



AMPLIFYING EXPERTISE – THE BENEFITS OF COLLABORATION

Sustainability is firmly on the strategic agenda. Customers, investors, regulators, and employees alike are demanding more from organisations. Yet despite widespread commitment, many organisations still struggle to embed sustainability in a way that delivers lasting value.

That's where our collaboration can make a real difference.

Sustainability Transformation

JA Consulting and Cala Sustain have joined forces to offer a powerful new approach to sustainability transformation. Our approach combines deep technical expertise with a proven understanding of organisational culture and change. Together, we help organisations unlock the full commercial and cultural potential of sustainability.

"This partnership offers those organisations who really want sustainable change to work the opportunity to embed it in a way that is both strategic and enduring - combining the science of

sustainability with the art of organisational change."

- Joint statement from JA Consulting and Cala Sustain

Complementary Strengths, Amplified Impact

The collaboration between JA Consulting and Cala Sustain is a fusion of complementary strengths that delivers greater value than either company could alone.

- **JA Consulting** are specialists in employee engagement, change management, and organisational design. They understand how to shift mindsets, align behaviours, and build cultures that support transformation.
- **Cala Sustain** are technical experts in climate strategy, net zero pathways, resource efficiency, and ESG reporting. They bring scientific rigour and policy insight

to sustainability planning and execution.

Powerful Partnership

What makes this partnership so powerful is its ability to bridge the gap between technical solutions and the human dynamics that determine whether change takes root. Too often, organisations focus on compliance and technical frameworks while overlooking the cultural enablers that make sustainability stick.

By combining strategic thinking, technical depth, and cultural intelligence, we offer a holistic approach that embeds sustainability into the very fabric of an organisation. Our shared commitment to senior-level delivery ensures continuity, trust, and relevance throughout. The people you meet at the outset are the ones who guide you through the journey.

“Sustainability is about unlocking opportunity. By combining technical rigour with cultural insight, we help organisations turn sustainability into a strategic advantage.”

- Mark Hedges, Managing Director, Cala Sustain

The Challenge: Embedding Sustainability

Many organisations have sustainability strategies. Some have targets. A few have certifications. But far fewer have embedded sustainability in a way that drives real change.

The biggest challenge? People.

“Real change happens when people understand what sustainability means for them personally. Our partnership ensures that sustainability is embedded and delivers lasting value.”

- John Moss, Managing Director, JA Consulting

Governance and process can only take you so far. If your people aren't bought into the journey - if they don't understand what sustainability means for them personally - then even the best-designed initiatives will falter. That's why our approach puts culture at the heart of sustainability.

- We help organisations answer critical questions:
- Are your sustainability goals aligned with your business strategy?
- Do your people understand and support those goals?
- Are behaviours and incentives reinforcing sustainable practices?
- Is sustainability embedded in your operations, procurement, and decision-making?

Moving Beyond Compliance

For us, sustainability transformation is as much a human journey as it is a technical one. Our partnership enables organisations to move beyond regulatory checkboxes and embrace sustainability as a strategic driver of value.

We work with clients to benchmark their progress and performance across strategy, operations, culture, and behaviours, providing a comprehensive view of where they stand and where they can go.

By engaging both leadership and employees in meaningful, people-centred change, we help build the internal momentum needed for lasting transformation.

Unlocking Value

Our approach ensures that investment decisions are guided by strategic priorities, balancing environmental impact with cultural readiness. We also support

alignment with globally recognised and evolving frameworks and broader ESG expectations. Most importantly, we help embed sustainability into the everyday decision-making and cultural fabric of the organisation, ensuring it becomes a core part of how the business operates and grows.

That's responsible business.

Our Framework: The Sustainability Maturity Assessment

At the heart of our service is our **Sustainability Maturity Assessment**. It's a structured, diagnostic framework that evaluates how deeply sustainability is embedded across your organisation. It looks at operations and processes as well as assessing the cultural, behavioural, and leadership factors that drive sustainable outcomes.

The framework covers eight dimensions. Each dimension is scored on a five-point maturity scale, from ad hoc to optimised. The result is a clear picture of where you are, where you could be, and what it will take to get there.

Our assessment diagnoses both the systems in place and the underlying mindsets that shape behaviour. This approach ensures that sustainability initiatives take off - and deliver long-lasting value.

The benefits of this combined approach are tangible and strategic. Our clients gain:

- **Clarity:** Understand where sustainability is working - and where it's not
- **Focus:** Prioritise investments and initiatives based on strategic value
- **Engagement:** Build buy-in across leadership and employees

- **Alignment:** Navigate frameworks with confidence
- **Impact:** Embed sustainability in policy and culture.

Ultimately, this is about making sustainability stick - turning good intentions into operational reality.

Real-world Relevance

We've worked with organisations across sectors including defence, aerospace, oil and gas, and food. We understand the pressures of regulation, market forces, and stakeholder expectations. And we know how to deliver change that works - from boardrooms to operational environments.

Embedding Change and Lasting Value

Following the Maturity Assessment we support organisations with the design and delivery of change programmes. That includes:

- Defining what sustainability means for your organisation
- Setting appropriate targets and governance
- Aligning sustainability with business strategy
- Building capability and engagement
- Measuring progress and adapting over time

Whether you need a light-touch diagnostic or a deep-dive transformation programme, we tailor our approach to your context, ambition, and pace.

Why JA Consulting and Cala Sustain?

Because together, we offer more:



- **Integrated expertise** – Strategy, culture, and sustainability together in one team
- **Pragmatic delivery** – Relevance, proportionality, and hands-on implementation
- **Credibility** – Senior consultants with real-world experience
- **Flexibility** – Scalable solutions tailored to your needs
- **Impact** – Change that sticks, not just initiatives that start

Together Cala Sustain x JA Consulting help organisations translate sustainability into measurable value and competitive differentiation.

Make Sustainability Transformation a Reality

If you're ready to unlock the full value of sustainability, we'd love to talk. Whether you're a CSO seeking strategic clarity, a CEO looking to drive long-term value and commercial advantage, or a procurement lead navigating ESG criteria, our partnership brings the tools, insight, and support to make it happen.

Get in touch.