

The board of directors of chromsystems gmbh

[Business](#), [Company](#)



We are a global consultancy firm specialising in sustainability for the scientific sector. We have a proven track record assisting companies implement sustainability plans, where there is no experience of this in the organisation.

The international community in 2015 joined forces to repair the damage that is being done to the world by proposing a 2030 agenda for 17 Sustainable Development Goals (SDGs), please refer to Appendix I on page 15. These goals have primarily been considered to eradicate global challenges such as poverty, hunger, inequality, climate changes and water preservation to name a few. Renowned leaders across the globe agreed to share the responsibility to change the way we are exploiting the planet. This does not remove the problem, however, it's a start for securing the planet for future generations and can enjoy and live a prosperous life (Grater and Keeton, 2017).

As a result, organisations all over the world are reviewing what they do as a business and starting to implement a sustainability plan. With economic downturn on the rise, and multiple corporations struggling to survive, staying ahead of the competition has never been more business critical. Companies need to create a strong vision and empower all their employees as well as their customers in order to operate in the marketplace (Sarangi, 2017; Piselli and Pewani, 2018).

After the introduction, you might be thinking, why should I do this? What does Chromsystems have to gain as a business? Chromsystems operate globally as a clinical diagnostics manufacturing company starting in 1990 based in Munich. As a company providing clinical solutions to enhance

human health, it is even more beneficial to the organisation to implement a sustainability plan. Germany has a long-standing history of leading the way forward in pioneering technologies and forward thinking.

In 2017, the German Federal Government approved a more enhanced version of the sustainable development strategy. The Federal Government has made a huge commitment to this incredible ambitious plan. Germany is already one of the highest performing countries in the world.

From Appendix II and III on pages 16 and 17 respectively, it is clear that many issues still need to be invested in. These factors include, working on what's ideal and safe as well as improving clean energy, social integration, sustainable consumption, business integrity, equal opportunity, companies reporting sustainability, carbon consumption, policy knowledge and terrorism (Muff et al, 2017).

How can Chromsystems help with all of this? As a consultancy company we can advice and guide on helping you do the research that is required to check what other companies in this sector are doing. Before this is done, the company needs to create a clear vision and mission and state this on the corporate website. This is pivotal to the brand of the company as well as your customers and employees. For example, the vision can be ' To enhance human health' and the mission can amplify on the company product offering: ' It is our goal to be a holistic company (Comeau-Kirschner and Wah, 1999) and the leading provider of clinical diagnostic solutions to enhance human heath and provide a happy working environment for our employees'. The following sample plan is a guideline for action steps to be taken by the

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company in the first 12 months to adequately invest the time and the resources to understand the tasks and work involved (Araujo, 2012; Ashish and Kanchi, 2009).

Implementing these SDGs shown in Table 2 will help shape the mindset of the corporate strategy, contribute to the economy and preserving the environment as well as improving social economic disadvantages.

Chromsystems should also take this opportunity to embrace the fact that this is a chance to evaluate relationships with commercial partners, employees and customers (Berman, 2017), and to treat everyone equally as they deserve with standards of high integrity. Chromsystems must also be aware of the barriers and have enormous self-awareness when implementing such a plan. Chromsystems is privately owned, and the culture of the company is one of long standing tradition. In order to fully take on these tasks, the owner must be open minded and understand the goodness that this can do for the organisation as well and the German economy. Chromsystems does not have a huge managerial support structure, and so must seek ambassadors and stakeholders from other businesses and the external environments to support the plan. As a private company, there has been no immediate need to invest in corporate procedures, systems and practices. However, integrating quality systems becomes daily habit for both employees and the management team. All employees need to understand the internal corporate guidelines and business procedure and values. A quality management system in place allows employees to feel part of the company and the culture. The advice to Chromsystems is to maintain and keep this updated at all times (Spangenberg, 2017).

As this is the first time Chromsystems will be implementing this sustainability plan, a lack of time, knowledge and key resources can play a huge factor in being a barrier. Internal projects will also always take priority and as a result importance to make sustainability daily culture may prevail. The biggest challenge will be the capital required to invest in a huge project, now and long-term for the future. Investigating external funding possibilities is also an avenue that can increase capital input. Encouraging customers to invest a small percentage into the fund when purchasing the company products can help with raising capital. This also enables the customers to feel involved with the company and invest something into the community. Other business partners can share financial responsibility for certain projects and this can help with the financial constraints. Liaising with government officials can also open doors for getting certain projects to a start as well as financial investment. It is in the governments interest to protect the country and ensure the country has a sustainable future. It is important to note that it may be a struggle to ensure that all the key stakeholders are in the same place. When deciding project priorities and individuals to be responsible, not all tasks will be equal and the respective individual(s) may not contribute their share. Above all, implementing a plan and setting aside money for this project will ensure reliable funds invested into this plan.

As the director of the company, there is no one size fits all to the approach when it comes to implementing SDGs. As the consultant, it is vital that you evaluate the key decisions that have to be taken and employed. The most important decisions to be taken, firstly involves a vision and mission for the company. The SDG goals that are reflected in Table 2 must be clear and also

be imparted in your brand and value offering as a company. The company is very important and as a private owner, employing new individuals to assist in the SDGs strategy can be tough. Experts have to be employed to offer the best advice and ensure that your finances that you invest in these ideas are not wasted. A program management team that design and implement the decision is key to the start of this venture and continued success. A huge amount of capital is also required, and as a private company, you can choose and decide how much to invest. Collaborating with other business partners can offer a way to formulate strategies and share financial contributions. Key decisions also involve putting in place targets, data collection and how these are going to be measured and evaluated. This is important so individuals understand objectives clearly. The open communications should also be a key decision, and success, failures and lessons learned must all be openly shared (Matuleviciene and Stravinskiene, 2015; Chen and Qi, 2016).

The SDGs proposed in Table 2 as a starting point have been chosen to reflect Chromsystems as a company and the importance on the products and services offered as a business. Chromsystems develops clinical diagnostic solutions that are used worldwide for healthcare.

It is important to note that this is just a starting point to evaluate and implement in the business. There are 17 SDGs to consider and if the planet is to be repaired and protected everyone must consider all the 17 SDGs. Implementing a continuous improvement plan and aligning with the SDGs chosen to begin with helps the business empower and provide for their employees. Training employees in understanding the code of conduct as well

as anti-bribery due diligence is the responsibility of the management team at Chromsystems. This ensures that the company can continue to operate professionally and ethically with integrity. This also helps with the quality systems and working with human resources to manage performance reviews and career plans (Sanchez-Hernandez and Grayson, 2012).

Putting in goals and KPI measurement targets for the employees keeps motivational levels high and this helps employees stay focussed and driven to achieving the targets. Constantly developing the employees helps them learn new skills and this is vital to the business. Equality and diversity is important in very important to Chromsystems. Promoting female employees encourages other females in the business to also aspire to the same educational standards and higher. A diverse cultural employee team also fosters different ideas and enables creativity and innovation. Monitoring employee staff turnover and sickness is also critical as this leads to a less productive workforce and the company suffers as a result. This is all part of starting to keep and maintain the sustainability of the business and the future (Sanchez-Hernandez and Grayson, 2012).

In order to create and foster a sustainable business model and provide for the future and adaptive management approach in needed to access the business continuously along with risk management procedures.

A collaborative approach to allow participation of everyone, including stakeholders is shown and described in Figure 3. This encourages Chromsystems to understand how unique the business is; and apply a tailored methodology for the systems and solutions needed for the SDGs.

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Chromsystems needs to assess the global risk management and consequences to the business. Figure 4 depicts how important financial, organisational and resources are important to the business. What's not included in this model for risk management is understanding environmental risks and monitoring carbon dioxide emissions and trying to reduce this. Chromsystems already has a number of ISO guidelines in place for example, ISO 13485 and 14001 to protect the environment. In Germany, regularly works with TUV SUD for updates and changes to regulatory changes internally as well as internationally. Chromsystems must also work with the consumers to ensure that the products and solutions are still applicable to their work. The products and market segments are generating the revenue required for the business to be sustainable. Monitoring health and safety in the organisation as well as checking and ensuring products are also safe is vital. Chromsystems is a clinical healthcare company. This also factors into the SDGs continuing to improve and enhance the well-being and future of humans (Hess et al, 2012; Shi et al. 2009; Eastburn and Sharland, 2017).

As well as implementing employee metrics to be measured, organisational metrics for responsible consumption can be measured. Chromsystems can start to measure the following, energy use and reducing this. Using motion detected lights can help reduce this. Chromsystems is based in an industrial estate in Munich. Other companies also operate in this area. Reducing fuel by encouraging a car sharing scheme can help reduce this cost. Exploring and investigating renewable energy sources to manufacture the products is something the company can start to investigate. This is to also further reduce energy costs and contributes to a cleaner and greener environment

for Germany. Encouraging employees to use less water and reduce carbon emissions leads to continuing to sustain the company and the country. Although this is difficult to achieve owing to the heavy use of fossil fuels, the company can plant trees to help replenish the damage being done to the planet. As a chemical manufacturing company, reducing the domestic and hazardous waste is important to the company. The company uses special packaging for the products, using recycled packaging can help with saving the environment. Reagents are also sold in glass bottles, recycled glass can also help with this. As a regulated company, the recycled glass and paper must be free of contaminants. All of this will contribute towards reducing the waste management costs and landfill charges and taxes (Clemens et al. 2014; Gallegos et al. 2017; Ducate, 2016; Fischer et al. 2013; Zimara and Eidam, 2015; Jones and Lubinski, 2014).

In order to make this a realistic SDGs implementation program, and not for now, also for the long-term future; ambassadors and industry collaborators are vital. Collaborating with different business leaders can help formulate dual strategies and assist with financial planning. As a healthcare company, working with medical institutions, this will help with promoting the information of good health and well-being. As a scientific company, it is also important to work with educational institutions to foster how important it is to receive a good education. This promotes learning and development. The workforce must not become de-skilled and this is important to continue skilled workers entering the workplace. This one aspect of ensuring a growing GDP. As a company, implementing recycling programs and energy efficiency is not easy. As consultants specialising in this field, we have

access to knowledgeable professionals to achieve numbers. Appendix VI provides some guidelines for what Germany hopes to achieve in the climate objectives. The Chromsystems HQ can benefit from re-modelling, but this will take time and financial resources to achieve. In collaboration with an international agency for example: IRENA, can help with this.

To summarize all the 17 SDGs are inter-linked and provide routes to help achieve other SDG goals. For example, promoting and providing good education for everyone increases knowledge. This in turn, helps individuals become more knowledgeable. Individuals are then in the best position to look after themselves and maintain a healthy lifestyle. Historically, GDP has been strong in Germany, but recently on the decline. Also, despite low levels of unemployment, poverty has increased, refer to Appendix IV and V on page 18. Poverty is a difficult parameter to define, as this is very subjective and will mean very different things to different countries. An increased level of immigration and increased number of low-skilled workers have contributed to low GDP. This can be attributed to individuals having decreased finances, single parents and students. A decrease in the GDP can be accounted for due to the VW scandal, weakened relations with the US, Brexit affecting trade deals and a general decline in consumer spending. An ageing population, due to advances in healthcare and nutrition has resulted in individuals living longer and therefore social security funds and pension payments are continuing for a longer period (Mossner, 2016; Hinrichs-Rahlues, 2013).

The construction industry has increased so building for the housing market has also improved, but buying properties is still on the decline. Majority of German's prefer to rent rather than purchase. This is largely due to the low rent being attractive as well as regulations being relaxed for renting. The construction industry has improved and A key goal for Germany is to improve the pay gap for gender inequality. This is the responsibility of the government as well as organisations. Encouraging females to train for managerial positions and ensure pay is on performance rather than gender will bridge this gap. Women have a right to work and enjoy their lifestyle at the same time. Chromsystems can assist in this by providing flexible working and providing a healthy working environment to work in. All the goals will be addressed and are important to protect the planet and ensure sustainability for the business and the world (Mossner, 2016; Hinrichs-Rahlues, 2013).

In conclusion, there are multiple benefits to the business in starting to enforce the SDG goals as part of the company business life. However, it is clear to remember that there are 17 SDG goals in total, and a universal approach can't be employed. Please do not hesitate to contact me if you have any further questions regarding my proposals. I look forward to hearing from you shortly and doing business with your company.