

## Innovation and Sustainability: The Cornerstones of Business Resilience Part 2- *Sustainovation* in Practice

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In the first part of this two-part piece, we highlighted our belief that innovation and sustainability operate in a symbiotic manner and have provided some examples of how *sustainovation* may work in practice.

However, to be of practical value, the successful integration of innovation and sustainability requires several enablers. In this piece, we'd like to focus on three: leadership commitment, strategic alignment at the highest levels, and clear goals & incentives.

### Top Management Involvement

Integrating innovation and sustainability requires leadership from the highest level, e.g. senior executive team and the board to define a clear vision and dedicate the resources needed to support this vision. We have done so by orienting our corporate vision around sustainability and innovation: OHI's vision is to *advance pioneering air mobility and delivery solutions for a sustainable world, crafted by passionate employees, and preferred by clients*. Furthermore, the presence of a C-level team member directly tasked with promotion of sustainability and innovation in the company is a deliberate signal to internal and external stakeholders that those topics are seen as strategic and not as afterthoughts.

### Strategic Alignment & Cooperation

Effective collaboration between innovation and sustainability areas demands clear processes and interfaces. Joint planning, shared goals, and regular communication allow to maximize synergy and avoid conflicts. Creating cross-functional teams that bring together expertise from across the organization helps foster collaboration and ensures progress. At OHI, we bring experts from various parts of the organisation to innovate daily, from being the trend-setter on new helicopter models in LatAm to working with Eve Air Mobility to conduct a complex urban air traffic simulation of how eVTOLs can integrate into the future air space. This approach is lived on all organisational levels, starting from the Senior Management Team to the specialists at our bases. Furthermore, our internal innovation competition program, *Ideação*, encourages employees to create inter-disciplinary teams that develop and implement novel ideas in all spheres of their operation.

### Goals & Incentives

Establishing metrics for target setting, measuring, reporting progress and rewarding performance is critical to spur sustainable progress and innovation. These might include ESG performance indicators, innovation outcomes, and impact on general business objectives. What is measured, is valued! For example, at OHI we have set the target of a third of revenues by 2028 to come from "ESG-positive" businesses. We have also been working on the challenging task of setting long-term decarbonisation targets. And once the ball is rolling and performance is assessed, businesses can use the full gamut of financial rewards, employee recognition programs, and professional development, to encourage innovative, sustainable thinking in the workforce.

In summary, at OHI we believe that the future belongs to companies that embrace innovation as a strategic tool with a sustainable mindset. The intersection of innovation and sustainability is a powerful space. It's where business can become a force for good, solving real-world problems while staying profitable and relevant. As businesses and consumers alike wake up to the finite nature of resources, those who innovate toward a sustainable future will capture both profit and purpose and leave a legacy of positive impact.

If you missed Part 1 you can read it [here](#)