

A Definition of Business “Sustainability”

“A company’s ability to achieve its business goals and increase long-term shareholder value by integrating economic, environmental and social opportunities into its business strategies.”

“Symposium on Sustainability – Profiles in Leadership,”
NYC, Oct. 2001

Speaker Notes

The success of many companies and industry is largely based on the quality of the products offered to its customers and the skills of the workforce, as well as on the ability of companies to adapt to changes. Every company has established its vision and its principle, just as Asda sustainability approach is based on the belief that protecting the environment and saving people money go hand in hand. (ASDA, 2020)



Speaker Notes

According to Sustainable Business Marketing (2020) sustainability marketing involves developing and promoting products and services that meet consumer needs with the purpose of ensuring a good quality life at now and for the future.

Inform. Act. Save.

One-third of customers
remember seeing our
food waste campaigns



81%

said they were likely to follow
the advice provided and a
third told us they were already
making positive changes.

2 million customers

are making changes in their homes
to reduce food waste as a result
of these campaigns



These customers told us
they are now saving £57 a
year by keeping up these
changes in their homes.



We're always thinking up new and innovative ways
to work with local communities. During August 2015,
we ran a whole range of in store activities to help
our customers reduce food waste in their homes...



600 stores
took part



100s of events
in the community



Over 52,000
magnets were
snapped up



19,000 spaghetti
measurers were
handed out



38,000 food
portion games
were played

Speaker Notes

Any company that wants a long performance in the marketing system it will need to guide by five principles: customers-orientated marketing, customers-value marketing, innovative marketing, sense-of mission marketing, and societal marketing. (Course Hero, 2020)

The global framework

Walmart 2005 framework

Sustainability strategy is a key driver of profitability

Holistic focus both inside and outside our business



ENERGY
Supplied
100% by
renewable
energy



WASTE
Create zero
waste



PRODUCTS
Sell
products
that sustain
people &
environment



Speaker Notes

According to The Responsible Business Programme (2020) Asda has made a significant contribution through its Sustainability Programme, which is delivering a strategy that works to reduce the resources needed to grow, process, store, transport and retail the food and drinks it sells. Asda has the plans set on each area of its business strategies, and some of the outcomes and impacts activities examples can be listed as: "Awards Planters_Resource Efficiency Champion, Carbon footprint reduced by 12,5%, 99,7% of waste diverted from landfill saving £34 million, 22,5% increase in locally sourced produce since 2005, £48 million saved through energy efficiency activities, 30% decrease in energy usage within existing stores since 2005".

Reference List:

ASDA (2020) Our Sustainability Commitment, Available at: <https://www.asdasupplier.com/responsibility/our-sustainability-commitments>, accessed on March 2020.

Course Hero (2020) Business Actions Toward Sustainable Marketing, Available at: <https://www.coursehero.com/file/p6sg115/Business-actions-Toward-Sustainable-Marketing-Sustainable-Marketing-Principles/>, accessed on March 2020.

Sustainable Business Marketing (2020) What is Sustainable Marketing, Chapter 6, Available at: https://saylordotorg.github.io/text_the-sustainable-business-case-book/s10-sustainable-business-marketing.html, accessed on March 2020.

The Responsible Business Network (2020) Asda - The Asda Sustainability Programme, Available at: <https://www.bitcni.org.uk/success-story/asda-the-asda-sustainability-programme/>, accessed on 2020.