



How BSI helped SGK to minimize its environmental impact with a bespoke sustainability strategy



The story at a glance


- SGK wanted to create an environmental sustainability strategy that is at the core of their business goals. The question now is: how do organisations and SGK take immediate steps in their supply chain and sustainability initiatives to meet these goals?
- Core to BSI's solution was recommending and providing an answer to the above question so SGK could adapt and bring together key stakeholders from across their global business; to align and agree targets that are well-researched and achievable.
- SGK commissioned BSI to formulate an ambitious strategy that would establish its current environmental impacts and identify its strongest opportunities for reducing or eliminating them.
- After a rigorous benchmarking and landscape assessment, BSI created a two-year strategic roadmap for SGK, setting out the concrete actions that would have the highest impact in achieving their sustainability targets.

The starting point

With stakeholder and investor expectations around sustainability at an all-time high, and the climate crisis demanding urgent need for change, tackling environmental impacts has risen to the top of the business agenda.

As well as the ethical imperative of protecting the planet and its inhabitants, sustainability carries a strong business case that includes reduced costs, increased resilience, and the ability to attract both investment and talent.

The current global backdrop presents complex challenges for businesses aiming to become more sustainable. However, for global packaging and brand experience company SGK, it highlighted valuable opportunities for effecting positive change across the organization, its supply chains, and the communities in which it operates. The company's operations span over 60 sites across the US, EMEA and APAC.

A close-up photograph of a hand holding a white spray bottle with a black pump dispenser. The hand is positioned on the right side of the frame, with fingers wrapped around the bottle. The background is a vibrant red, which transitions into a light pink, textured fabric on the right side. The overall composition is clean and modern.

“We really could not have made this kind of progress without the great work of the BSI team.”

Rob Moore,
Regional Managing Director
and Global Executive Leadership
Team member, SGK

The challenge

SGK wanted to maximize the potential that comes from creating and implementing an ambitious sustainability strategy, by formulating well-defined goals, targets and actions that would accelerate change across the organization and beyond.

The challenge for SGK was twofold: to ensure that its approach to sustainability would reflect the principles underpinning international best practice, and that the strategy would be universally relevant to all employees, clients and partners across its global operations – while also being bespoke enough to allow for site-specific activities and nuances across geographies.

To address these challenges, BSI advised and supported SGK with measuring its environmental impacts. It did this by establishing an organization-wide baseline, encompassing areas such as greenhouse gas emissions and carbon footprint, energy usage, waste, water consumption and other 'mission critical' key metrics. The next step was to define specific environmental goals and targets with clear actionable timelines through the lens of SGK's 10 Environmental Pledges.

The solution

Using a flexible, bespoke approach, BSI helped SGK to frame a strategic direction of travel and leverage its expertise in sustainability best practice. We also assessed the company's potential to make positive change across key priority areas, regardless of site location and workflow.

Central to the project was getting stakeholder input. This would help steer the strategy so that it benefits all parties, while challenging existing practices and driving change.

The work BSI delivered during Phases 1 and 2 of the project included:

- **International Standards & Frameworks Report**
Identified and assessed relevant international standards and frameworks, and explained how they operate and how they apply to SGK activities.
- **Data baseline**
Established a workable baseline, understood SGK's environmental impacts and performance gaps, and assessed the level of resource required to support environmental pledges across SGK sites.
- **Stakeholder interviews**
Used valuable stakeholder insights to define strategic direction and inform next steps.
- **Stakeholder workshops**
Presented Phase 1 discovery findings; captured, assessed and fostered stakeholder buy-in on targets and KPIs; and defined actions for SGK to deliver against targets.
- **Creating KPIs and SMART targets to support environmental pledges**
Set high-impact, achievable and (where feasible) measurable targets and KPIs based on baseline data and consistent with SGK's 10 Environmental Pledges.

Through these research and analysis phases of the project, BSI and SGK produced the insights, opportunities, recommendations and actions necessary to forge a clear path forward towards better sustainability monitoring and performance.

In Phase 3 of the project:

BSI created a two-year strategic roadmap of short, medium and long-term actions, and an end-of-project report. This established a clear way forward for SGK to roll out its sustainability strategy based on commitments and targets, and offered actionable ways to improve the monitoring and progress of environmental performance throughout the business.

The strategy was designed to drive notable impact across the organization by equipping staff and stakeholders with the skills, knowledge and enthusiasm to deliver change. The report therefore emphasised the importance of making a strong commitment to cultural change, training, ownership, and sharing best practice across the global organization.

In addition to BSI's qualitative recommendations in the report, it set out an ambitious but achievable set of KPIs and targets for SGK to track and review its performance over the next two years and beyond. This aimed to act as a catalyst for aligning with the Sustainability Accounting Standards Board (SASB) reporting framework, enabling SGK to evidence progress systematically and measurably.



Results

BSI's strategic insights and its flexible and bespoke approach produced a clearly-defined, forward-thinking environmental sustainability strategy that is rooted in the latest best practice.

This gave SGK an action-driven roadmap designed to guide its efforts and demonstrate its evolving sustainability credentials. Taking forward the outputs of the project will deliver real change and progress across the company, its supply chains and the communities in which it operates. BSI developed the SGK sustainability strategy to help them achieve their Net Zero targets.

In addition, implementing the strategy and engaging with existing and prospective clients on sustainability issues will generate opportunities for new and deeper relationships, and open up a more sustainable future for SGK, its clients and its partners.

Martin Townsend BSI's Director for BSI Centre of Excellence for Sustainability said

"Our consultancy work in our knowledge solutions team is an important part of how BSI can help support our clients to achieve their potential and drive the change they want to see, using our world-class skills and knowledge we use every day in standards development."

Leaders at SGK are clear about the project's success. "I think you have all done an absolutely outstanding job," said Rob Moore, Regional Managing Director and Global Executive Leadership Team member. "We really could not have made this kind of progress without the great work of you and the team."

Hope Massey, Director of Consulting, Americas, concurred. "It was a pleasure working with you all and I believe the work delivered will form a solid foundation for SGK to achieve success."

About the client

SGK is a global packaging and brand experience company that aims to simplify marketing and amplify brands to deliver value. Headquartered in Pittsburgh, Pennsylvania, its operations span worldwide.

About Knowledge Services

Our service gives you the right minds for the right solutions because we draw on relevant expertise from across BSI and from our vast network of experts. This gives you a multidisciplinary team that can address your specific needs – whether you need better standards management, new content development, insight and analysis, strategic advice, or transformation activities.

Our team is both independent and neutral. We bring together consultants, information specialists and researchers with quantitative and qualitative skills, and standards development experts.

To find out more download our brochure [here](#).

To learn more about how BSI's Knowledge Services team can help you create excellence for your organization and industry

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