

Executive Summary

Sustainability has become a key topic of interest among corporates across the globe as well as in Sri Lanka with the increasing public awareness on environmental and social impacts of businesses. Measuring corporate success is therefore expanding beyond the scope of economic impacts to encompass social and environmental impacts. All these must be incorporated into decisions, and effects on and returns to all stakeholders be considered for success. Such performance is termed ‘sustainable corporate performance’.

The management case study, on “Corporate sustainability through triple bottom-line, the case study of HNB Assurance PLC” is a good example, which illustrates how managing the triple bottom-line has led to sustainable corporate performance.

HNB Assurance PLC, a composite insurer operating in the Sri Lankan market has taken numerous economic, social and environmental initiatives in conducting its business operations. These have led to the company growing its topline, profits and returns to shareholders as well as returns to other stakeholders. The company has maintained win-win relationships with customers, business partners, suppliers and community while giving due consideration on its impacts on the environment.

This study examined whether these triple bottom-line initiatives have succeeded in achieving sustainable corporate performance by fitting the performance results of the company into a sustainable balance scorecard built based on the sustainable balance score card proposed by Figge, et al. (2002). The sustainable balance scorecard measured performance from six perspectives, namely; financial performance, market performance, learning and growth performance, internal process performance, social performance and environmental performance. The study revealed that the triple bottom-line initiatives of HNB Assurance PLC have delivered sustainable performance to the company