



In Search of Sustainable Business Excellence

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Abstract

The successful green development and implementation of green innovation in an organizational system can produce a significant saving in the amount of business and environment resources and therefore a smaller environmental impact. Integrated system approach integrates the requirements of sustainable green development and environmental excellence with other business requirements. European Foundation of Quality Management (EFQM) is helping to prepare a new generation of business leaders by offering training and development opportunities built on practice-based learning and exchange between organizations. Excellent organizations can operate in different environments, with different stakeholder constituencies, and come in all shapes and sizes but what they do have in common is a mindset based on eight Fundamental Concepts of Excellence according to EFQM. Leading global corporation are embracing sustainable business development as a strategic framework for integrating their business enterprises, creating innovative solutions to the complex needs and requirements of the business environment, and thinking strategically about leading change. The theory on the basis of the practical experiences envisages sustainable development planning as a process of continuous improvement and green innovations. Consequently, following a holistic approach to competitiveness, it is of utmost importance to consider all the relevant factors of competitiveness. These factors could be subdivided into systemic thinking, production processes management, sustainable management and business/environmental excellence. Modern trends requiring systems thinking and integrated system approach to sustainable business excellence. The EFQM Excellence Model is a practical, non-prescriptive framework that enables organizations to: assess where they are on the path to excellence; helping them to understand their key strengths and potential gaps in relation to their stated Vision and Mission as well as to integrate existing and planned initiatives, removing duplication and identifying gaps. Leaders of successful, high-growth companies understand that green innovation is what drives growth, and innovation is achieved by awesome people with a shared relentless growth attitude and shared passion for problem solving and for turning ideas into realities.

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