

Identification of a business SL Challenge: Vlog
The Cost of Sustainability
By Emily Field



The Cost of Sustainability

Emily Field investigates the sustainability leadership issues businesses are facing in...

References

- AVIVA, 2015., Six financial tests for sustainable development financing success. *Stakeholder Forum*. Available: <https://www.un.org/esa/ffd/wp-content/uploads/sites/2/2015/10/Six-Financial-Test-for-SD-Financing-Success-Assessment.pdf> [Accessed 19 March 2022]
- CARRINGTON, M.J., NEVILLE, B.A. and WHITWELL, G.J., 2010. Why Ethical Consumers Don't Walk Their Talk: Towards a Framework for Understanding the Gap Between the Ethical Purchase Intentions and Actual Buying Behaviour of Ethically Minded Consumers. *Journal of business ethics*, 97(1), pp. 139-158.
- CARRIGAN, M. and ATTALLA, A., 2001. The myth of the ethical consumer – do ethics matter in purchase behaviour? *The Journal of consumer marketing*, 18(7), pp. 560-578.
- CHOUINARD, Y., ELLISON, J. and RIDGEWAY, R., 2011. The Sustainable Economy. *The Harvard Business Review*. Available: <https://hbr.org/2011/10/the-sustainable-economy> [Accessed 19 March 2022]
- CURIOSLY CONSCIOUS., 2020. Is sustainability too expensive? Available: <https://www.curiouslyconscious.com/2020/10/is-sustainability-too-expensive.html/> [Accessed 19 March 2022]
- CURTIS, K., KAUFFMAN, R., MEDELSON, R. AND DAILY, G., 2010. Can we afford sustainability? Yale Insights. Available: <https://insights.som.yale.edu/insights/can-we-afford-sustainability> [Accessed 18 March 2022]
- KEARNEY., 2022. Why today's pricing is sabotaging sustainability. Available: <https://www.nl.kenney.com/consumer-retail/article/?/a/why-todays-pricing-is-sabotaging-sustainability> [Mar 19, 2022].
- GOOD CLUB., 2021. We're going zero waste. Available: <https://www.goodclub.co.uk/blog/were-going-100-zero-waste>
- GOV.UK., 2021. ISCF smart sustainable plastic packaging: business-led R&D. Available: <https://apply-for-innovation-funding.service.gov.uk/competition/934/overview> [Accessed 19 March 2022]
- GNIGE, A., ARUNATILEKA, S. and KAPRURUBANDARA, M., 2004. Application of e-business strategies for SMEs in developing countries. *IEEE International Conference on e-Technology, e-Commerce and e-Service*, 04 pp.49-59, doi: 10.1109/EEE.2004.1287289.
- SCHUITEMA, G. and GROOT, J., 2014. Green consumerism: The influence of product attributes and values on purchasing intentions. *Journal of Consumer Behaviour*, 14, pp. 57-69.
- JOHNSTONE, M. and TAN, L.P., 2014. Exploring the Gap Between Consumers' Green Rhetoric and Purchasing Behaviour. *Journal of business ethics*, 132(2), pp. 311-328.
- NETWORK FOR BUSINESS SUSTAINABILITY., 2020. Discover 12 business sustainability issues for 2020, identified by members of our network. Available: <https://www.nbs.net/articles/top-12-sustainability-issues-in-2020> [Accessed 19 March 2022]
- STAFFORD-SMITH, M., GRIGGS, D., GAFFNEY, O. *et al.* Integration: the key to implementing the Sustainable Development Goals. *Sustain Sci* **12**, 911–919 (2017). <https://doi.org/10.1007/s11625-016-0383-3>