

Activity 2 - How can business can meet the challenges of the world today?

You may need to do some research to identify examples, but see if you can re-write out these 4 principles for sustainability as 4 rules which business/organisations could follow to make them adhere to a new Sustainability Business game. The challenge here is to try to provide your rules in a style that you feel you could give to your organisations' management (or to your employees to follow if you are a manager) for consideration and provide using examples that they could relate to.

Here are the four root causes and hopefully you have them pinned up on your wall :).

1. We extract large flows of materials from the earth's crust
2. Accumulation of substances created by society
3. Physically inhibit nature's ability to run cycles
4. Barriers to people meeting their basic human needs world wide.

Post your 4 rules and examples in the forum provided and compare them with what others have posted. Are they similar? If not why are they different?

Answer:

I believe that there are many aspects that organization can take care to reinforce the sustainability culture between the employees. The four strategies that will advise any industry to follow are:

1. *Ensure that all staff are having suitable knowledge of ethics and sustainable development*

I totally, believe that business is all about purpose and to have a green business we need to create that value together. Saying that, the first thing to do is to change the mindset of the employee in the organization where many of them they deals with sustainability requirements as KPIs.

That is, changing the thinking pattern towards sustainability is the first step.

2. *Inaugurate plan to develop transparency and liability, including through alignment with the values of the UN Sustainable Development Goals (SDGs) and social responsibility.*

To have efficient impacts in your sustainability plan, it should go along with the UN SDGs and that simply implementing sustainability is a global thing. Your Impact of sustainability should not be only inside your origination, in which it should be reflected to the whole world. For that, implementing (SDGs) can aid that to happen internally and externally of your company.

3. *Hold accountability to public for its concerns, social aims, and sustainable development purposes.*

4. *Actively involve the society in the discussion of knowledge with those working beyond the limitations of standard sustainable development exercises.*

In 3 and 4 points, I am tackling the CSR from another perspective, for instant, it is extremely important to pledge towards sustainability via company policy. This will help the employees in the organization that sustainability is a serious value.

And from that, we need to involve all part of the stakeholders especially the society in which I think society is the main pillar of the sustainability cyclic. This is due, the vital role they play on the sustainability consumption strategy.