



My Sustainability Journey to Date.

What has shaped my thinking the reason why I picked my journey on the subject sustainability is the compelling case for businesses, governments and society to move from the morals of knowing whats right from wrong to be more sustainable. with the right content and tone in explaining the future of this broad topic, coupled with challenges bottom line faces in the 21st Century.

My current position and the evidence that has influenced it has been real-world changes that human activities through modern day development shows increase evidence driving economic, environmental and social change globally which has pushed us all into a new thinking of geological era.

Human activities on earth has caused irreversible change to earth's systems e.g. Our Natural Capital :- water consumption, severe weather conditions worsen the state for food production linked to emissions. Ecosystem loss and rise in sea levels. Other social problems such as: Human Capital :- inequality , education, high crime level, culture and religious intolerance etc.



Moseley Street Birmingham by St Anne Hostel. Some of the environmental problems with plastic and cans.



These are some of the disturbing problems with plastic. A car park in Lozells Road Business district in Birmingham.



Business district Birchfield Road in Perry Barr Birmingham. Cause of blockage to the water system by plastic pollution.



Inequality and high unemployment in multicultural areas.



Business High Street in Lozells Birmingham with mice and rodent running around.

To take the opportunity to make the case for sustainability work as it will prove good for the planet and bottom line. Organisation and Society needs to adopt a sustainable way of life in order to improve Society at large with the work of sustainability. They'll see an increase in revenue and productivity with reductions in energy consumption, travel cost, unneeded waste, lower carbon risk, inclusion, brand building are beneficial to Organisation advantage an increase turnover in Society. It's a good way to run Organisation and command the right values for Society.

Below is a blog an interview with Tesco Community Champion Manager on what they're doing to connect business impact performance to sustainability and how they meet some of sustainability goal across their operations earlier this year. Please click the [link](#) have a read and play the video.

During the cause of my sustainability journey, the **argument that has shaped my thinking** has been news on current affairs on matters of sustainability with critical thinking on perspectives how to solve the world's problem. In addition to the role of positive emotions (e.g. Belonging to a Society that is embracing change in a positive way, **Pride** myself in doing the right things for businesses, people in Society (customers). In order to take out the negative emotions of **fear** health and safety e.g. gang violence (knife & gun crime), workplace safety, product safety, climate change, environmental issues e.g. operations causing harm emitting toxic waste and potential harm it might cause to our health, environment, government's new laws and regulation coupled with **embarrassment** Organisations and Institution might face of negative image if they're perceived not to be engaged in Communities involvement. Not using environmentally friendly materials in production and being **Eco**-friendly may raise different emotions (Friedrich and Wustenhagen, 2015, Onkila, 2015). Further studies reveal negative perceptions towards Organisations worsen one's perceptions of their corporate image negatively influence individual behaviour, if they act are seen as Socially irresponsible (Becker-Olsen et al., 2006).

So this has involved me examining how these interacts with the bottom line and the inter-connectivity with moral concerning development. Varies from business growth, poverty alleviation and the paradigm shift in Society on emphasis and approach.

I did prepare a report that will encourage why a business case for sustainability should become a focus on the board of directors and senior management. Ways to take a pragmatic approach to an organisation's strategy and operations by giving reassurance and evidence that it can be quantified and monitored. I also use suitable tools to analyse challenges faced by both the internal and external environment with opportunities the organisation can play across its board to initiate. Positioning the organisation through its strength and weaknesses to meet these challenges. I did also bring the right knowledge and tools that suggest propositions for value creation, addressing stakeholders consideration for the plan.

How these message has been administered has been through stakeholder engagement and message.

- Acknowledgement to climate change and policy related to sustainability paper of all government releases.
- Advocate message of sustainability, research and discuss through wide range of communication external channels, media as such, opinions, [videos](#), and podcasts.
- Allocate Sustainability information to individual communities and customers on every visit to stores, centres and online/media platform on every visit.
- Issue programmes that connect to community engagement through public sector volunteering service.
- Engagement strategy to convert message to young people to focus on subject on Sustainability and connect them with new identity and brand building for their Higher Education strategic planning.

- Engage with communities initiatives with focal point on Sustainability, linking AA1000 Sustainability strategy for stakeholder engagement.
- Work with non-governmental, local council , stakeholders to support the action on climate change, environment, young people support and supporting charitable work.

With some of the bullet points above, I have **connected with others in Society and the natural world around me** through supportive services. A pragmatic solutions that has brought change in a positive way to industries and Society with an emphasis on building social dialogue. Support local charities, by so doing they establish and preserve valuable relationship affection with communities gaining long term community loyalty and support. Picture below



Improving Inclusion inside St. Anne Hostel Birmingham.



The 'Grow Project' at the homeless shelter.



The clothes I am wearing exception of the tie was bought from a charity shop.

Build community relationship participation as part of the business marketing plan, gaining more support by doing so. Engaging with [young people](#) and participation in their long term goal taking out the negatives of self-harm and giving them the message not to engage in the life of violence crime e.g. knife and gun crime. We campaigned for more banner as such to be displayed at schools, local parks, leisure centres e.g. gyms, sports centres etc.

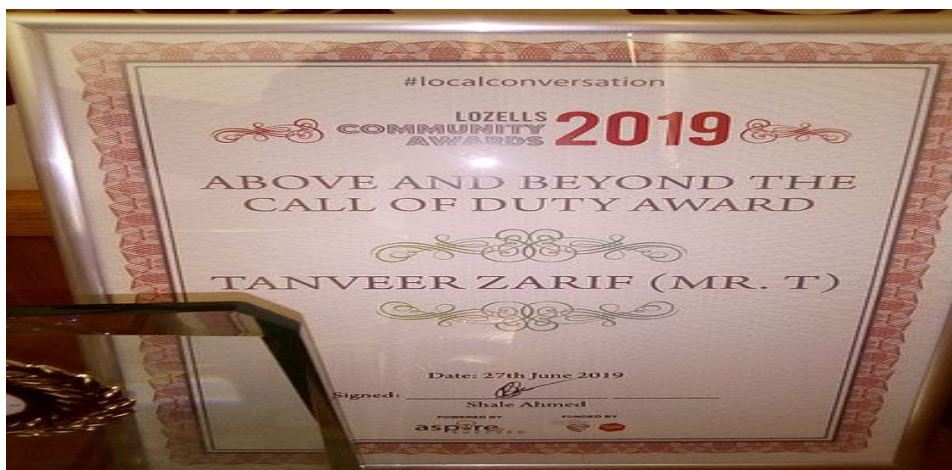


Engaging with youth at the local park talking about more inclusion and self-harming.



Campaign for more banner as such at local parks, gyms etc to send out messages on the subject.

I have also been a good corporate citizen contributes resources creation to the community improve quality of life Support urban projects that add value to the environment protection e.g. (Beautification Urban areas, planting flowers, green plants, recycling and sanitation programme). Click the [link](#) to see some of the good work in engaged with Mr Tanveer and wife who won "Call of Duty award for going the extra mile above and beyond in beautification of the area with natural capital of plants and flowers. Because if the high pollution, waste and anti-social in the area through this project has kept the surrounding clean and has given more oxygen with the plants.



Mr Tanveer
Zarif Award.



Mr Tanveer's Wife Award Mrs Sameena.



Frances Road in Lozells
with beautification
project.



Banbury
Street
Project.



Area beautification Project.

I have also engage in giving businesses the message to keep their surrounding clean and with things like recycling and cutting down use of plastics I share some photos with you.



Cardboard boxes packed and ready from businesses for recycling.



Early morning engagement with recycling businesses on collection of bins every week than fortnight.



At **Suez** recovery centre to discuss how they can help local communities with their waste management.



Some of the bins provided in communities to help combat waste pollution.



At Biffa Landfill Site in Cannock Staffordshire.



Biffa Public household waste site.

I have been able to achieve these strategies, through a culture of creativity with the needs aimed at creating fairness between economies and social goals. I Pride myself in accessing sustainable production, consumption with positive services influenced on the community and environment. Dialogue was quite important to establish and maintain connections. A willingness to share perspectives on all sides, being open to new ideas taking joint responsibilities for better outcomes.

Resource Identification was used both internally and external that has created value and belong to a Society that is willing to embrace change in a positive way and develop. As the late Body Shop founder Anita Roddick puts it, "Values carry the message of shared purpose, standards and conceptions of what is worth striving for".

References:

Becker - Olsen, K.L., Cudmore, A.B. and Hill, R.P. (2006) 'The Impact of perceived corporate social responsibility on consumer behaviour. Journal of Business Research, 59 (1), 46 - 53

Friedrich, E., Wüstenhagen, R. (2014). Leading organisations through the stages of grief: The development of negative emotions over environmental change. Business & Society, Forthcoming.

The Independent, Tesco ban on recycling plastic [Available at: <https://www.independent.co.uk/news/business/tesco-ban-non-recyclable-plastic-packaging-2019-single-use-bags-a8365976.html> access 17/10/2018.

Thanks to youth at "The Lighthouse Young People Centre". Senior Youth Worker Mr Jadieal Millwood 100 Alma Way, Birmingham, B19 2LN. In contact 26th June 2019.

Thanks to Mr Tanveer Zarif and Wife of 288 Banbury Street, Lozells, Birmingham. In contact in June/July 2019.

For clearer picture this is available in my blog please follow [link](#).

