

BMSP7001 Assessment 2 (P Langa)

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ASSIGNMENT 02

MODULE: BMSP7001

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"I declare that this assignment is my own work and that all sources quoted have been acknowledged by appropriate references".

1. Introduction

The saying from Abraham Lincoln can be described as having three parts to it. The saying is as follows -

"You cannot escape the responsibility of tomorrow by evading it today"

Working backwards, the first part is "evading it today", which deals with someone who decides to delay taking action. This is also known as procrastination. The second part, "responsibility of tomorrow" deals with challenges of the future, many of which are known to us at the present moment. One of the challenges of the future is the exploitation of natural resources which is presently manifesting itself in many forms including global warming, the extinction of animal species, flooding and large-scale erosion. The third and last part, "escape" implies that one is not able to flee away from or ignore the duty to do what is right i.e. taking action or making a decision on something. Duties or obligations originate from a number of areas, namely –

- ✓ as a consequence of being a human
- ✓ as a consequence of one's specific position in life (family duty, country duty, job obligations and professional duty)
- ✓ as a consequence of one's disposition
- ✓ as a consequence of one's own moral expectations for oneself (En.wikipedia.org, 2019)

Lenk (2006) adds that duty also implies legal responsibility, which entails compliance with the law and its prescripts.

To summarise and put it all together, in order for one to deal with challenges of the future, one needs to take action today without delay as the consequences could be significant and, in some instances, irreversible such a total loss of coral reefs.

Plosser (2009) provides a similar but different angle to this argument and states that, in the area of policy making, it is enticing to craft policy that addresses short-term concerns and disregards the long-term consequences of the policy. He argues that responsible decision-making is taking in account the short-term, medium-term and long-term consequences of our decisions.

The notion of responsibility and the relative roles of government, business and society with regards to responsibilities on the issue on sustainability are dealt with below.

2. Understanding the concept of responsibility

The general definition of the term *responsibility* means "the ability or authority to act or decide on one's own, without supervision" (Collinsdictionary.com, 2019). Within the context of business or the corporate environment, it is defined as "a duty or obligation to satisfactorily perform or complete a task that one must fulfill, and which has a consequent penalty for failure" (BusinessDictionary.com, 2019).

The resemblance between these two definitions is that the concept of decision-making or the requirement to make a decision is within one's sphere of influence or duty.

At a more practical level, Wagele (2015) states that responsibility is to have common sense, leading self, leading others, authority and wisdom. She goes further and added that responsibility is when one can be relied on, be trusted, be depended on and be accountable.

3. Understanding sustainability

The United States Environmental Protection Agency (2016) defines sustainability as the pursuit to establish and maintain the conditions under which people and the natural environment can survive in harmony to achieve economic prosperity. These conditions must support both the present and future generations.

Sustainability means economic and social development meets the equity principle and requires the assimilation of economic, social and environmental approaches towards progress (Kulkarni, Karnataka and Deshpande, 2013). The equitable distribution of resources and the duty towards environmental protection must be applied universally.

To assist nations of the world to attain sustainability, the United Nations established ³¹seventeen Sustainable Development Goals of the 2030 Agenda for Sustainable Development, commonly referred as SDGs, as a universal group of economic, environmental and societal goals and targets for sustainable development (³⁰ordinternational.org, 2016). These SDGs, which came into effect in 2016, develop and grow on the United Nations Development Programme's eight Millennium Development Goals of 2000 (Hák, Janoušková and Moldan, 2016).

The SDGS are as summarised as follows –

SDG	Description / Performance Indicators
¹ Goal 1 No poverty	✓ End poverty in all its forms everywhere ✓ Promote inclusive growth ✓ Create sustainable employment ✓ Encourage fairness.
¹ Goal 2 Zero hunger	✓ End hunger ✓ Achieve food security ✓ Make improvements in nutrition ✓ Encourage sustainable agriculture
Goal 3 Good health and well-being	✓ Ensure healthy lives ✓ Promote well-being for all
Goal 4 Quality education	✓ Ensure inclusive and equitable quality education ✓ Promote life-long learning opportunities for all
Goal 5 Gender equality	✓ Gender equality is a fundamental human right

	✓ ²³ Gender equality is a necessary foundation for a peaceful, prosperous and sustainable world. ✓ Empower all women and girls
¹ Goal 6 Clean water and sanitation	✓ Ensuring the availability of water ✓ ¹ Ensuring the availability of sanitation ✓ Sustainable management of water and sanitation
Goal 7 Affordable and clean energy	✓ Ensure access to inexpensive, dependable, sustainable, and modern-day energy for all
Goal 8 Decent work and economic growth	✓ ¹ Promoting economic growth that is sustained, inclusive and sustainable ✓ Promoting full and productive employment ✓ Promoting decent work for all ³⁸
Goal 9 Industry, innovation and infrastructure	✓ Investments in infrastructure are crucial to achieving sustainable development. ✓ Build infrastructure that is resilient ✓ Promoting industrialisation that is inclusive and sustainable ✓ Encourage innovation
Goal 10	✓ Reduce inequality ³ ✓ Implement policies that are universal in principle ✓ Pay attention to the needs of disadvantaged and marginalized
Goal 11 Sustainable cities and communities	✓ There ³² is to be a future in which cities Create cities and human settlements that are inclusive, safe, resilient and sustainable ✓ Provide all citizens with access to basic services such as energy, housing, health, security, privacy, transportation and water.
¹ Goal 12 Responsible production and consumption	✓ Ensure sustainable consumption ✓ Ensure sustainable production
Goal 13 Climate action	✓ Prioritise environmental issues ✓ Take rapid action to combat climate change and its impacts
Goal 14 Life below water	✓ Conserve sensitive oceans , seas, and marine resources ✓ Use the oceans , seas, and marine sustainably manner for a balanced development
Goal 15 Life on land	✓ Guard, restore and promote sustainable use of terrestrial ecosystems ✓ Manage forests ✓ Prevent desertification ✓ Stop and reverse land degradation ✓ Stop biodiversity loss
¹⁹ Goal 16 Peace, justice and strong institutions	✓ Ensure access to justice for all ✓ Endorse peaceful and inclusive societies

institutions	✓ Provide access to justice for all ✓ Develop effective, accountable and inclusive institutions
Goal 17 Partnerships for the goals	✓ Revitalize the global partnership for sustainable development ✓ Strengthen the means of implementation ✓ Revitalize the global partnership for sustainable development

Ben-Eli (2015) proposes a set of principles in order to enhance and reinstate attention in the economy, initiatives by individuals, challenges with development, strategies of business or guidelines for investment. These are articulated in relation for five key domains, namely:

- ✓ The material domain: To contain the current disorder and abuse of natural resources
- ✓ The economic domain: Embrace appropriate accounting system to provide guidance to economic development
- ✓ The domain of life: Maintain the vital diversity of the natural environment including ecosystems and habitats
- ✓ The social domain: Protect the marginalised and spread the degrees of freedom and self-realisation to all human beings
- ✓ The spiritual domain: Embrace the dynamism of the solar system, the planet and its biosphere; acknowledge the complexity of nature itself and be inclusive in decision-making

The SDGs provide a useful benchmark for the attainment of sustainability and can be used by any country, organisation and community. They require that all parties and stakeholders concerned, namely the policy-makers, business and the society at large are aware of their responsibilities so that they can act in a responsible and union manner.

4. Roles of business, government and society in sustainability

This section will look at the relative roles of key stakeholders in the fulfilment of sustainable development.

4.1 The role of government

The core role of a government is to care for the safety and well-being of its citizens. A typical western, democratic government is characterised by three branches of authority that make up the government, namely: executive, legislative and judicial. These branches are interrelated, however they do operate independently. The constitution of a nation defines how each branch operates (Reference, 2019).

In terms of sustainable development, it is the responsibility of the legislative branch to draft, write and pass statutes that manage the entire nation. To manage water resources in a sustainable manner, it will be duty of the legislative branch to pass statutes that protect and administer the use of rivers, wetlands and lakes. Similarly, in order to manage the adverse impacts on air quality by industry, the legislative branch must regulate industrial activities through laws, standards and policy. It the responsibility of the executive branch of government to see to it that the statutes of government are implemented and complied with by the state and citizens. The latter includes the businesses.

Moffat (2018) makes an interesting point that the involvement of government in the economy is typically to rectify failures by the markets. This assessment is true as economic activity is largely generated by the business sector and any failure in the market has a potential to affect the state and the society in general.

Sneed (2019) writes in Scientific America Magazine, following the withdrawal of the United States of America, a Republic-controlled Senate, from the Paris Climate Change Agreement, about how the democrats have re-activated the debate on climate. She points out the fact the Democrat-controlled House of Representatives have brought back to life the special House Committee on Climate Change, which was previously eradicated by the Republicans, and have optimism about their chances of advancing the national conservation on climate change forward.

Sustainable development requires governments to set the policy and regulatory environment for the management of activities in a sustainable manner. For example, a government must promote and implement environmentally-friendly buildings, facilities and infrastructures that encourage decent quality of life and living that is sustainable in the society.

²⁷ government must also create a balanced environment that allows for both the protection of natural resources and the pursuit for economic and social development. It is also the role of government to ensure that businesses and society are compliant with established sustainability legal imperatives and statutes.

Finally, for sustainability to become meaningful and practical, governments must inspire the society, create an enabling environment and provide inspiring leadership through leading by example in dealing with sustainability. This simply means that the governments must walk the talk.

4.2 The role of business

²⁶ The simple purpose of a business is to develop, create and provide goods and services to its customers (Allaire, 2019). This is done with the view to make a profit. Interestingly, profit-making is also basis for success and wealth for the society in general (Norén, et al., 2004). Businesses are also interconnected with government in that they create public revenue for the state via taxes.

Bango (2016) makes the point that businesses are directly influenced by environmental change and, likewise, changes of the environment have an effect on business. Due to this reason, the traditional models of doing business, with great focus on profits, are being substituted by new, inclusive and leaner business models. The new way is outward looking and sees business as a part of a large community. Businesses now have a social and environmental responsibility.

With respect to the purchase of products and services that are used by the business, for example for cleaning floors, Ashkin (2016) recommends the following steps in incorporating sustainability in a business:

- ✓ **Step 1**
Establish a team comprises of managers and supervisors, non-managerial staff, and facilities personnel with the objective to define what the meaning of sustainability for the organisation, its implications in particular for the business office and other facilities and buildings, and to develop an action plan for implementation.
- ✓ **Step 2**
Inform all employees about the importance of the action plan and its purposes. The objective is to get buy-in from the rest of the team with the sustainability program.
- ✓ **Step 3**
Assist the organisation to choose environmentally-friendly products and services including cleaning materials and car hire services. The focus should also be on products that are produced from renewable materials.
Develop a program for sustainability will guide and assist the eradication of cleaning solutions. This normally starts with an audit of the procured cleaning products in order to understanding the current state.
Following this, one can start to consolidate. This is a process involving of procurement of products for multiple use, for example multiple sections of the office. This removes the need for multiple procurement processes for the purchase of the same product for the same purpose.
This approach can be adopted for the procurement of other office services and products such as stationery and garden services.
- ✓ **Step 4**
Assist the facilities personnel to choose procure in bulk and to procure cleaning products that are in a concentrated solution. This will help to minimise transportation and associated fuel requirements.
- ✓ **Step 5**
Provide training to the facilities personnel on the correct use of environmentally-friendly cleaning products. Provide the team with procedures and work instructions including Material Safety Data Sheets in order to protect environment and, health and safety of employees.
- ✓ **Step 6**
Validate the performance of the procured cleaning products and continue to seek new and improved products which promote good health in the workplace.
- ✓ **Step 7**
Choose equipment for cleaning which has demonstrated to be successful in the absence of solutions for cleaning.

✓ **Step 8**

Minimise the utilisation of natural resources (energy, fuel, water, electricity and waste disposal) and its total environmental footprint. Reductions in the use of these resources can be achieved.

✓ **Step 9**

Be a prompt foundation of assistance, information and guidance on issues of sustainability.

In addition to improving sustainability, the use of fewer services and products assists to minimise the need for training, which enhances cleaning efficiencies, and supports safety.

Over and above saving the planet, a number of benefits are created by practices that are geared towards sustainability (Sustainability Degrees, 2019). These practices include –

- ✓ Savings – Use of technologies that are eco-friendly, reducing the demand of energy, use of natural resources and others. Even unsophisticated actions such as switching off computer monitors and microwaves can contribute positively.
- ✓ Enhancement of market share: Businesses with a reputation for deriving profits from environmentally practices have a high potential in attracting savvy investors, creating a new customer base. They also have a good press reputation. It goes without say that the big attraction for investors is the use of cost-saving measures in a business.
- ✓ Contribute to the green economy: With growing attention on sustainability, a new economy is being created that has a potential to create millions of new employment opportunities. Examples include solar energy engineers, renewable energy law and green building construction workers.
- ✓ Attract and retain employees: The presence of fair and ethical practices in the workplace is a great way to assist in retaining experienced and knowledgeable workers. A positive working environment leads to happy employees and better performance.

Other advantages of employing business practices that are sustainable, as identified by Mutasa (2013), include strengthened community relations, increased supplier commitment, commitment to responsible entrepreneurship and improved image.

4.3 The role of society

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The term society, in Cohen and Arato's words, 1992 (as cited in Gemmill and Bamidele-Izu, 2002) is generally used to categorise individuals, civic organisations and institutions, all of which strive towards a common goal through the exchange of viewpoints, actions and petitions on governments. Societies are group of individuals involved in ongoing social interaction and are personified by patterns of social relations.

According to the African Civil Society Circle (2016), civic organisations and institutions, particularly civil society organisations whose objective is to presents the interests for the economically disadvantaged and marginalised, should take on six critical roles, namely:

- ✓ The ability to listen to the masses and awareness of the issues in their jurisdiction
- ✓ Convert the demands of the poor into rational or robust arguments

- ✓ Develop partnerships or relationships with government and, crucially, identify the relevant departments, officials or institutions
- ✓ Utilise human rights as a lens of analysis
- ✓ Learn from other civic organisations
- ✓ Play a central and meaningful role as transformers in the general society

Foundation for Democracy and Sustainable Development (2019) argues that civil society plays an important role in creating and maintaining a democracy that is healthy and addressing sustainable development challenges.

On a practical level, Ost (2017) states that there are many methods to implement sustainable living and this can be categorised into three areas, namely:

- Mobility
- Waste production
- Consumption in terms food and energy

Starting with **mobility**, Ost (2017) makes an interesting observation that the average time spent by American drivers is 101 minutes per day. This is comparable to research data obtained in Singapore, where it found that drivers spend more than five hours per week or 1 hour per hour for a 5-day worker (Chia, 2016). The result is that many cars on the road leads to direct effects traffic congestion, noise, air pollution and water pollution (due to road grease) and indirect effects such lung illnesses and diseases, contained water resources and climate warming.

The second category, **waste production**, members of the society should respond to this challenge by opting for ride sharing, making use of public transport and, where possible, work from home.

With regards to **waste**, Ost (2017) lists five good habits that lead to sustainable living, namely:

- ✓ Avoid disposable plastic bottles and replace with refillable water bottles
- ✓ Avoid plastic silverware and dishes and opt for reusable choices
- ✓ Support businesses that sell products made from recyclables and, at home, recycle as much as possible
- ✓ Instead of disposing or recycling, consider reusing and repurpose materials. Support business that

The final category, **food and energy consumption** can be addresses as follows:

- ✓ Opting for energy-efficient appliances
- ✓ Reducing the temperature used in the washing clothes and therefore reducing the energy required to heat the water
- ✓ In appliances and lights are not in use, switch off or unplug
- ✓ Opt for compact fluorescent bulbs
- ✓ Minimise the use air conditioning by opening windows.
- ✓ Design new buildings according to sustainability principles and maximise the use of renewable energy. Where feasible, retrofit old buildings with sustainable solutions.
- ✓ Opt for air drying of clothes

In terms of food consumption, always opt for locally produced food products. This has a number of environmental, social and economic benefits including growing the local economy and reduced transportation emissions.

It is also essential for citizens to stay informed for two reasons: to keep abreast on issues of sustainability and to keep the government accountable for their actions or non-actions in relation to transitioning to a low carbon world (United Nations Sustainable Development, 2019).

5. Conclusion

To conclude, the journey towards living in a sustainable world requires that all parties involved, which include the government, businesses and the society, accept responsibility for their own actions. It is also important to realise that a decision delayed today may have devastating consequences tomorrow.

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