

## **Sustainability: the Way to Improve Value to Enterprise and Well-Being to Communities**

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### **Abstract**

Planet Life Economy Foundation (PLEF) is a non-profit organization founded in 2003 to study, define and promote strategies, for enterprises considering sustainability constraints in terms of environment, social and economic issues.

PLEF, a member of the Italian National Council for Green Economy, Counselor of the Ministries of Environment and Economic Development, is based in Milan. But it operates in nearly all of Italy through its 150 members from universities and independent associations.

PLEF has devoted its mission to upgrade its holistic culture for the past 10 years. Thanks to its network, many projects were developed from original concepts to sustainable economy on macro and micro level.

The basic assumptions are:

- Sustainability is a constraint in environmental, social, economic means for everyone
- Added value, meaning difference between sales revenue and cost of sale, has to be the enterprise main target
- Non-Materialistics are key drivers for added value and satisfaction, reducing entropic for enterprise
- Non-Materialistics, in each type of enterprise, are related to: Human resources and Strategic Positioning

The implementation of such assumption requires two processes: a bioimitative and a participative approach. Both processes join themselves to the specific territory, homogenous for geoclimatic and cultural condition, in which each operation is located.

Being consistent in this approach inside any enterprise, drives immediately to a broad usage for all communities, educating its people with the sustainable approach. Communities have at disposal a measurement system to plan the quality of life. Then the policy makers can monitor and evaluate the success of this system. Therefore the two systems (enterprises oriented to added value and communities administration oriented to well-being) may address their relative positioning in synergy.

So thanks to the sustainability principle, we establish a new territorial planning with a new relationship among all stakeholders (no more distinguished in private and public purpose but only in common aim).

This is what PLEF wishes to communicate at this conference emphasizing the positive moment in which skills are necessary to be recognized and trained so to facilitate such a great change in paradigm.