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Why Sustainability?

The core concepts of environmental sustainability are now recognized as imperative to the success of businesses in every industry

by Rob Farris

I recently had the pleasure of speaking at three very different conferences. In each case, I was asked to speak about sustainability topics such as why this should be an area of focus for businesses, what are the things organizations should be doing and what are Hitachi Ltd. and Hitachi Consulting doing related to our internal sustainability efforts. The three conferences were very different from each other – one was an enterprise software vendor conference ([SAP's SAPPHIRE conference](#)), another was a gathering of chief financial officers in the chemicals industry sponsored by [Chemical Week magazine](#), and the third was a conference focused on supply chain business processes run by [AMR](#).

When I first agreed to participate in these events, I must admit that I was a little apprehensive, because I wasn't sure how receptive the audiences would be to the message.

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