



**Bridging the parallel worlds of public and private  
sustainability strategies**

**Boyan Rashev - Denkstatt**

**Christian Plas - Densktatt**

**Heikki Kalle - DGE Group, TF, Estonian Environment Institute**

# Two worlds?

- SEA is considered to be one of the most important tools in public sector policy for ensuring & integrating sustainable development.
- Extensive public SEA procedures are established to plan and monitor the Sustainable Development outcomes.
- Corporations are also making considerable efforts to transition to greater sustainability at both strategic and operational management level, seeking to involve a wide range of stakeholders and supply chains.
- Does SEA, with its extensive focus on social & environmental issues, help businesses reach their own sustainability goals and vice versa.



# Examples

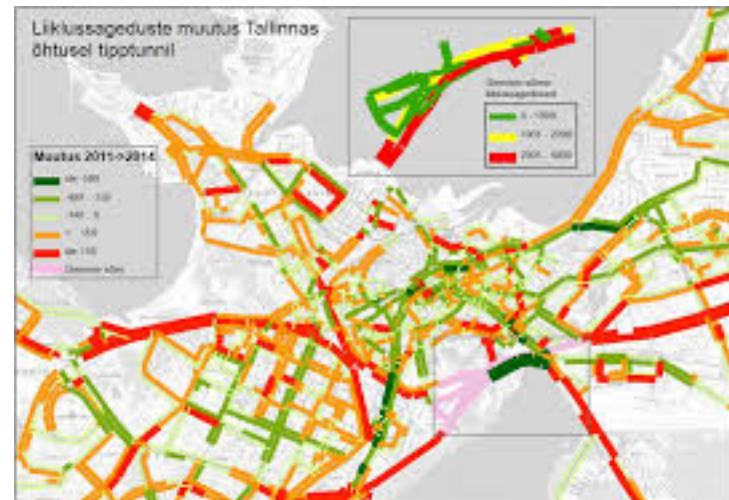


## Site selection plan and SEA

- Optimal location for the facilities,
- Refinement of business plan
- Selection of technology suitable for the location

## Municipal masterplan SEA

- Mobility planning is good example within masterplan
- Provides context of mobility and its improvement options (smart mobility)
- Gives good input to corporate (mobility) strategy



# Potential



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- Sustainability indicators for the location (case Finland)
- B2B cooperation on circular economy, renewable energy, mobility triggered by SEA
- Linking of follow-up for the corporate voluntary accreditation systems and SEA follow-up

# The case



- City of Vienna
  - Thomas Hruschka / City of Vienna  
Environmental Department, Head of Ecobusiness Plan
- The Company
  - Martin van Berkum / EVVA  
Head of Productions, Operations & Quality Management

# Discussion

- Do you recognise the relationship between corporate and public sector sustainability practice?
- How works the communication?
- What have been success stories, where are the opportunities?
- Main challenges , what and how can be improved?