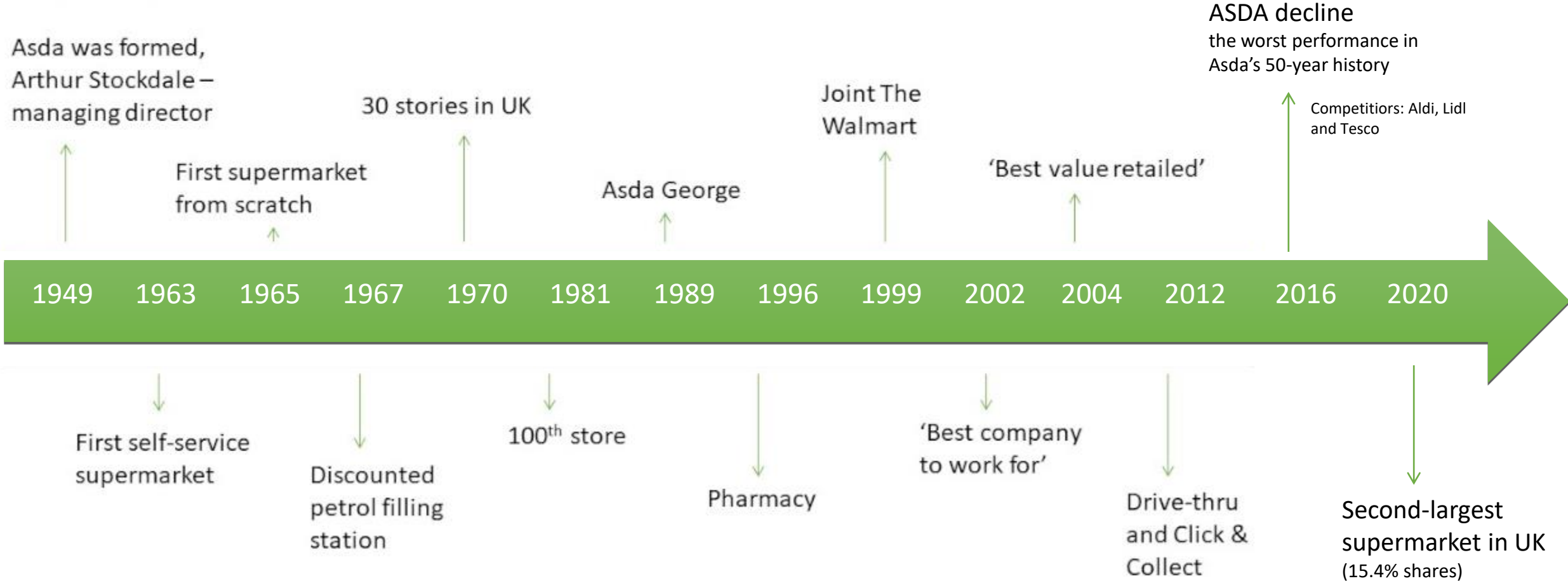


ASDA History



Sustainability

Society, Ecology and Economy
(triple bottom line of
People, Planet and Profit) (Thiele, 2013)

“Sustainability is an adaptive art wedded in service to ethical vision. It entails satisfying current needs without sacrificing future well-being through the balance pursuit of ecological health, economic welfare, social empowerment and cultural creativity” (Thiele, 2013)

1.7 billion

people belong to
'consumer class'



Sustainability



Benefits

- Corporate Social Responsibility
- Enhance corporate reputation, the perception of stakeholders is depending on organization reputation (KPMG, 2011)
- Improving Risk management
- Improving financial performance
- Building customer loyalty
- Fostering innovation
- Engaging Employees (Harvard Business Review, 2016)

Drawbacks

- Market risk
- Operating risk
- Corporate image risk

Sustain and Save Exchange (SSE)

Program is helping their suppliers to reduce environmental impact and making supply chain more efficient.

Since its launch in 2012, the programme allowed over **1,200** members from **350** of Asda's fresh, chilled and frozen suppliers to achieve '*improved operational efficiency*' and about 300 businesses have saved and invested upwards of **£21million** over the past three years with the programme.

"The SSE programme is aligned with our sustainability strategy and offers a practical and effective forum for learning and sharing best practise We've made significant improvements and savings since signing up and would recommend it for local companies already working with Asda."

Leanne Wilson, environmental manager of Monaghan Mushrooms.



Greenwashing

Asda is responsible for **58 billion** plastic pieces and they are using

65.000 tones of plastic every year.

Company had increased their plastic footprints.





value of

sustainability

"At Asda, our approach to sustainability is based on the belief that protecting the environment and saving people money go hand in hand. We have a really clear aims- to reduce the environmental impact of our operations, the goods and services we sell, on the suppliers that make them" (Asda Responsibility, 2017).

Strengths	Weaknesses
£140m worth of clothing each year with zero-tolerance policy towards incineration of clothing waste. Clothing recycle points	Brand George is not perceived as ethical and environmental friendly
Opportunities	Threats
Polyester fibre for clothes can be made from recycled plastic (drinking bottles)	Competitors who offers ethical clothes and already have strong position on the market



Recommendation

* Asda is the second largest clothing retailer in UK with long tradition, they should focus on their George brand. Develop clothing line which will use recycle material or local sources.

* Engagement programme for customers and staff which will help to reduce their plastic footprint. Commitment to transparency, open and clear report on plastic footprints.

