An LDI Training 2-Days Workshop

Competitive Environmental Strategies

by

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Training Description

Sustainable Strategies are choices available to managers to align environmental and social investments with the generic strategy of the company. The possibility of businesses profiting from environmental investments – the win–win hypothesis – has captured the imagination of academics, managers, and the general public for quite some time. If investing in environmental protection were profitable, normal business practices would be conducive to sustainable societies. Based on this premise, academics have persistently looked for a causal relationship between environmental investments and variables such as stock price and market share. The business case for sustainability exists indeed. Business schools around the world teach success stories of environment-oriented investments (or eco-investments, for short) that paid off, generated competitive advantage, or even new market spaces. But if there are so many advantages for business, why is corporate proactive behavior not a widespread phenomenon? Why hasn't commerce yet led us to sustainable societies? Although simple, it took a while for people to realize that the profitability of environmental investments is similar to other issues in business, it is conditional to specific circumstances. This training will introduce the circumstances and the specific strategy that is suitable for each circumstance.

Training Objectives

- To ensure the managers to optimize their economic return on investment and thereby transform them into pillars of competitive advantage in existing industries
- To train leaders in translating verifiable environmental metrics into transparent corporate disclosures, enhancing brand reputation, investor relations, and customer loyalty in sustainability-driven markets
- To foster cross-functional capabilities in lifecycle assessment (LCA) and eco-design, empowering leaders to accelerate the commercialization of differentiated, low-carbon offerings.

- To transition managers from a reactive compliance posture to proactive environmental risk management, securing early adaptation to emerging global sustainability standards and avoiding regulatory penalties.

Training Materials

The Competitive Environmental Strategy has come up with 5 competitive environmental strategies as discussed below:

Competitive Environmental Strategies:
1) Eco-Efficiency
2) Beyond Compliance Leadership
3) Eco Branding
4) Environmental Cost Leadership
A5) Sustainable Value Innovation

Strategy 1 — Eco Efficiency
Being efficient with less or minimal environmental impact.
Most simply maximizing economic benefits and minimizing harmful environmental effects.
Strategy 2 — Beyond Compliance Leadership
Companies want to show stakeholders that they are going above and beyond the competition.
Showcase customers an implemented environmental strategy.
Strategy 3 — Eco branding
Straight forward strategy to create a credible green brand based on the ecological characteristics of products/ services.
Effectively, consumers must distinguish a recognizable benefit from their purchase.
Strategy 4 — Environmental Cost Leadership
As the name suggests selling products with good environmental impact with an attractive price tag.
Charging a premium price for environmentally friendly products because sometimes green products require more input costs than traditional products.
Strategy 5 - Sustainable Value Innovations.
The creation of Sustainable Value Innovation (SVI) requires companies to lower costs and increase consumer value while generating public benefits in the form of reduced environmental impacts and value for society.
SVI can be created by redesigning the activity systems involved in both production and consumption of goods and services. In the majority of the cases, SVI strategies are possible only by redefining how products/services are produced and consumed.
This is why SVI can be considered a systems strategy, for it requires changes not only on the nature and technology of products but also in the logic by which systems of production and consumption are organized. By questioning the appropriateness of the business model in creating value for shareholders and consumers, as well as for society, SVI strategies redefine the boundaries of the value system of an existing industry.

Training Methods:

Class session will be highly interactive and it will be case-based analysis and messaging workshops focused on translating verifiable lifecycle metrics into compelling, transparent brand equity without greenwashing.

Who Should Attend

This training is designed for forward-thinking executives, leaders, product developers, or anyone who are eager to transform environmental sustainability into a core driver of business growth, operational efficiency, and market leadership.

About Instructor

Dr. Ir. Amelia Naim Indrajaya, MBA

An internationally respected speaker, trainer, and author, Dr. Amelia brings decades of experience in strategic management, ESG leadership, communication, and sustainability in business.

She is a seasoned executive educator from IPMI Institute and has worked with major corporations such as Pertamina, Telkom, Toyota Astra Motor, and Griffith University. Her doctorate from Universitas Indonesia focused on Strategic RBV and SDG, Sustainability at Work.

This workshop is presented by LDITraining.

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