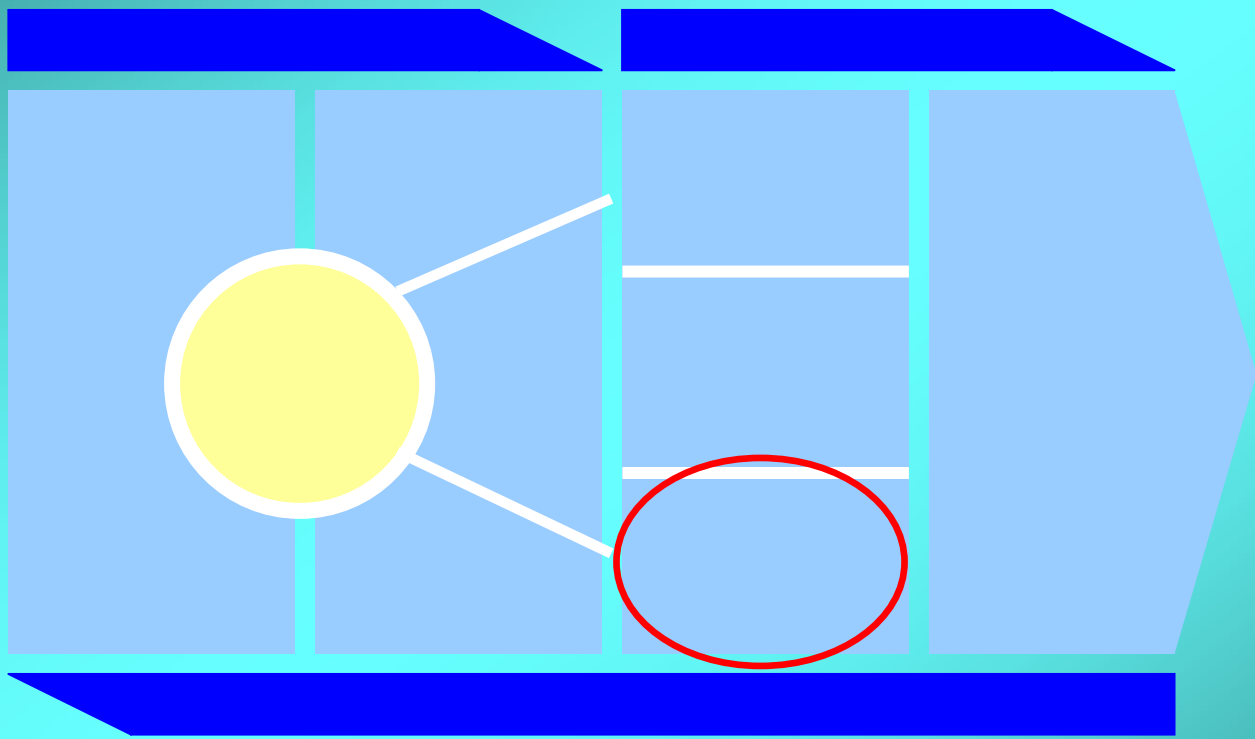
Fundamental concepts

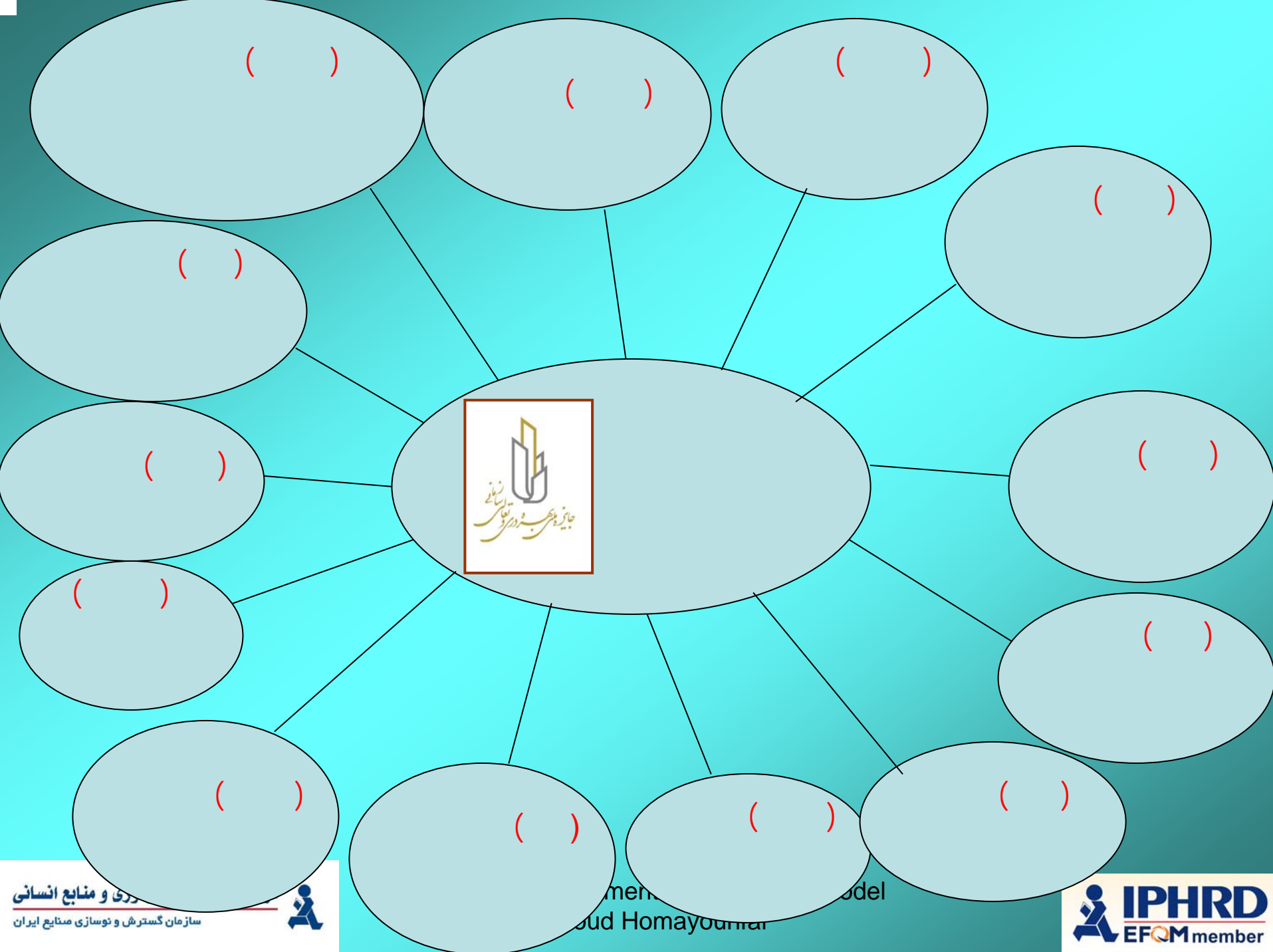


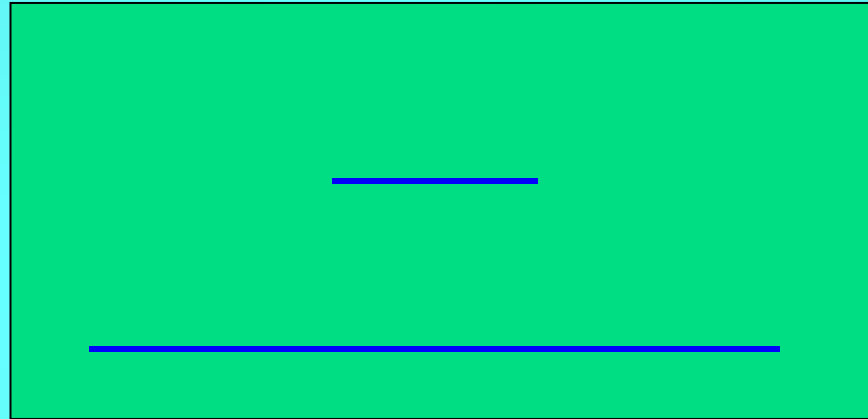
The EFQM Excellence Model

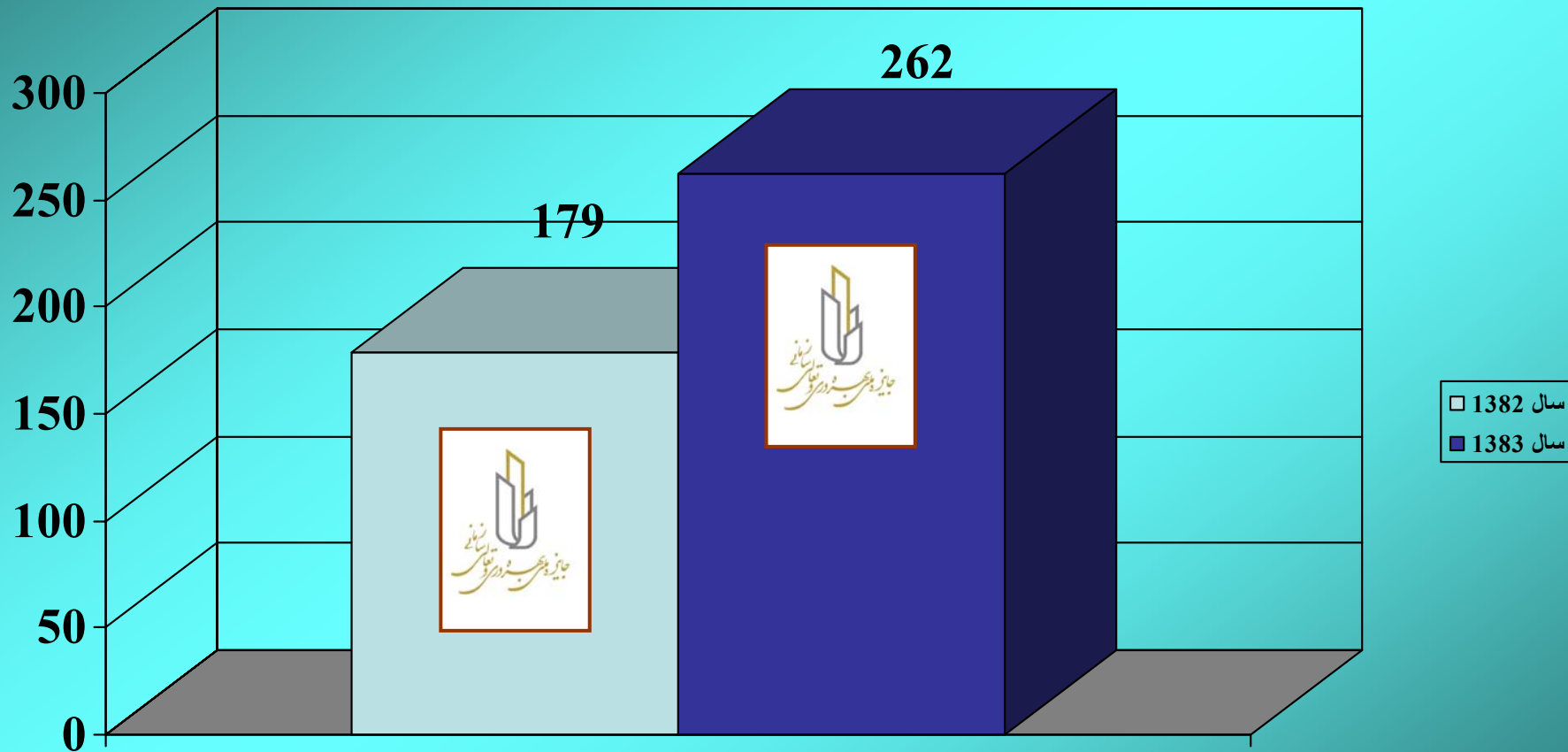
EFQM® 1999

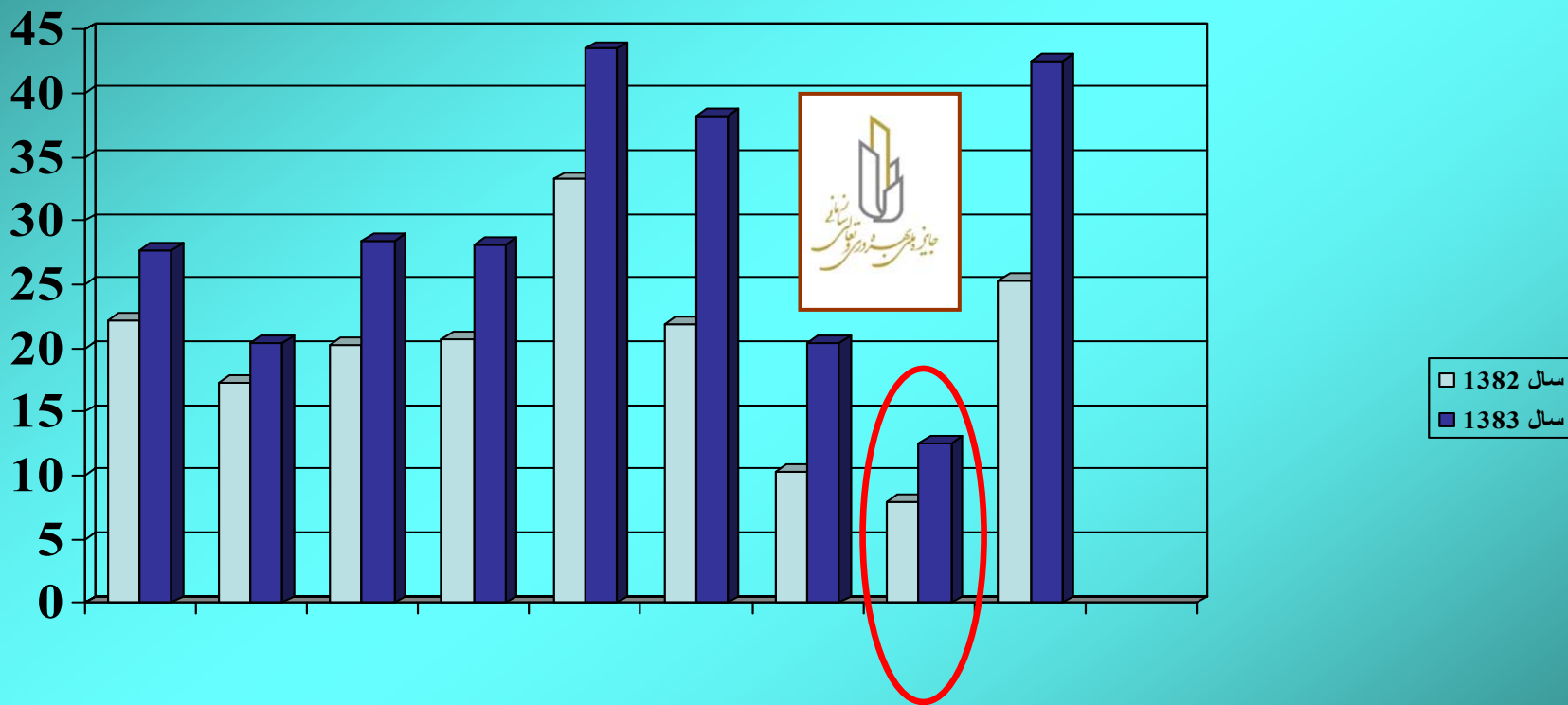




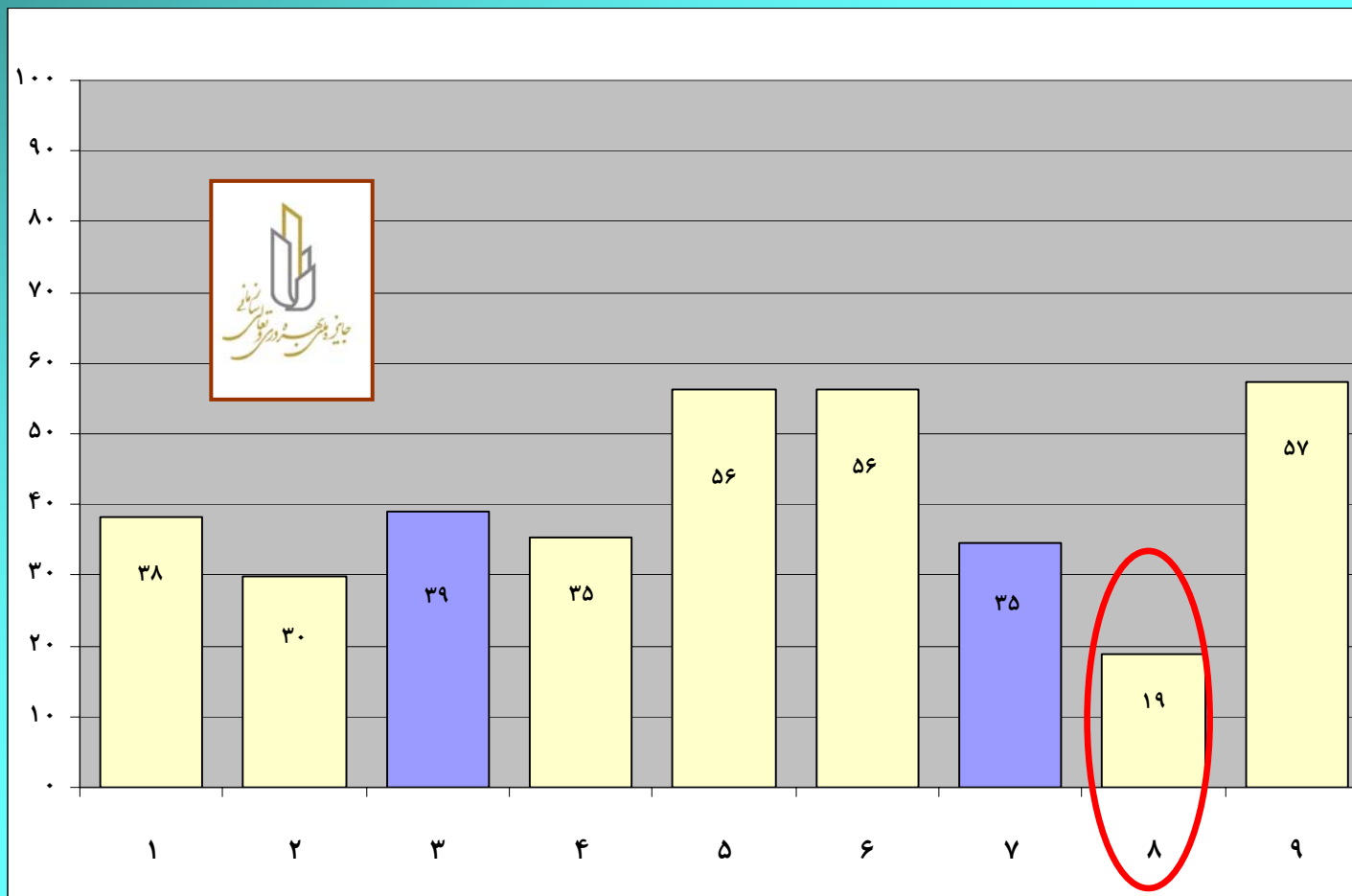




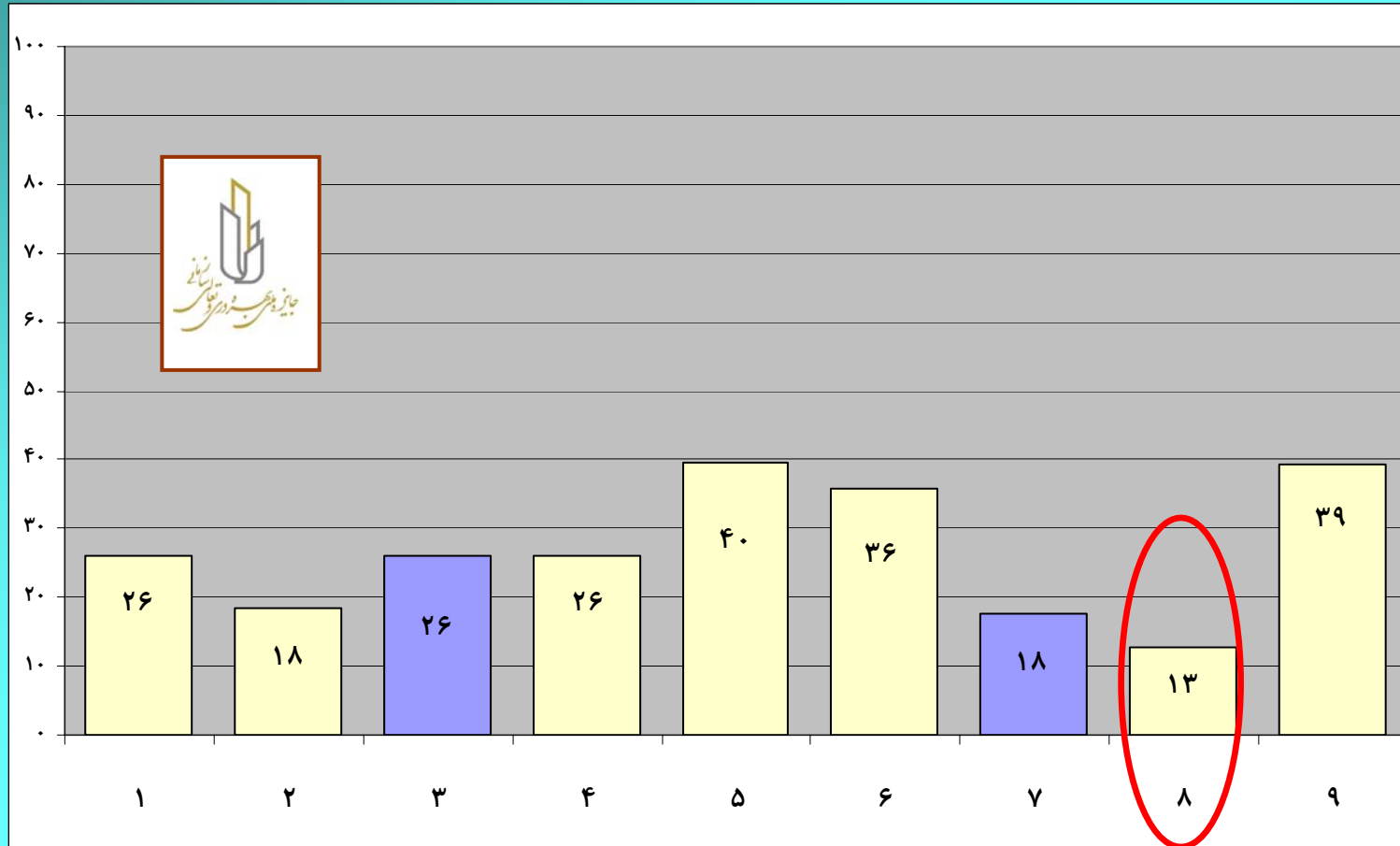




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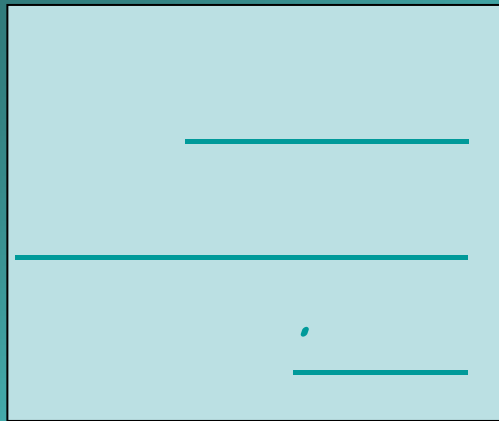
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