



# Opismenjavanje o održivosti: **PROJEKT GREEN WAVE**

Lejla Dautović  
Atlantic Grupa



# OUR JOURNEY BEGAN WHERE EVERYONE STARTS

## **Stage 1** **Compliance**

Doing the  
mandatory

## **Stage 2** **Beyond compliance**

Expanding  
where easily  
possible

## **Stage 3** **Integrated strategy**

Integrating  
in strategy

## **Stage 4** **Adding value**

Driving the  
change

# BUT HOW YOU EVOLVE IS WHAT MATTERS



# OUR SUSTAINABLE STRATEGY WAS MADE BY THE BOOK

## EMISSIONS



**1**

Direct and indirect  
GHG emissions

**2**

Share of renewable  
energy sources

**15%**

## WATER



**3**

Water withdrawals  
for production  
operations

**15%**

## RECYCLING



**4**

Share of recyclable  
packaging materials

**5**

Share of recycle  
packaging in the total  
amount of packaging

**15%**

## EMPLOYEES



**6**

Engagement ratio

**7**

Training and  
education hours per  
employee

**8 / 9**

Number of work-  
related injuries

**10**

Share of women in  
managerial positions

**40%**

## PRODUCT



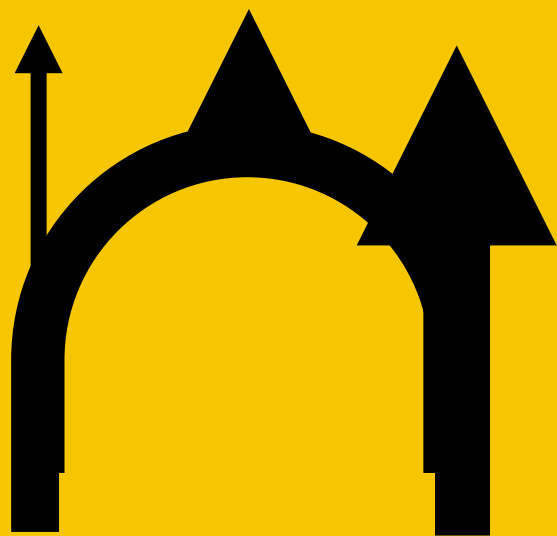
**11**

Share of improved  
recipes (clean  
labels/claims/  
reduced  
environmental  
impact)

**12**

Share of improved  
packaging of  
products with  
reduced  
environmental impact

**15%**



**SPECIALIST WITH BUSINESS  
REPORTS SUSTAINABLE USUAL  
FUTURE**

**„WHEN SUSTAINABILITY  
IS VIEWED AS BEING A  
MATTER OF SURVIVAL  
FOR YOUR BUSINESS,  
I BELIEVE YOU CAN  
CREATE MASSIVE  
CHANGE.“**

**Cameron Sinclair;  
World changing Institute**





**SUSTAINABILITY  
ACADEMIA**

**MARKETING  
ACADEMIA**

**SALES  
ACADEMIA**

**FINANCE  
ACADEMIA**

**HR  
ACADEMIA**

**ATLANTIC**  
GRUPA



**MARKETING  
ACADEMIA**

**FINANCE  
ACADEMIA**

**INTEGRATED  
SUSTAINABILITY  
MODULE**

**SALES  
ACADEMIA**

**HR  
ACADEMIA**





**CROSS-FUNCTIONAL TEAM:  
DOUBLED IN SIZE  
20 TEAM MEMBERS**

**ESG AS MANDATORY  
ONBOARDING  
EDUCATION**

**EXTERNAL  
RECOGNITION:  
DOMESTIC  
ESG LEADER  
IN REGION**

**CONTINUOUS  
EMPLOYEE  
EDUCATION**

**INTERNAL  
VALIDATION:  
ATLANTIC GRUPA'S  
STRATEGIC PROJECT**







The image shows a modern office space with a white brick wall. A large green screen is mounted on the wall, displaying a quote in white text. Below the screen is a long wooden conference table with several chairs. On the table are various items including a laptop, a small potted plant, a cup of coffee, and some papers. To the left of the table is a tall indoor plant. To the right is a dark metal locker unit.

# **„CULTURE EATS STRATEGY FOR BREAKFAST.”**

**Peter Drucker**



# **VALUE DAY: INTEGRATION INTO COMPANY CULTURE**



# EMPOWERING SUSTAINABLE MINDS: A MULTIDISCIPLINARY LEARNING JOURNEY

## KEY FOUNDATIONS E-LEARNING COURSE



## SERIES OF WEBINARS WITH WIDE TOPIC VARIETY

PERSONAL IMPACT  
GREENWASHING  
PACKAGING  
PROCUREMENT





# SHOWING COMMITMENT THROUGH PROACTIVITY AND TRANSPARENT COMMUNICATION





# OUR EFFORTS ARE RECOGNIZED ACROSS THE REGION



**ESG  
CHAMPION**



**AmCham**



**EQUAL PAY  
CHAMPION**



**SELECTIO  
gruop**



**ESG  
LEADER**



**Poslovni  
dnevnik x  
ZSE**



**ENERGY  
EFFICIENCY**



**Dnevih  
energetikov**



**ESG  
LEADERS**



**PwC**



**SUSTAINABILITY  
CHAMPIONS**



**Responsible  
Business  
Forum**

**ATLANTIC**  
GRUPA



**SUSTAINABILITY KPIs ARE  
IMPLEMENTED ON ALL LEVELS,  
IN ALL DEPARTMENTS.**



**R&D  
OPERATIONS  
MARKETING  
HR  
PROCUREMENT**





**GREEN  
WAVE**

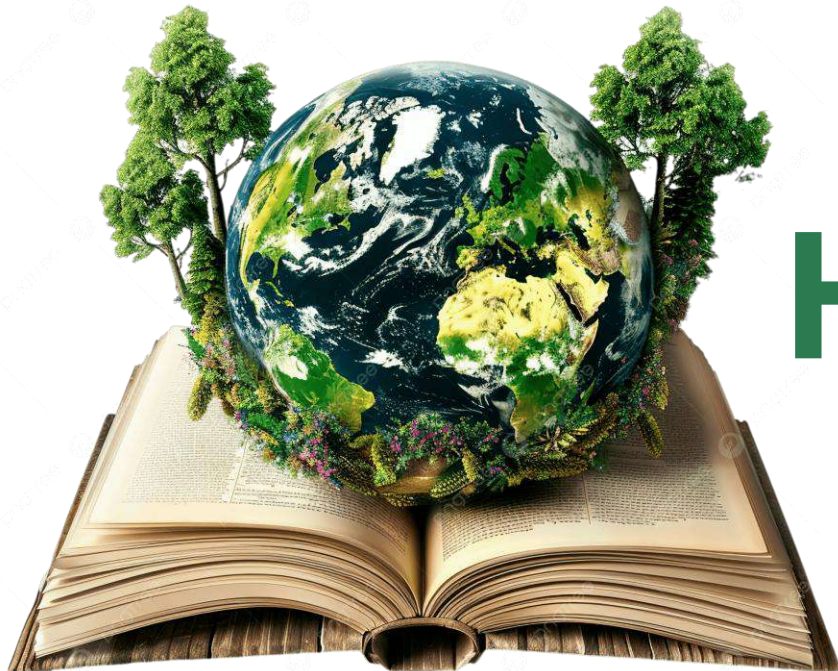
# **ACTIONS, NOT WORDS.**

Making an undisputable impact  
in all segments of business.

**INCREASED  
AWARENESS &  
UNDERSTANDING**

**INTEGRATION  
TO EVERYDAY  
BUSINESS**





# HVALA NA PAŽNJI!



**Lejla Dautović**  
Director of Innovation,  
Research and  
development

