

BMGM5000

Sustainability – embedding sustainability within organisations

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Sustainability plays a vital role in the profits and success of a business according to (mkono,m 2010 p.273- 278) .it has become one of the key corner stones of a functioning restaurant / business due to its popularity in the culture nowadays .sustainability in hospitality is becoming more socially explored and due to customer morals changing over time and wanting to be more green, from this conscious expansion about waste products businesses are forced to adjust due to it almost becoming a trend in hospitality (ehlausanne,2025) and help boost efficiency goals while also taking global environmental priorities into deep consideration while some places may be using it for publicity reasons there still adjusting protocol which isn't necessarily bad. Sustainability comes in many forms from efficiency of energy used in a businesses; it can be from the mitigation of food miles and food waste, while also going into supporting local businesses. this is due to the 3 pillars of sustainability which cover environmental, social and economic and what they entail which will be further explained in next paragraph .

The 3 pillars of Sustainability were first brought into fruition and first mentioned by the Brundtland report in 1987, which was commissioned by the world commission of environment and development otherwise abbreviated to WCED (taylorfrancis.com, 2025). The 3 pillar's of sustainability cover 3 topics, environmental ,social and economic. The environmental aspect of the 3 pillars focuses on protecting natural ecosystems and natural resources by reducing the pollution of our earth and conserving the heavy use of energy and water used in the profession of hospitality (Rinalducci, 2024).it also covers the vast amount of the food waste we have annually by being responsible with how we dispose of plastic waste and food waste to mitigate the change in our climate the main goal and hopes of this is to protect the natural resources of our lands for future generations. The social side of the pillars goes in depth and centres on people of communities and social equity, this includes fair labour practices and human rights (Lex, 2025). The social side is also to protect small communities and

cultural preservation() in today's society as many might not have the support to grow or show their cultures to the world the result of this pillar is to build a fair and rewarding society that is resilient .the final pillar is the pillar of economy; which ensures that local economic systems can support and aid long term growth without harming the like social and environmental systems this means it focuses on the responsible production consumption and development of the economy (Ahmad, 2025) . It also aids the job creation and financial viability or stability that brings. The final product of this is to create prosperity that is a stable and maintained for years to come.

In 2025 people are much more aware of what polluting the planet is and are trying to be more eco friendly as customer preference is changing people are becoming more eco conscious ; customers are becoming more aware of climate change from emissions and waste whether its from ethical decisions or preference (open cottage, 2025). this is also beneficial for businesses as many places are starting to push for more green ways of working as this helps revenue and helps build reputation/brand image as this plays a big part in the successfulness of a business due to socials media and the presence of sustainability being so predominant now as not only is it good for the establishment as a whole it also helps them bring in customers as there seen as a good place to go to eat to somewhere that isn't as positive with waste products . From a business standpoint going the more eco-friendly / sustainable route has many beneficial factors (Venturini, 2024) as it can aid in the cost of energy used in the place. then going about using scraps from food waste in other products like cocktails. Waste reduction seems to play a big part in how they are lowering costs whether its recycling, compost and using scraps more often as this reduces disposal costs of bins and also aids in the cost of thing as they are not losing as much money on waste if there using it to make new products (Laszlo, J, 2025) which can bring revenue.

for example the hotel Novotel has a AI based machine that weighs the remaining food waste they produce to find out how much money is being wasted in food excrement's which can give the business an idea how to go about managing it whether it comes from lowering portion size or adjusting the cost they use to get less products in which also in turn reduces food miles as they may not need to get as many deliveries as they have an approximate idea of how much waste they produce which has a positive effect on how their business can adjust portion sizes or go about sustainably re using scraps for other products .

going less targeted to specific businesses like Novotel giving their food waste to farms to feed animals which then is supporting local business and communities by going about waste in a renewable way and this can build relations with local suppliers which guests/ customers value authentic local produce as it aligns with sustainable sourcing and cultural preservation of products this results in people getting to see what is in the

local area which brings more revenue to the surrounding places which in turn lowers food miles around the area so using the local relations that some establishments have they are aiding the business and helping it grow, gaining a more positive recognition/reputation and exceeding the customers' expectations while also following the regulations of legislations and the acts that consist of.

While there are many positives to sustainability many places have barriers that come with it. For some businesses high upfront costs that come with switching to more energy efficient power sources (Admin, 2024) like solar panels or water recycling as the cost of these adjustments can be quite demanding for places that may not have a large clientele and lower scale revenue as they do not have the money to throw around in new power generation. Other issues that may come into play is some establishments may not have the knowledge or expertise on how to implement or measure the sustainability initiatives that come into play. Staff turnover in hospitality is very apparent (Guinn, 2024) making training each and every staff member increasing difficult as sustainability needs and requires a system wide adoption and understanding and due to turnover it can be difficult to find time to do this in operations that may be running 24/7 like hotels. Supply chain challenges come into consideration as well sourcing local and sustainable products can be difficult to get or can be more expensive than other food distributors as buying products that are out of season are more difficult when it's local as they usually rely more on seasonality() and working around the climate which results in some places adjusting menus and this can be a benefit as customers want to try new things although it may decrease revenue if they come back for the same thing. Some suppliers may not reach sustainability standards if they are trying to grow seasonal products all year round which in turn means if they don't adjust to local products businesses will have to move to more wholesale suppliers to get supplies and meet demands which would increase food miles and it not be local produce while there are issues with produce or energy based issues there are many barriers that come from resistance to change a big factor is that some places are worried or fear that sustainability compromises the average revenue or guests comfort while also increasing the workload on staff as they have to be more conscious about their waste and sustainable practices in the work place which could in turn result in staff leaving so they do not want to risk running the change from what they have normalised. Without standardised sustainability metrics hotels and restaurants struggle to track carbon emissions, food waste and water usage accurately which could result in other reasons for hesitation to make the swap as it would take a longer time to see the benefits of the adjusted standard that would come from a more sustainable approach.

To conclude the discoveries of embedding sustainability within organisations it has become less of a choice and more of a tactical necessity in organisations as it's now almost a strategic point when it's integrated into places it has many key benefits to the company and environment and it pushes other places to do so as it becomes

competition almost as if its successful for one place why wouldn't it be for another . there are many key factors and are able to see that its a forever changing topic and many establishments are trying to implement it from however they can whether its buying local produce to lower food miles or changing there establishment to a more renewable energy source there are many different routes to go down although looking at recent case studies it seems that businesses and organisations are changing and we are seeing results in certain areas of the world or places that are financially able to make the jump to a more sustainable running of the business . Although this can be a benefit for some places it can be damaging to places that may not have a good enough revenue to change to this style of a functioning business but why this may be a issue for smaller restaurants now in the future it will become even more of a need in places as it is such a big marketing point as well as being beneficial to the enviroment and as people become more aware of the damage being caused to the earth they also are wanting to change their way of living and even in households its changing to a less food waste style of life while this is a everchanging topic sustainability is becoming more apparent which is putting a more positive impact on our planet

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