Sustainable Development Report

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**Executive Summary**

This business report gathered and analyzed some information and concepts from other researches and business journals in terms of the sustainable development of a corporate. It aims to make a strong motivation and feasible recommendations for PAUL to be greener. The report demonstrated the reasons and benefits for a company performing greener. Besides, it also shows some efficient methods to help company become greener. However, we analyzed the PAUL current operating situation. It still has a space to improve regarded to the sustainable development. We suggest PAUL adjust and improve its policy on environment responsibility for long term interest consideration.

**Introduction**

As society pays more and more attention to environmental problems, consumers no longer only care about the product itself, but link it with environmental protection. The performance in environment protection of a company that takes a big part of company image and value. The environment friendly policy is a long-term development demand for a company. Under the background of economic globalization, the competition become more and more fierce. Be responsible for the environment can improve intrinsic value and culture of the corporate. As a large enterprise which has a deep effect on society, PAUL should change the strategy in order to adapt to the change of the time and to be more sustainable and competitive. This report is written to PAUL to help it perform greener. Briefly, it will demonstrate:

1. The analysis of current policy of PAUL on environment protection.
2. The motivations and reasons to be greener.
3. Set short term and long-term goals for PAUL for the environment protection.
4. The flaws of current strategy and recommendations for the improvement.

However, this report only gathered information from business review and journals. It is lack of data support. It requires in-depth analysis to support it.

**Findings**

* **The motivation be sustainable**

The primary drive for a company to be sustainable is the benefits brought by it. There is a research shows that the companies which make decision for long term concerning can develop healthy. They have stable relationships with their employees and its community. Thus, these company thrive, surviving from global recessions, worker strikes and any other accidences. (Rowe & Bansal, 2013)

The value of the sustainability is not constant with the time changed. Before, its objective is to create long term economic returns. Nowadays it focuses on the benefits for whole stakeholder group, not just for internal result. Besides, the current circumstance requires more ESG transparency (environment, social and corporate governance) from the business. (Ellis, 2017)

Resource is absolutely necessary for the economic operation. The environment problem has become a bottleneck for the development of economy. For the sustainable development, the company has responsibility to protect environment.

* **How does PAUL perform in terms of the environment?**

In every store, PAUL uses paper bag instead of plastic bag. It’s recyclable. It also provides glass cup for dine-in customers. This avoid the resource wasted. As the consumer has no choice to material of the package, PAUL successfully solved the problem of white pollution. However, PAUL does not take the environment protection as an essential strategy. In other words, it still has space to improve it policy. There are inefficiencies in some aspects of the sustainable development policy (Rowe & Bansal, 2013)

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* **Blind zone of the current policy**

According to the most recent research that has been carried out it indicates that there are many opportunities that are offered by genetic engineering and the development of the genetic engineering technology will help to sustainable living in the society. This will mainly help to ensure that there is adequate food for the people, good health and maintenance of the environment. This will directly help to avoid any moral or the ethical objection of the genetically modified food. Accidental traces of the genetically modified foodstuff and the raw materials at times may exceed the limit value of the GMO and this will become dangerous to the environment. In order to avoid this problem from happening, the organic products that are being consumed should be free from any material from a GM source. According to Lantmännen Unibake he suggested that to avoid the presence of the GMO one requires to trace the food chain completely and this will enable to identify the possible GM-sources. The foodstuffs which are genetically modified are being grown in many parts of the world. This is mainly because most of the customers were demanding for the genetically modified crops. This led to the development of ‘Identity Preserved’ systems which were mainly for managing the supply of the non-genetically modified crops. These systems are important because the it ensures that the product is traceable.

Also packaging of waste in most parts of the world is very hard to manage. For instance, in the present world generation it is the customers who will decide to dispose the boxes and the plastic bags. If they are not disposed then they will have some negative effects to the environment. The organizations can do this by ensuring that the packaging materials that they are using is sustainable and this will help to keep the environment clean. PAUL should ensure that the materials that they are using for packing should be recycled easily (Rowe & Bansal, 2013)

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**Waste**

The food from the different companies is the one that is hazardous to our environment. The food that we eat or dispose is responsible for global carbon footprint. Waste of food is a waste of resources. In the year 2015 37.7 tons of food waste was disposed in united states of America alone. By reducing food wastage, we help businesses and consumers save on money. There are many benefits of reducing the food wastage and some of the benefits include: it helps to save on money from buying food that can be consumed at that particular time. Secondly saving food reduces the emission of methane and this will directly help to reduce carbon footprint. Thirdly saving food helps to conserve energy and the resources and this helps to prevent pollution as a result of transporting and manufacturing other food products. Lastly saving of food helps to support the community. Commonly it is easy for a person to overbuy food and forget how PAUL preserve it. Remains of food should be stored in a cool room so as maintain its maximum freshness and it can be used for future needs because they will be able to last longer. It is important for a person to keep the shopping list based on the meals that PAUL consumes and this will help to save on the food. In order to completely avoid food wastage then the person is required to buy what PAUL will use. Buying food in bulk will help one to save money only if PAUL can be able store the food properly (Ellis, 2017).

**Supply chain**

According to the most recent research it shows that the main cause of air pollution is the use of fertilizer in farming. The nitrogen component in the fertilizer is the one that pollutes the environment. When the nitrogen component is broken down by the plant ammonia gas is released into the atmosphere and this is dangerous because it creates micro particles in the air. Over the past few decades the farming activities have depleted the soil with the rich carbon sources. This contributes to air pollution since when the carbon is lost from the soil it gets into the air creating micro particles which aid in the formation of the acid rain. The industrial agricultural methods of farming have been depleting the soil with the rich nutrients and resources. The loss of carbon in the soil is mainly brought about by poor land use. Paul is therefore advised to use the correct farming methods. Recently the members of parliament of UK passed a bill for not allowing cars producing large amounts of emissions to travel in large cities. Use of the electric cars helps to clean the air especially in the urban areas. Clean air is one of the basic requirement for a healthy environment which allows us to live. According to the reports by the public health in England, it suggests that “air quality is the largest environmental risk to public health in the UK.” Electric cars also help to reduce the risk of the climate change. Petroleum products accounts about a half of all the emissions which is the key factor in climate change. Therefore, the company should purchase the electric cars for the purposes of transportation (Ellis, 2017).

**Corporate culture**

PAUL currently has no culture of sustainable in the whole company. A corporate culture is the key term for the company’s development. It also promotes every staff to response for the environment consciously. For example, the employee will turn off the redundant lights and spare equipment to save the electricity.

It is a challenge to introduce the sustainable concept into entire company deeply. Because the CSR department usually is isolate and rarely corporate with other departments in daily work. Nevertheless, the manager can assign a person as a leader to advocate the theory of sustainability to other staffs. Use a core person to affect whole entity to achieve the goals of sustainability. This is an efficient way to promote the employees to participate the sustainable development. (Ellis, 2017) This action can combine the sustainable concept into the corporate culture. Thus, this kind of culture ensure the sustainable concept won’t be ignoring by changing of the CEO. (Rowe & Bansal, 2013)

Enterprise needs to take sustainable development as the primary development strategy. And make every employee have the awareness of sustainable development. Set short-term and long-term goals to transform the company into a sustainable company.

* **Short-term and long-term goals**

The company should employ waste management actions and this will directly help to clean the environment. The company can be able to manage waste mainly by starting a reusable sharps container program. The company can also make the environment clean by recycling more. This will help to reduce about 20% of the total waste from the organisation. The company can do this by starting an education program that is aimed at increasing public participation. It is also important for the company to regulate the hazardous waste which can be harmful to the environment. Some hazardous wastes that should be regulated are: fluorescent bulbs, batteries and universal wastes like the mercury. Before developing the carbon reduction strategy, the management of the organisation is required to understand CSR strategy and how the carbon emission can be reduced. *“we can only manage what we can measure”.* Measuring the carbon footprint of your organisation will enable the organisation to know the challenges that are associated in the whole process of carbon reduction. There are a few considerations that a company must undertake before measuring carbon footprint. They include: defining the goals of carbon measurement, establishment of the scope and aligning the relevant protocols and the frame works and lastly analyzing and identifying the carbon risks. First of all, the company should set an explicit objective. It should identify the internal problem and order it by the importance. Then make the solution to improve it. This will lead the corporate toward sustainability faster and efficiently. However, these goals should be adapted to the situation of the company. For a bakery, PAUL should focus on energy efficiency, food wasting and carbon emission. These also are common problems in this industry. If a bakery can do well in this area, it can not only be beneficial for the environment, but also reduce the cost of the business (Rosati et al.,2019).

**Improve the energy efficiency**

Energy efficiency is one of the important indicators of sustainable development. The baking process requires a lot of specialized equipment. Such as oven, steam box, refrigerator, incubator, whisk and etc. These devices consume a lot of electricity. The oven and steam box require a lot of electricity to reach very high temperatures. They also produce a lot of carbon dioxide emission. The company can urge employees to record the utility time of equipment in order to promote staff shut down idle machines in time and reduce unnecessary energy waste. Secondly, the company needs to replace old equipment in a timely manner. New equipment has better technology to make energy consuming more efficiently. This reduces both carbon emissions and operating costs. In addition, companies can use solar energy to reduce their use of conventional electricity. (Unknown, 2016)

**Change consumer’s consumptive habits**

The corporate should build more communication with consumers. For instance, not every customer willing to pay more on green product.  “Most people buy products based on price and features – not on whether the materials were sourced sustainably, or the product can be recycled after use.” (Rowe & Bansal, 2013) This requires company to communicate with the consumer to advocate the environment sustainability and responsible consumption. For instance, the promotion makes people buy more products whether they need or not. This potentially makes the waste. The customer usually buys too much because of promotion. If they can’t eat them in time, they will throw out them. The company can make advertisement or poster to lead consumer be more responsible for their consumption, avoiding wasting (Abhayawansa et al., 2019).

**Collaboration with the partner**

Furthermore, the sustainable development is not only about internal change. It also requires the improvements by all the roles in the value chain like suppliers and retailers. This is the key term. The suppliers can corporate with the environmental organizations to reduce their negative impacts. The collaboration by all the members in the industry can make huge progress in the sustainable development. (Rowe & Bansal, 2013)

The company can discuss the using of new energy vehicles with logistics. Hybrid cars greatly reduce energy consumption and emissions; noise will also be reduced. Try to deliver at night in order to reduce traffic pressure during peak hours. The should work together he company with environmental protection charities. These charities develop ways prevent pollution and also promote conservation of the environment, conservation of plant and energy resources. All these practices are aimed at conserving the environment. Proper sorting of the waste will in turn enable effective recycling of waste. There are many strategies that can be used can be used to sort waste materials. The first strategy that can be used to separate waste is by use of Trommel separators and these separates materials according to their sizes. The second strategy that this organisation can use of the induction sorting method. This sorting method relies on the sensors which helps to locate metals. The company should also use the office paper. This is mainly this paper can be recycled easily and it does not affect the environment. Recycling of the used paper has several benefits to the environment. The first benefit is that is that it helps to save on trees and this in turn will help to conserve the environment. Recycling also helps to save on cost since recycling services are cheaper than trash- disposal services (Abhayawansa et al., 2019).

**Conclusion**

The environment friendly policy is a long-term development demand for a company. The primary drive for a company to be sustainable is the benefits brought by it. There is a research shows that the companies which make decision for long term concerning can develop healthy. Remains of food should be stored in a cool room so as maintain its maximum freshness and it can be used for future needs because they will be able to last longer. Resource is absolutely necessary for the economic operation. The environment problem has become a bottleneck for the development of economy. according to the most recent research that has been carried out it indicates that there are many opportunities that are offered by genetic engineering and the development of the genetic engineering technology will help to sustainable living in the society Proper sorting of the waste will in turn enable effective recycling of waste. There are many strategies that can be used can be used to sort waste materials. The first strategy that can be used to separate waste is by use of Trommel separators and these separates materials according to their sizes. Measuring the carbon footprint of your organisation will enable the organisation to know the challenges that are associated in the whole process of carbon reduction.

**Recommendation**

I recommend that that Paul should use paper bag instead of the plastic bag. This is mainly because it can be recycled and this in turn will help to avoid resource wastage. Since waste food is of the hazardous waste to our environment. This is because food is one of the causes that lead to the global carbon footprint. Paul should ensure that the company has corporate culture and this is the key to the development of every company. Corporate culture enables each member of staff to response for the environment consciously. Also the employees in the organisation should participate actively in saving energy. I recommend that the following activities to be undertaken in the organisation so as to save on the energy. The employees will turn off the redundant lights and spare equipment to save the electricity (Guthrie et al.,2019). Secondly the organisation should use the programmable thermostat and this will help to save energy in the organisation by reducing both the heating and the cooling costs. A programmable thermostat which has been correctly installed will allow the different members of the organisation to set different points which in turn will help to save on energy when the facility is unoccupied. I also recommend that organizations should reduce food wastage. Reducing food wastage helps businesses and consumers to save on money. Saving food also helps to reduce the emission of methane and therefore it helps to conserve the environment. I also recommend that PAUL should not overbuy because it will be very difficult to preserve it and this will finally lead to food wastage (Guthrie et al.,2019).

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