

EMPL4013 Pathway Project 1

Group Presentation “Corporate Sustainability and Global Citizenship in Retail”

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Presented by:

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Introduction

- **Corporate sustainability**, according to Dočekalová (2016) is a method that companies can use to create long term value to stake-holders by implementing policies that optimize the business. These optimizations can include things such as reducing carbon footprint, reducing waste generation in their production lines, among others. Particular methods to achieve corporate sustainability are discussed in detail further in the slides, along with some examples.
- **Global citizenship** as a concept has been around for some time. It is a belief that our action affects all other citizens on the Planet. It follows that our actions have an impact on everyone else and the reverse is also true. This is very true for sustainability of the environment. In short: everyone needs to help, or we all fail. The topic of global citizen is discussed in detail further in the presentation.

Definition of Corporate Sustainability

According to Amini (2014) Corporate Sustainability could be described as the creation of the business approach which considers every step and measure in operations concerning five main spheres or pillars:

- **Ethical** - Every corporation must respect and comply with basic ethical values of the society they are operating within.
- **Social** - According to Beattie (2017), every sustainable business must be supported and approved the community it operates within, including its employees and stakeholders.
- **Environmental** – Reducing the carbon footprint, total recycling, waste management and re-usage of water technological needs are the main requirements for global corporations.
- **Cultural** - Multinational corporations must respect and follow cultural customs and traditions in every single country they are conducting their business in.
- **Economic** – The factor of stability is absolutely vital for all the businesses.

Six Main Criteria's of Corporate Sustainability

According to Dyllick and Hockerts (2002) there are six main criteria of corporate sustainability:

- **Eco-efficiency:** Management philosophy of “Doing more with less”.
- **Socio-efficiency:** The dispersing of resources in society in the most optimal way by taking in account external and internal costs and benefits.
- **Eco-effectiveness:** Maintaining quality of resources, decreasing of toxicity, increasing recyclability.
- **Socio-effectiveness:** Doing the right thing for the society by the global corporations when it comes to sustainability.

Six Main Criteria's of Corporate Sustainability, contd.

- **Sufficiency:** According to Friends of the Earth Europe (2018), it's building a sustainable society by people's engaging in the changes to the economical model.
- **Ecological Equity:** According to ALA (2018), it's a fair share of the ecological responsibility within our society, especially when it comes to global corporations activities in less developed countries of the world.

Definition of Global Citizenship

According to Israel (2012), Global Citizens are :

- Those who assume themselves as a part of a shared society.
- Those who take care of others and their needs.
- Those who mind the environment.
- Those who act to build the society's values.

Case Study: Sustainable Project by Lidl vs. Aldi

Brief Analysis of 5 Main Pillars of Sustainability Lidl vs. Aldi

Lidl

**1. Responsible
Sourcing**

Aldi

Only certified sustainable fisheries can supply fresh, frozen fish and relevant seafood products to the branded shops.

By 2019

Collecting under Aldi's umbrella all British farmers and suppliers in order to give their clients the best quality products made 100% local.

Eliminate all the hazardous in closing and shoes to meet Greenpeace Detox campaign.

By 2020

All of our wood and paper products will be either sourced from forests certified or totally made from 100% recycled sources.

Deliver 100% of eggs and egg related products from cage – free hens.

By 2025

Achieve the commitment for Courtauld 2025 project.

Case Study: Sustainable Project by Lidl vs. Aldi, contd.

Lidl	2. Securing the Supply Chain	Aldi
The sale of British origin products must be growing constantly.	Ongoing	Keeping our supplying chain strong and in accordance with law, by respecting human right, and emphasizing with our suppliers needs and helping to achieve theirs potential.
All of the UK's high risk sites must undergo the audit to assess performance in human rights and working conditions.	By 2018	Improving work condition in Bangladesh based on our running project implemented already there.
The reviewing of the supply chain in order to be compatible with UN guiding principles and Human Rights acts.	By 2018	To adhere with 100% of our products to Fairtrade standards and to be totally involved in "STRONGER TOGEHTER" project, started in 2013.

Case Study: Sustainable Project by Lidl vs. Aldi, contd.

Lidl	3. Promoting a Healthy Society	Aldi
Constant increase in sales of fresh, healthy products, especially fruits and vegetables.	Ongoing	Promoting and delivery healthy and fresh food daily.
Create new initiatives promoting healthy eating and active lifestyle.	By 2018	Ensure a healthy life style and well-being for all customers of all ages by offering alternative products for special nutritional needs.
To comply with the Child Obesity Plan and reduce the sugar intake by 20%.	By 2020	End hunger and improve nutrition.

Case Study: Sustainable Project by Lidl vs. Aldi, contd.

Lidl	4. Best Employer in Retail Sector	Aldi
Smartly balance the gender ratio.	Ongoing	Achieve gender equality by not accepting any kind of discrimination.
To conduct employee on regular basis to measure and assess employee engagement.	Ongoing	Helping and improving production facilities in Bangladesh in order to enhance their social performance.
Constant review of the employees benefits and working environment.	Ongoing	Investing in the employees as they are the main key to success.

Case Study: Sustainable Project by Lidl vs. Aldi, contd.

Lidl

5. Environment
Protection

Aldi

To achieve zero waste to landfill.

Ongoing

Support climate protection projects where are already involved in and join new projects.

To start a national campaign of awareness in reducing waste in the households.

By 2018

To minimize the impact of their own refrigerants on global warming.

Reduce food waste in the brand stores by 25% per sq. ft.

By 2020

Developing an urgent strategy plan to combat climate change and its impact by setting as goal reducing greenhouse gas emissions per square meter of sales area by the year 2020.

Examples of Environmental Sustainability

- **To be intentional about sustainability :**

Should be the top agenda.

- **Train the employees :**

Periodic training for the employees about sustainability.

- **Water protection :**

Consider water not to be wasted in workplace. For example, Use energy sufficient faucets would be useful.

- **Draw a recycling plot :**

Develop a plan to recycle the product like computers, electronics , papers, lamps etc.

- **Chemicals :**

Chemicals should be wasted under a precise procedure.

Examples of Environmental Sustainability, contd.

- ✓ **Purchase energy sufficient products :**

Purchase the products which use less energy to produce most performance to save the environment and money .

- ✓ **Supply chains :**

Create a list of vendors who consider environmental sustainability in their products.

- ✓ **Develop a policy :**

A written policy and procedure would be helpful in workplace . For example , smart use of machinery and equipment , separate recycling of the products.

Conclusion

- Companies can have ethical policies that with support from their shareholders and employees to aim to benefit the society.
- Companies can promote eco-friendly guidelines for their employees.
- All the above will contribute in achieving a sustainable business model.
- People will become more aware of their global citizenship and will become more aware and start to contribute towards the global community.

References

- ✓ Amini, M. (2014). *Corporate sustainability: An integrative definition and framework to evaluate corporate practice and guide academic research*. Journal of Cleaner Production. Elsevier Ltd. Web Research.
- ✓ Beattie, A. (2017). *The 3 Pillars of Corporate Sustainability*. Investopedia LLC. Web Research.
- ✓ Dyllick, T., Hockerts, K. (2002). *Beyond the Business Case for Corporate Sustainability*. John Wiley & Sons Ltd. Web Research.
- ✓ Israel, R. (2012). *What does it mean to be a global citizen?* KOSMOS online. Web research.
- ✓ Lotich, P. (2013). *8 Sustainable Business Practice Examples – Are You Doing Your Part?* Thriving Small Business online. Web Research.
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- ✓ Friends of the Earth Europe, (2018). *Sufficiency: Moving Beyond the Gospel of Eco-Effectiveness*. Friends of the Earth Europe. Web Research.
- ✓ ALA American Library Association, (2018). *Three Dynamics of Sustainable Communities: Economy, Ecology and Equity*. ALA American Library Association. Web Research.

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Web Links:

- ✓ www.lidl.co.uk/en/Our-commitments-10895.htm
- ✓ www.economicshelp.org/blog/2393/economics/social-efficiency/
- ✓ www.businessdictionary.com/definition/effectiveness.html
- ✓ www.wrap.org.uk/content/courtauld-commitment-2025

Learning Log

Date of meeting	Place of meeting	Time of meeting	Members attended	Topics discussed	Outcomes agreed
08/03/18	London Campus, Library	14.20	Vadym Kozlov, Khatereh Mirzajani, Alexandra Zoica Popa, Mohammed Nazim Uddin, Placido Owono	The main theme and the structure of the presentation. The leader of the group election.	The theme was chosen, the draft of the presentation is to be created within one week. The leader of the group Vadym Kozlov was elected.
22/03/18	London Campus, Library	14.30	Vadym Kozlov, Khatereh Mirzajani, Mohammed Nazim Uddin, Placido Owono, Alexandra Zoica Popa	The layout of the presentation and individual tasks to do. Vadym completed the title and the slides layout. Mohammed completed introduction. Khatereh completed Definition of Global Citizenship.	The layout was edited, the number and titles of slides were agreed, completed tasks were inserted.
29/03/18	London Campus, Library	14.30	Vadym Kozlov, Khatereh Mirzajani, Alexandra Zoica Popa, Placido Owono	The general progress of the presentation and the feedback from the tutor. The importance of checking student emails for updates. Alexandra completed the first part of Case Study. Vadim completed the Definition of Corporate Sustainability.	Members agreed to check their student emails daily and communicate via WhatsApp more often. Completed tasks were inserted.
05/04/18	London Campus, Library	14.40	Vadym Kozlov, Khatereh Mirzajani, Alexandra Zoica Popa, Mohammed Nazim Uddin, Placido Owono	Checking the tasks completed, exchange of the views regarding the work in the team. Khatereh completed the Examples of Corporate Sustainability, Placido completed the Six Main Criteria of Corporate Sustainability.	Completed tasks reviewed, edited and inserted into presentation slides. Referencing must be done ASAP.

Learning Log, contd.

Date of meeting	Place of meeting	Time of meeting	Members attended	Topics discussed	Outcomes agreed
12/04/18	London Campus, Library	15.00	Vadym Kozlov, Khatereh Mirzajani, Alexandra Zoica Popa, Mohammed Nazim Uddin, Placido Owono	Group members performance was analysed. The general progress of the presentation. Communication problems within the group. Mohammed completed the Conclusion, Alexandra completed the second part of the Case Study.	Some members of the group were told to work harder on completion of their tasks. Communication problems issue sorted. Completed tasks were edited and inserted into presentation.
19/04/18	London Campus, Library	09.00	Vadym Kozlov, Khatereh Mirzajani, Mohammed Nazim Uddin, Placido Owono, Alexandra Zoica Popa	Finalising the presentation. Preparing for the mock presentation. Every group member was given their parts to read.	Run the mock presentation. Analyse the outcome from the tutor.
26/04/18	London Campus, Library	08.30	Vadym Kozlov, Khatereh Mirzajani, Mohammed Nazim Uddin, Placido Owono, Alexandra Zoica Popa	Final editing of the presentation, preparing for the presentation.	Delivering the presentation.