

INTRODUCTION

This project aims to carry our research on the topic of sustainability in businesses practices, with a particular focus on their strategies. The angle chosen to carry out our research project was that of finding innovative solutions on the field that could if implemented on a larger scale, strongly push the overall market towards a greener future. We also focused on finding businesses that had implemented innovative and creative solutions in terms of reducing their ecological impact and how these solutions could be applied elsewhere.

METHODS

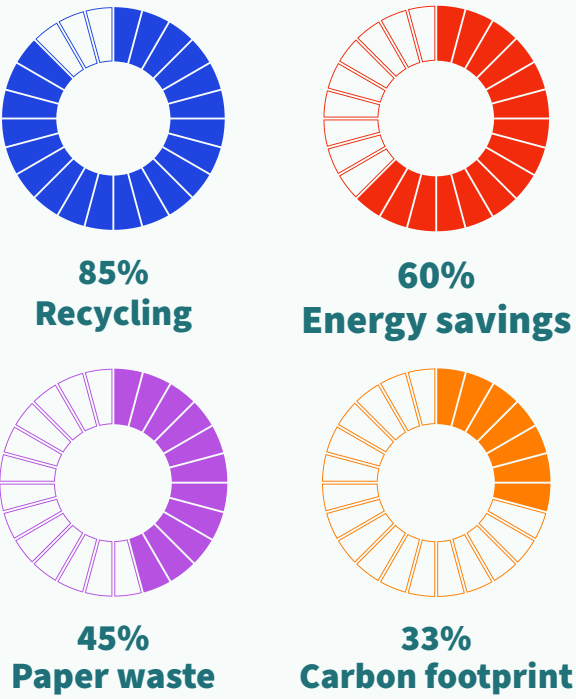
Firstly, we chose to carry out our own primary research to complement pre-existing papers on this topic. Both quantitative and qualitative surveys were implemented to allow for better data representation on this topic. We interviewed over 2000 businesses and their surrounding networks regarding innovation and solutions on the field.



We also interviewed businesses at various stages in their journey towards sustainable goals. Some of the key respondents presented us with some interesting ideas that we suggested in our final meeting to other companies that were just starting out and looking for ways to be more sustainable. We also implemented observational trials with a variety of SMEs on the field to bring a complementary point of view and cover all fronts.

DATA

What sustainable climate action do you focus on



From the respondents’ feedback, we identified certain trends in innovative sustainable solutions that could pave the way for a greener future and inspire others
Tyrone Ltd. are developing a new type of solar battery to expand the life cycle and potential of harnessing solar energy for everyday use

Amelka Inc. has implemented a very efficient recycling system with its workforce whereby its staff members can bring their used items, and give each other a chance to exchange them, donate them or reuse them in some creative way as part of team building activities before sending them to the appropriate facilities
Elk City Co. are currently finalizing their filtration system that aims to trap microplastics from water and recycle them appropriately to avoid further contamination.

ANALYSIS

Think tanks and internal research teams in large and small businesses have helped many respondents to come up with new and complete solutions. Respondents also identified a need to work together with other players in their field or in their local networks to diversify their strategies and generate a greater impact. The creation of local and more wide-spread networking organizations focused on the theme of sustainability is filling this need and gaining momentum everywhere.

CONCLUSION

From the research we conducted, many emerging trends appear and most of them are closely related to the innovations from the tech and scientific industry, but also from companies encouraging their staff members to find creative solutions and collaborating with each other.