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The response of firms to sustainable development issues needs to pass through a deep re-thinking of the strategic design, encompassing the entire organization, its functions and re-shaping its business model. This contribution proposes a frame of reference for SD oriented organizations, based on three cornerstones: principles, processes and outcomes. Based on an abductive research approach, an analysis is developed on some case studies. Special attention is devoted to the dynamics of SD oriented organizations in order to understand how firms can evolve towards progressively more challenging models of business which make compatible profitability and growth with respect for the environment and—beyond mere respect- positive proactive action to improve the planet resources.

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