



# Corporate social responsibility and its role in sustainable development

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# Introduction



- **Context:** Global resource waste rate exceeds 30%; enterprises are both problem creators and core solution providers (UN, 2024)
- **Purpose of the Presentation:** Explore how business administration and leadership drive enterprises to implement **SDG 12 (Responsible Consumption and Production)**  
**Reducing waste and using resources wisely**
- **Key Questions:**
  1. How can corporate leaders design sustainable supply chain strategies?
  2. How can management tools guide consumers to form responsible consumption habits?
  3. What is the role of leadership in cross-departmental collaboration for sustainable practices?

## Relation to Sustainable Development Goal

- Corporate leadership determines the priority and implementation efficiency of sustainable strategies (Smith & Lee, 2023)
- Business administration tools (e.g., life cycle assessment) can optimize resource utilization (Wang et al., 2024)
- Leaders' communication skills can promote sustainable collaboration in the supply chain (Chen & Zhang, 2023)
- Management incentive mechanisms can guide employees and consumers to participate in responsible behaviors (Liu, 2024)

# 1 Circular Supply Chain Transformation of a FMCG Enterprise (Leadership Perspective)

■ Enterprise Profile: CP All is a multinational FMCG company. It makes \$15 billion every year. Its 7-Eleven's packaging waste makes up 15% of the industry's total waste.

■ Leaders promote the "zero-waste supply chain" plan. They set up a cross-department sustainability committee

■ Management Tools: Life Cycle Assessment (LCA) + Supplier ESG Evaluation



## Problems

- Non-degradable packaging materials; lots of resource waste in the supply chain.
- Inconsistent sustainable standards for suppliers; low collaboration efficiency



## Solutions (Leadership-Driven)

- Leaders lead joint Research and Development of recyclable materials with packaging suppliers
- Establish supplier ESG rating system; integrate sustainable indicators into contracts
- Result: Packaging waste reduced by 40%; supply chain resource utilization increased by 25%



## 2 Beverage Enterprise' s Guidance of Consumers' Sustainable Behaviors

- Enterprise Profile: TCP Group (a well-known Thai energy drink enterprise, products covering 170+ countries); 60% of consumers have high demand for disposable can packaging
- Regional sales managers use leadership tools to get buyers to pick drinks with green packaging
- Management Tools: Employee incentive program + Consumer points mechanism



## Problems:

- consumer don't like "recyclable PET bottles/packaging with no extra labels "
- Employees lack motivation to guide consumers to choose eco-friendly packaging

## Solutions (Leadership Practice):

- managers design "sustainable promotion" employee bonus system to incentivize active recommendation of eco-friendly packaging drinks
- Launch "green points": Consumers choose PET-bottled Red Bull to redeem peripheral gifts
- Result: Eco-friendly packaging beverage sales increased by 35%; enterprise packaging waste reduced by 28%



# Conclusion

## ■ Summary

- Management tools like Life Cycle Assessment and ESG evaluation are the base for reaching SDG12, and leadership is the key driver for putting strategies into action
- Case studies show leaders skills in deciding, communicating and motivating can push businesses and buyers to do responsible consuming and producing

- **Personal Opinion**

The "sustainable leadership" of enterprises will evolve into a core competitiveness in the future.

Managers should integrate SDG12 into organizational culture, instead of treating it merely as an additional task.

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**Thank you!**

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