

Environment

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Task 1:

Changing Attitudes of the Public, Politicians and Businesses to the Environment since 1945

To the idea, born of the industrial revolution of the nineteenth century, that technological progress will ensure indefinite linear growth and progress, there has been a gradual realization, from the 1920s on the negative effects of industrialization on the natural environment, wildlife, aquatic, etc.

After the Second World War, not only the findings have increased in this area, but at the same time, new reflections showed that growth ignores the human factor.

In 1968, the work of the Club of Rome, with the publication of the report "Limits to Growth" was the starting point of a broad debate that led to the concept of eco-development discussed at the conference in Stockholm in 1972 and "sustainable development" advocated by the Brundtland Report, "Our Common Future" published in 1987 by the World Commission on Environment and Development (Borowy, 2013).

The Rio Conference or Earth Summit, in June 1992 with its advanced and compromise, the major contributors to global awareness around the idea of sustainable development - economic, social, environmental. Since then, the United States and the economic and social actors try to put sustainable development into practice. (Wheeler, 2004)

The industrial revolution has stimulated thinking about how to exploit the resources in a production cycle. The economics of production is based primarily on mine management and the supply of raw materials. The classical liberal economists spoke first of the sustainability of products, in the sense that we understand it. Jean-Baptiste Say (Reid, 2013) places particular emphasis on the period of use of property in order to get the best performance and value accrues to the body office (Reid, 2013): The consumption of items that wear out slowly gives pleasures less vivid but more durable, and the sort of well-being you get out, contributes more to happiness. - Do it he has not a choice in sustainable products? - Those to be preferred are those whose use is common, usual. Moreover, engineers have focused their research to material substitutions to overcome the difficulties due to the scarcity of certain resources.

However, adverse economic conditions after 1973 were not as long in the continuing debate. The sharp rise in oil prices activated the fear of an energy shortage, more or less announced.

Other economists clung to integrate environment and its variables in more open business models. It was in 1975 that appeared in France, a collection of articles by Robert Dorfman and Nelly entitled *Environmental Economics*. They start from classical analyses of externalities to bring in economic calculations harm to the environment. Passet, development theorist also broadens the scope of investigation of the environmental economy by up to biology and including elements of the biosphere in the field of economic reasoning (and not the only calculation). *Environmental Economics* appeared in 1979 (Sneddon, Howarth and Norgaard, 2006).

‘Sustainable Development’ by Brundtland

Definition of sustainable development set out in the 1987 by Brundtland Report, given by the World Commission on Environment and Development of the UN: development that meets the needs of the present without compromising the ability of future generations to meet. their two concepts are inherent in this notion: the concept of 'needs', in particular the essential needs of the poor, who should be given the highest priority, and the idea of limitations imposed by the state of our techniques and our social organization on the ability of the environment to meet present and future needs. (Sneddon, Howarth and Norgaard, 2006)

However, the fundamental concept to integrate the sustainability aspect as Corporate Environmental & Social Management into Primark’s business management should be established in the ethical belief of cooperation to maintain an effective and prosperous organisation in the long-term (Drexhage and Murphy, 2010). As the Primark is embedded in a multifaceted system of interdependences in- and outside the company, this maintaining attribute should be met owing to the pledge of the firm in protecting the environment. So, it is suggested that employing CSR as social aspect of the Corporate Environmental & Social Management system which is mostly developed on a sound stakeholder approach. CSR concentrates mainly on the corporate engagement recognising its roles and duties as a societal member and fulfilling all the stakeholders’ needs.

Earth Summit 1992

Earth Summit was conducted in 1992 at Rio de Janeiro (Lafferty and Eckerberg, 1998). The capital's most famous carnival in the world has probably brings some festive spirit in this great gathering of 182 states, often represented by their leader or prime minister, and over a thousand NGOs. It was the first time the scene of a meeting between several States to discuss

the future of the planet. Above all, she gave birth to new types of multilateral environmental agreements. Certainly, a first generation of multilateral environmental agreements had already developed after Stockholm including the Washington Convention on Endangered Species, the Montreal Protocol on ozone or the Basel Convention Hazardous Waste. (Lafferty and Eckerberg, 1998)

The United Nations Commission on Sustainable Development (CSD) was established in 1992 to make sure effectively follow the Earth Summit in Rio and implementation of Agenda (Conca and Dabelko, 2014). It provides direction for public policy to follow Plan Implementation Johannesburg (JPOI) at the local, national, regional and international levels. JPOI reaffirmed that the CSD is the high-level forum for sustainable development within the United Nations. The CSD meets annually in New York, with its last meeting held in April 2011.

The World Summit on Sustainable Development (also known as Rio +10) held in September 2002 in Johannesburg (South Africa) (Muhar, Visser and Van Breda, 2013). The summit focused on transforming plans into action to achieve sustainable development and assessed the overall change in the context of the relationship between environment and economic development since the Earth Summit in 1992, the World Summit Sustainable development has given the chance to build on the knowledge learned in the previous decade and relaunched commitments in terms of resources and specific action for global sustainability.

As far as the United Kingdom, the government has developed its sustainable development strategy, 'Securing the Future', which comprises five fundamental principles to support how sustainable development will be followed in the country. The government has also developed the UK Sustainable Development Commission that works under the governmental agencies and supports to put sustainable development at the core of government policy. (Redclift, 1996)

Triple Bottom Line to Sustainable Development

The Economic Bottom Line

The economic bottom line is a company's record of economic performance in terms of its revenue and profit. Although, most of the firms earns in the business, profit is handled as the economic advantage for the employees' as well as for the community's enjoyment within a sustainability framework.

The Social or People Bottom Line

The social bottom line is a company's record of social or people performance. The reason is that it affects human resources, consumers, and communities as well. This is also related to fair, ethical, and valuable business activities toward people, community, and the entire country where in a company operates.

The Environmental Bottom Line

The environmental bottom line refers to company's record of performance as it takes all the matters regarding environment. The objective of this era is that the organisations are not just to assist protect the environment by expanding them into the environmentally responsible or more green products, but also to have their own sustainable, environmentally-friendly business operating activities. So, Primark is anticipated to function in an environmentally responsible manner, through strong measures, like taking measures to minimise their own environmental footprint, consuming less energy and producing less waste.

Task 2:

The Role That Stakeholders Have In Persuading Business to Adopt Policies That Consider Social and Environmental Matters

Stakeholder Alignment is one of the best approaches that examine the relationship between the corporate strategy and the expectations of each stakeholder (Carroll and Buchholtz, 2012). In order for Primark reporting to derive supreme value, it is very important that the information reported coordinates with the Primark's business strategy and goals and precisely reveals the emphasis of the company activity. This facilitates as to reinforce the significance of the organisations creating indicators in a more organised manner that represents their core goals and targets with requirements of each stakeholder. As the stakeholders could be the employers, employees, investors, suppliers, shareholders, customers, the community and government, Primark can practice this approach will be required to establish new sound and effective management systems.

Explain How There May Be Cost Savings As A Result Of Adopting an Environmentally Aware Approach

Economic sustainability of Triple Bottom Line reporting implies designs and construction which are more cost-effective in the long-term, taking the selection of low maintenance

materials into consideration. Additional expense at the construction time should be available for operating cost savings in the long-run, and it necessary to get the choices of design and material right the first time as it removes the need to make extra changes to the construction later that is so expensive. Moreover, the installation process of solar panels and water tanks will also enhance property worth (Henriques and Richardson, 2004).

Adopting an environmental sustainability aware approach could become cost-efficiently with the passage of time by enhancing the design and construction features and the use of low-maintenance materials. Usage of equipment with high energy-star ratings that minimise the on-going costs of running the plants should be encouraged. By practicing sustainable construction, utility bills are dropped and potential future adjustment costs are significantly minimised, therefore making the plants more flexible over its life cycle.

An Example of the Advantage to a Business of Considering Its Environmental or Social Effects

At present, the Walt Disney Company owns the networks of ABC and ESPN, as well as holiday resorts and publishing businesses, and much more. There is only one reason behind this: The Company developed its sound social and environmental policy that influenced a huge amount of people. (Holcomb, Okumus and Bilgihan, 2010)

Disney realised that people cannot enjoy with family on the one hand and then neglect the world and situations wherein they live. Practicing in a more responsible manner gives them a great level of credibility and legitimacy. Therefore, they have established themselves strict environmental objectives and reveal their figures in the Global Reporting Initiative which facilitates with a wide-ranging set of indicators that cover the environmental, social, economic and ethical impacts of a their performance. (Holcomb, Okumus and Bilgihan, 2010)

Setting determined financial targets along the environmental performance objectives may sound like an oxymoron, but the Company has greatly tackled this with strong measures, which including running Disneyland trains through biodiesel made with cooking oil from the resort's hotels. The Company has also established the 'Green standard' to motivate and inspire staff members in minimising the environmental impact while performing their work, having meetings, during travel and eating food. The Company has over 60,000 employees;

the results are considerable when each person is pulling in the same path. (Holcomb, Okumus and Bilgihan, 2010)

A very interesting and obvious example of taking benefit financially from minimising the impact of environment is made with this statistical figure: a 10 per cent saving in the company's electricity use is adequate to power the once year consumption of their parks.

Task 3:

Customers' Concerns about the Environmental or Social Aspects of a Product or Service They Are Purchasing

It has been seen that the consumers say they want environmentally and naturally friendly products or services and minimise their impact on the entire environment. However, when they get to the cash register, their Earth-minded views die on the vine.

Ultimately, the desire to go green and environmentally friendly is growing with fast pace now. The contemporary organisations are engaging themselves to launching green programmes. Consumers, on the other hand, are also getting behind the concept of being eco-friendly and greener. In virtually also the surveys, consumers have a desire that they are very worried about the environmental impact and climate change across the world. They concern about the growing seas, dropping quality of air, decreasing animal habitats, increasing droughts, and much more.

However, when it comes to paying for environmentally-friendly and green products or services, words and actions frequently part ways. According a survey report (Laroche, Bergeron and Barbaro-Forleo, 2001), just 30% of consumers have a view they are eager to pay for green or environmentally-friendly products or have previously done so.

In accordance with a Chain Store Age survey of American consumers conducted in 2007 (Costanigro et al., 2011), just 25% people say they have paid premium for a green product rather than natural products or energy efficient equipment. Generally, consumers incline to overlook other earth and eco-friendly and green products, like computer machines that save energy or carpets made from reused fibre material.

Even the eco-friendly products that just have grabbed a little share in the world market. Organic and natural products in the food category, which consumers pay more for their health as compared to the environment's, reported less than 3% of all food sales in the year 2006,

reported by the Nutrition Business Journal (Jamali and Mirshak, 2007). Moreover, green washing detergents and home cleaners in that period reported less than 2% of sales.

Therefore, consumers across the world have done slight to lessen their carbon emissions.

However, to understand and realise the real potential of the earth and eco-friendly products and services, businesses like Primark must assist consumers alter their behavioural patterns.

Discuss whether shareholders are prepared to sacrifice short term dividends for developing products or services that have longer-term beneficial social or environmental advantages

Corporate Social Performance is a term frequently employed to illustrate “strategic” behavioural pattern by an organisation. When an organisation involves in environmental or other social programmes to reduce environmental impact that is beyond what the rule and regulations requires, and does so as it considers the behavioural pattern will assist shareholder returns, that is entitled CSP. Obviously, if it facilitates the shareholder, then it is ideally perfect and sensible behaviour that management should involve in. There is, put simply, nothing exceptional about it. (Jamali, 2008)

In case, if the shareholder sacrifice and acquire fewer dividends than actual, the relevant company can get the opportunity to invest the additional amount in to their products and service to make them more environmentally friendly. So, we can say the role of shareholders is important in this respect. However, it is not very easy and for this, organisations should develop a strong relationship with each shareholder.

Discuss the extent to which it is possible to collaborate with pressure groups that seek to change the approach of the business to social and environmental matters

The increasing power of organisations together with the globalisation phenomena develops even greater need for corporate transparency and accountability. A strong anti-globalisation effort in problematic matter, like human rights, labour, transparency and anti-corruption campaigns, as well as environmental protection and sustainability, has blamed the contemporary organisations. An effort to respond these shifts has been by most of the organisations the recognition of CSR (Jamali, 2008). Further, organisations and stakeholders as well as pressure groups, like public, labour unions, government, etc. are probable to enhance their collaboration, as concentrated pressures demand higher levels of CSR whereas

at the same time companies face high level of pressures from pressure groups and supporters for protection of environment (Raimi, Adeleke and others, 2010).

Task 4:

Appropriate strategies for management of environmental performance in businesses of different types

The integration of environmental management in organisations is reflected from a ten years through the implementation of environmental management systems (EMS). There ISO 14001 is the reference model in this regard. The enthusiasm of companies for this standard is proving to be one of the most significant phenomena among all initiatives on environmental protection and development durable (Castka et al., 2004). Under this standard, the implementation of an EMS is to improve the environmental performance of the company. And therefore, the existence of measuring this performance leads to actions for continuous improvement, key concept of the whole process (Castka et al., 2004). The evaluation of environmental performance is a topical issue for businesses and it requires the implementation of tools more or less innovative (Castka et al., 2004). To do this, companies are increasingly likely to develop monitoring tools, drawing on ISO 14000 audits and benchmarks environmental indicators are among the management tools most used because according environmental standards, they would systematically measure environmental performance of companies, but what about the reality? These tools are they really used to improve environmental management practices? Or would they be designed to represent a "rational myth" (Russo and Tencati, 2009) in order to respond to institutional pressures in logic legitimised Social?

Environmental Indicators

Environmental indicators are quantities, derived from amounts observable or calculable, reflecting various possible ways impacts the environment caused by a given activity (Reid, 2013). These indicators are gathered in environmental dashboard that organizes synthetically for internal use (Russo and Tencati, 2009). ISO 14031 includes these indicators into two categories: indicators environmental performance (EPI) and the environmental condition indicators (ECI). In the category of POI, there are two types of indicators: performance indicators Management (IPM) which provide information on the efforts made by the

management to influence the environmental performance of the company's operations and the operational performance indicators (IPO) that produce information on environmental performance of the company's operations. In the second category, ICE provides information on local conditions, regional, national or global Environment. They allow you to see the connection between the state of the environment at a time given and the activities of the company. This data can help companies take better into account the impact or potential impact of its environmental aspects, thus facilitating the planning and implementation of the assessment of environmental performance. The development of ICE is generally the responsibility of government agencies, non-governmental organizations and scientific and research institutions, rather than individual organizations, who use them as part of the development of standards and environmental regulations, or the provision of information to the public. The environmental indicators are not exempt from criticism. They cannot provide only partial information because they produce a simplified view of reality, which is supposed reflect the complex and often diffuse phenomena. Aware of their limitations and specific biases is part of their interpretation. Thus, the performance measurement environmental presents many challenges: environmental aspects are complex and often difficult to quantify, the ISO 14000 guidelines for measuring and environmental reporting are always subject to interpretation, the availability and quality of environmental data are often poor (Sneddon, Howarth and Norgaard, 2006).

Environmental Audit

Environmental audit is a management tool that aims at systematic, documented, periodic and objective evaluation of how the organization's environment (Gray, 2000). Conducting an environmental audit is a mandatory step in the certification procedures of ISO 14001 repository addition facts that it is a requirement of ISO 14001 audit is a key element in the functioning of the EMS by strategic information it provides, but also a proactive tool since it can detect latent problems that could escalate into crisis (Gray, 2000). In addition, when performed by an independent body, it can provide assurance to stakeholders that everything is done to meet their expectations. In this context, the audit gives credibility environmental management the company. It helps reduce risks, ensuring the reliability of data and is likely to affect the image of the company (Jenkins and Yakovleva, 2006). However, the environmental audit is subject to scepticism. Audit firms have started timidly in the reliability numbers (Jenkins and Yakovleva, 2006) explains that despite the similarities between the financial audit process and environmental audit, accounting manifest reluctance to engage in

this Lane. She adds, citing the words of Quairel (2004) that caution listeners reflect the distance between the normalization of the financial statements and the apparent standardization of societal relationships. As for Gray (2000), he considers that audits social and environmental information provide little added value due to the poor quality of the audit process.

Approaches to environmental life cycle assessment and the use of the results in product labelling

Life Cycle Assessment (LCA) is a tool related to product. It is more specific as compared to other tools as it concentrates on the streams associated with production and consumption of products and services. The basic objective is to assess the consumption of natural resources and environmental emission along the production or consumption chains or throughout a product or service life cycle.

In accordance with the study of Joshi (1999), Harold Smith, a project general manager for the Douglas Point Nuclear Generating Station in Canada was the first figure who conducted the LCA studies. Another research work conducted at Coca-Cola by Harry E. And Teastley Jr., comprising manifold criteria on the use of glass vs. plastic bottles for packing considered the complete life cycle of the product. According to that study, the plastic bottles were less contaminating than the glass bottles. These incomplete outcomes created debates on the rationality of comparisons and led the scientific community to reflect on a standardisation process. At present, LCA is standardised through the series of ISO 14040.

Life Cycle Assessment (LCA) refers to a technique that is commonly employed to evaluate every impact related to the stages of a process from cradle-to-grave. LCA is a holistic way to assessing environmental impacts of a certain product or service, or activity by considering the complete life cycle of the product, service, or activity from the mining of raw materials through to consumer use. It maps the environmental impacts throughout the entire life cycle.

Before the LCA emerged in the global modelling studies and the energy audits of the end period of 60s, they were the forerunners of the LCA and tried to evaluate the cost of resources and environmental effects of various behavioural patterns of human.

The addition to these was the LCA and it became dynamic to assist the development of eco-labelling programmes currently in practice in most of the states and countries. Before eco-labels can be established, the awarding power needs to be capable of assessing the process of

manufacturing, the energy consumption and the waste produced throughout the product or service LCA and this is where the LCA developed.

A practitioner of Life Cycle Assessment tabulates the environmental exchanges (natural resources consumed and waste generated) at all the phases in life cycle of a product or service. The life cycle with its related material and energy flows is known as the “product system.” A LCA can be performed to produce environmental information on the product life cycle and the information can be employed to take reliable decisions regarding changes that may be executed in the product system to minimise the environmental effects.

To precisely evaluate the loads put on the environment by the manufactured product or service a process or method must be adopted. Two key phases are there in the process; at first the data collection and the other phase is the data analysis or interpretation.

In fact, LCA is an influential technique that has the ability to assist regulators in developing a sound environmental policy and procedures, help manufacturing firms in assessing and examining their overall processes and enhancing their products and support the consumers in making informed decisions.

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