

Genuine business sustainability through the integral model

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Article 13, the leading UK CSR and sustainability consultancy, has published a feature about the role of Ken Wilbur's integral model in helping organisations achieve genuine sustainability. The feature provides visitors to www.article13.com with a detailed overview of the four quadrants of integral sustainability and delves into practical examples of how it is being applied.

The [integral model](#) goes beyond traditional approaches to sustainability by ensuring that sustainability practitioners explore problems in many different ways. It acknowledges the complexity, interconnectedness and internationality of key sustainable development challenges. It collates and maps multiple points of view along a number of dimensions, the interior to the exterior and the individual to the collective to develop a more holistic picture of sustainable development.

Well known sustainability leaders, Marks & Spencer and Westpac, are profiled to demonstrate how an integrated view can make a real difference to performance. The [Marks & Spencer](#) example looks behind the list of sustainability actions in Plan A to see how real behaviour change is being made on environmental issues. It reveals that Plan A is achieving success because it combines a process-driven strategy with the internal and community perspectives.

[Australian bank Westpac's](#) work with Indigenous communities highlights how integrated sustainability strategy can take a company's community programme beyond philanthropy to truly embedded CSR. The programme involves extensive community consultation and helps to deliver community owned solutions to financial literacy, whilst providing career enhancing opportunities to Westpac employees.

The [CSR view from the field](#) comes from Article 13 associate and founder member of the Integral Institute, Matthew Kalman, who provides insights into how Ken Wilbur's integral sustainability model is being used by both sustainability and political leaders. He reveals that the integral framework has attracted praise from some of the most far-sighted political thought-leaders, including Bill Clinton and former Tony Blair Policy Unit guru Geoff Mulgan.

The [briefing papers](#) provide further insights into "The Four Worlds of Sustainability" with an introduction to a research paper which looks at each of the quadrants with working examples from business and examines the traditional limitations of traditional sustainability frameworks. They also promote a series of online video clips which explore communication and the types of messages that are best suited for creating change within existing worldviews.

To read the full integral model and sustainability website feature, visit <http://www.article13.com/csr/whatsnew.asp>

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