

The Business of Sustainable Business

NSF-Funded GK-12 Project

sustainability
science for
sustainable
schools

NSF-Funded GK-12 Project



Being Responsible



Being Responsible

The screenshot shows the Starbucks website's 'Being a Responsible Company' page. At the top, there is a navigation menu with the Starbucks logo and links for COFFEE, MENU, COFFEEHOUSE, RESPONSIBILITY, CARD, and SHOP. To the right of the menu are links for 'Find a Store', 'Sign In', and a search bar labeled 'Search this site'. Below the navigation, the main heading is 'Being a Responsible Company'. To the right of this heading are social media sharing options: 'Tweet', '+1', 'Like', and '2.2k'. The central part of the page features a large, stylized illustration of a sustainable landscape. It includes a purple mountain range, a yellow sun, a blue cloud with rain falling on a green field, a white wind turbine, a blue body of water, a grey city skyline, and a coffee plant with red cherries. A yellow human figure stands on a path of coffee beans that leads from the city towards the coffee plant. Below the illustration, there is a link: 'Learn about Starbucks Goals and Progress in our 2013 Global Responsibility Report'. On the right side of the page, there is a list of articles with small thumbnail images: 'What we've accomplished & what we'll do', 'C.A.F.E. Practices: An Overview', 'Starbucks Hacienda Alsacia, Costa Rica Farm', and 'What is an Agronomist?'.

Being Responsible



Being

Community



Every store is part of a community, and we take our responsibility to be good neighbors seriously.

Environment



Minimizing our environmental footprint and inspiring others to do the same.

Ethical Sourcing



We're committed to offering high-quality, ethically purchased and responsibly produced products.

Global Responsibility Report



Learn more about our goals and performance in the area of sustainability and corporate social responsibility.

Being Responsible

Community

Ethical Sourcing

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Global Responsibility Report


THINK
CREATE
SERVE
INSPIRE
LEAD.

Committed to offering high-quality, ethically sourced and responsibly produced products.


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Being Responsible







Community




Ethical Sourcing




GOAL	PROGRESS				
Ensure 100% of our coffee is ethically sourced by 2015	95% of our coffee was ethically sourced in 2013 through C.A.F.E. Practices, Fairtrade or another externally audited system.	Total coffee purchases (in millions of lbs)	545	396	
		Total ethically sourced coffee purchases (in millions of lbs)	509	377	
	ON TRACK		93%	95%	100%
			 2012	 2013	 2015
Includes green coffee purchases for all Starbucks brands.					

Environment



Minimizing our environmental footprint and inspiring others to do the same.



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Ethical Sourcing



Q

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ON TRACK

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93%



2012

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2013

100%



2015

Includes green coffee purchases for all Starbucks brands.

GOAL

Reduce water consumption by 25% in our company-operated stores by 2015

ON TRACK

PROGRESS

Water consumption decreased more than 4% over the prior year, bringing us to a total decrease of 21.1% since 2008.



Year	Water Use (gal)	Change
2008	24.35	BASELINE
2012	20.08	17.5% Decrease
2013	19.22	21.1% Decrease
2015	18.27	25% Decrease

Average water use per square foot/store/month U.S. and Canada company-operated stores. Percentage change to the 2008 baseline. 2012 results previously reported as 17.7% due to difference in rounding methodology.



more about our goals and performance in the area of sustainability and corporate social responsibility.

ASU JULIE ANN WRIGLEY GLOBAL INSTITUTE of SUSTAINABILITY
ARIZONA STATE UNIVERSITY

What is a “Business”?

- What is the purpose of a Business or Corporation?
- What is a “Triple Bottom Line”?



What is the purpose of a business?

- **To be financially successful**
 - To make a *profit*
 - *Provide “bottom line”* benefit to its stakeholders
 - Owners / Investors
 - Employees
 - Customers / Consumers

What is the purpose of a business?

- **To be financially successful**
 - To make a *profit*
 - Provide “*bottom line*” benefit to its stakeholders
 - Owners / Investors
 - Employees
 - Customers / Consumers
- **To be responsible to the community**
 - **Corporate Responsibility** – how business takes account of its economic, social and environmental impacts in the way it operates, maximizing benefits and minimizing negative impacts

Triple Bottom Line

- **Economic Impact**
- **Social Impact**
- **Environmental Impact**



Triple Bottom Line

➤ Economic Impact



➤ Social Impact



THE COCA-COLA COMPANY

For more than half a century, The Coca-Cola Company has provided strong support for Boys & Girls Clubs of America and the youth served by Clubs worldwide.



BOYS & GIRLS CLUBS OF AMERICA

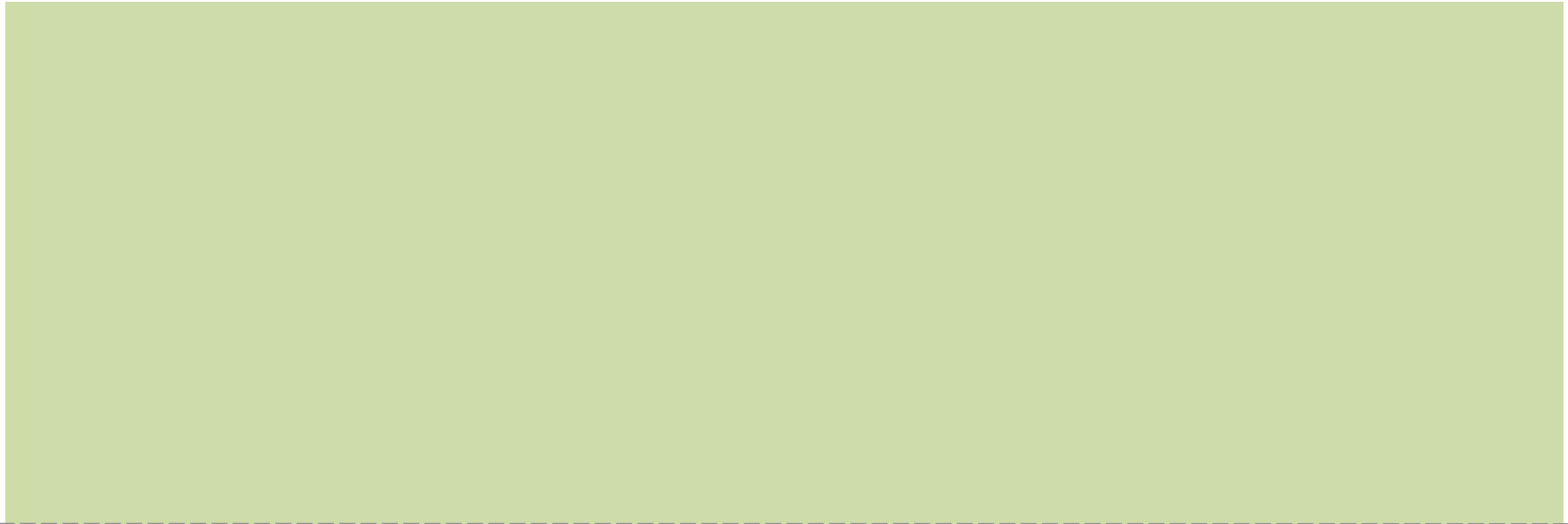
➤ Environmental Impact



March 15, 2013

➤ freshman's idea becomes endangered species project
aps grant provides support

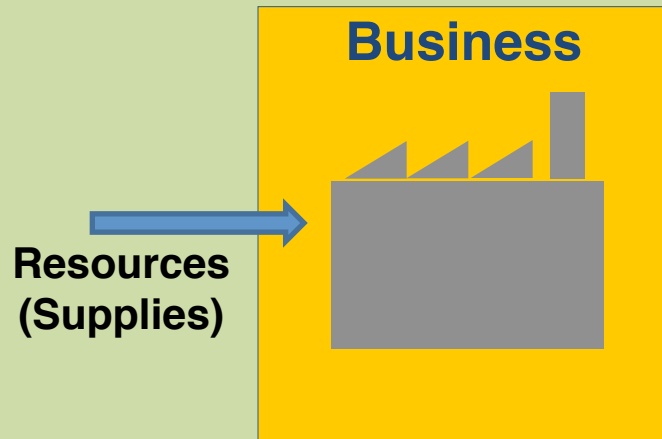
Business Model



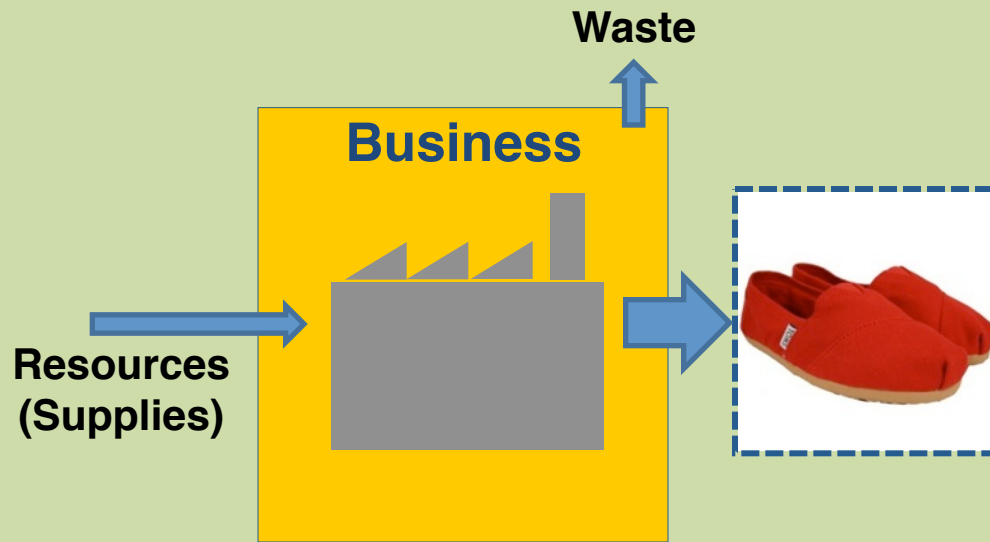
Business Model



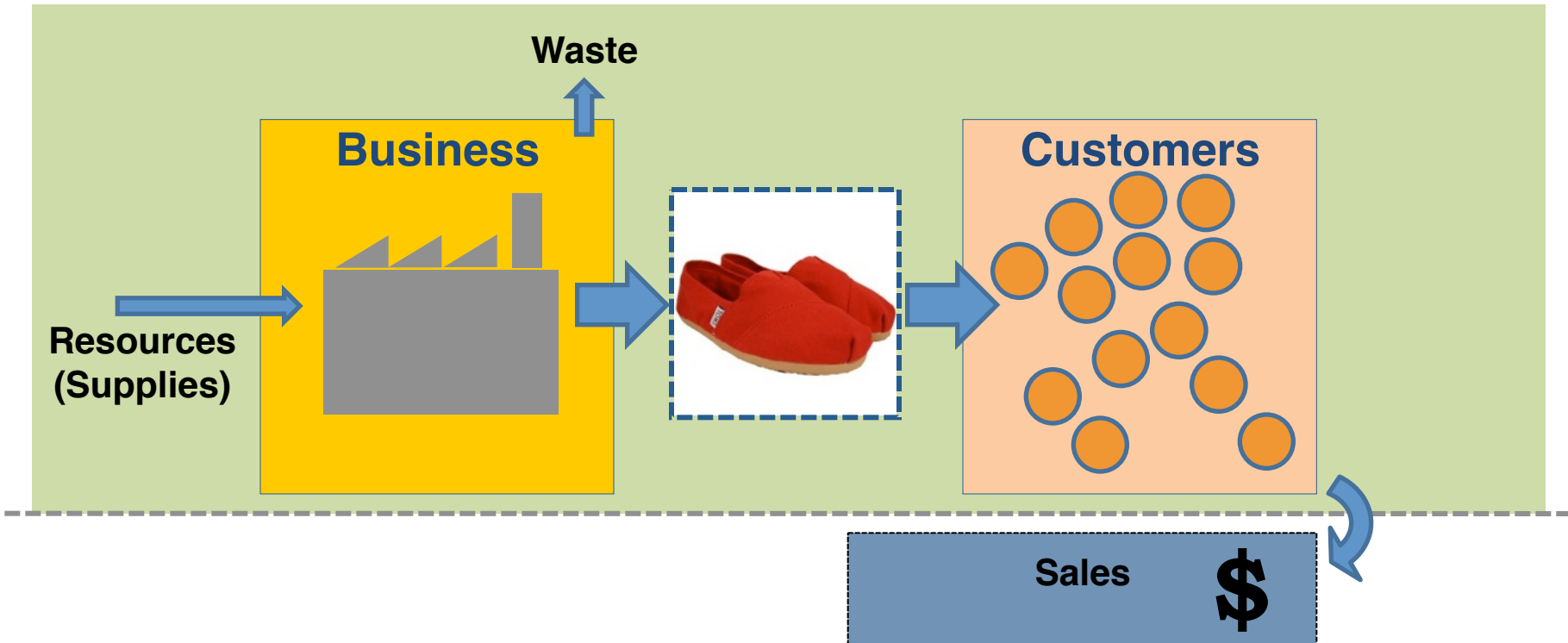
Business Model



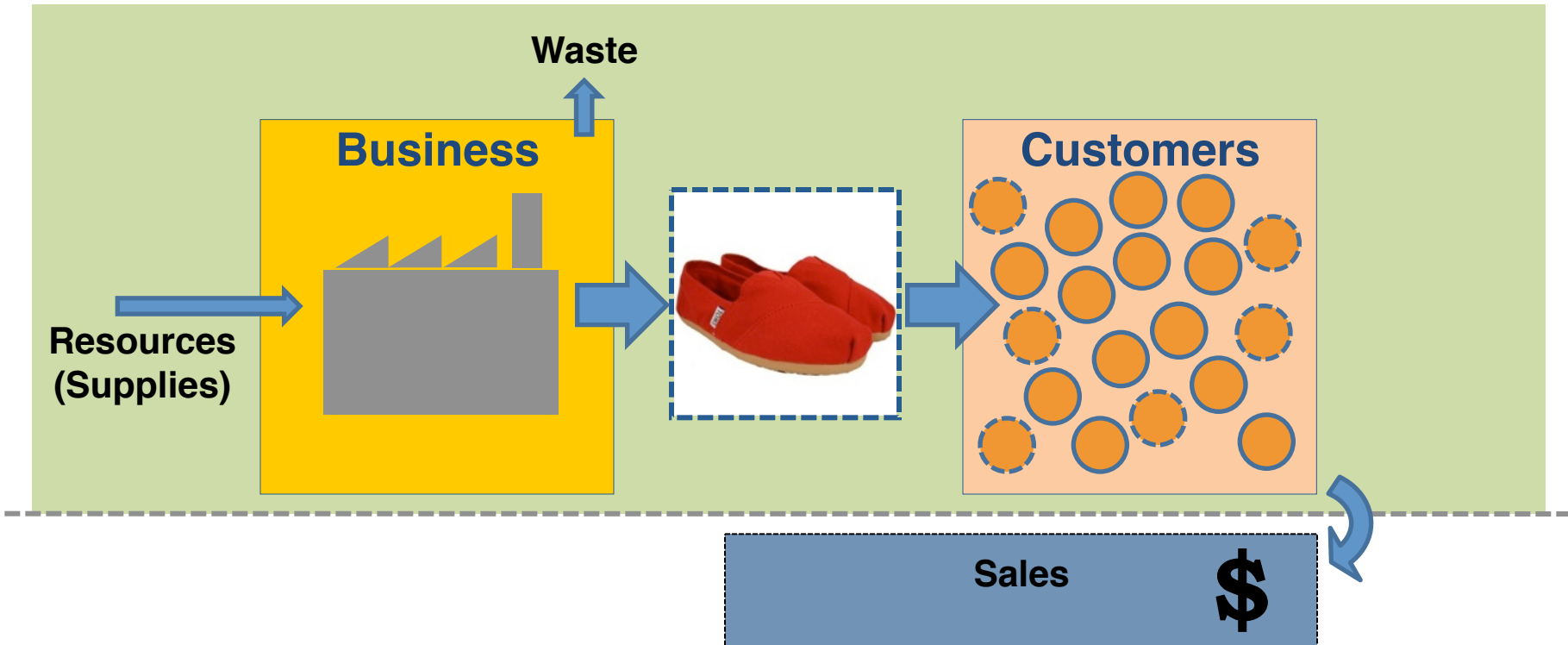
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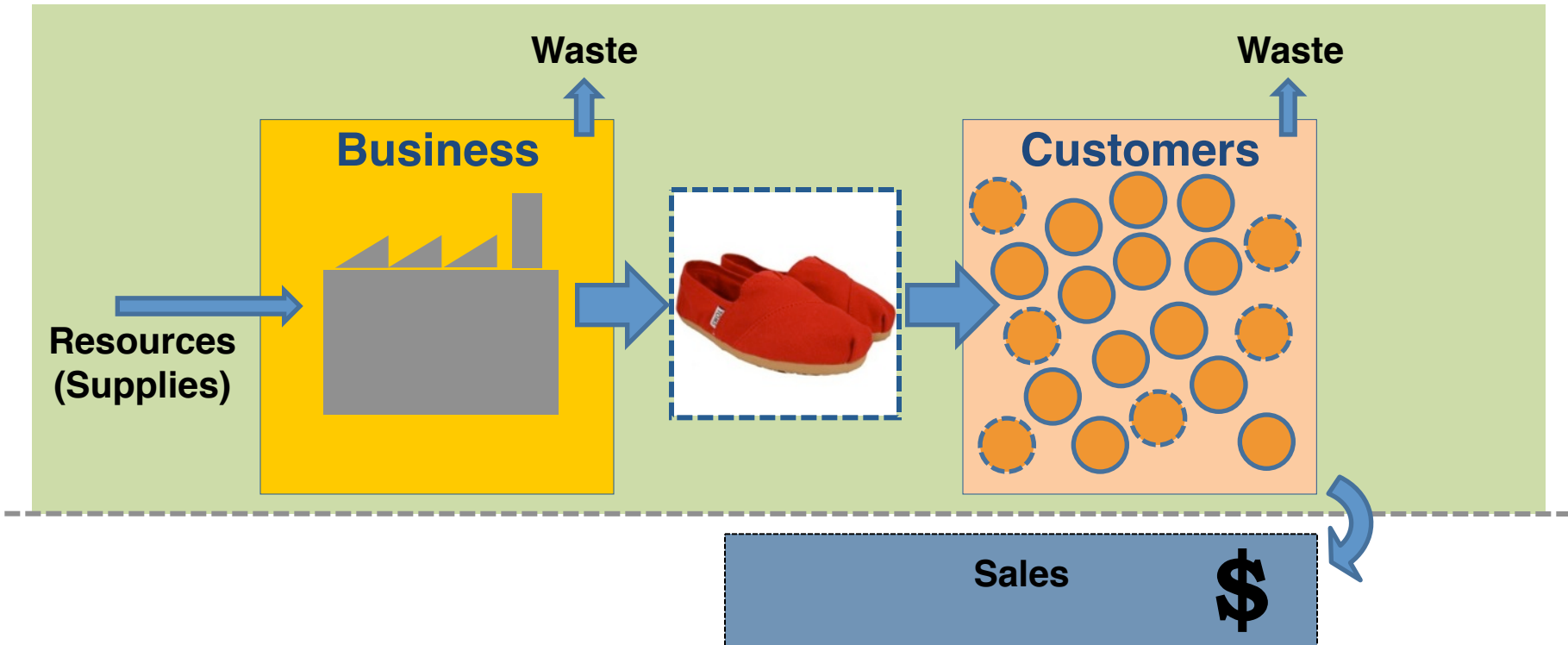
Business Model



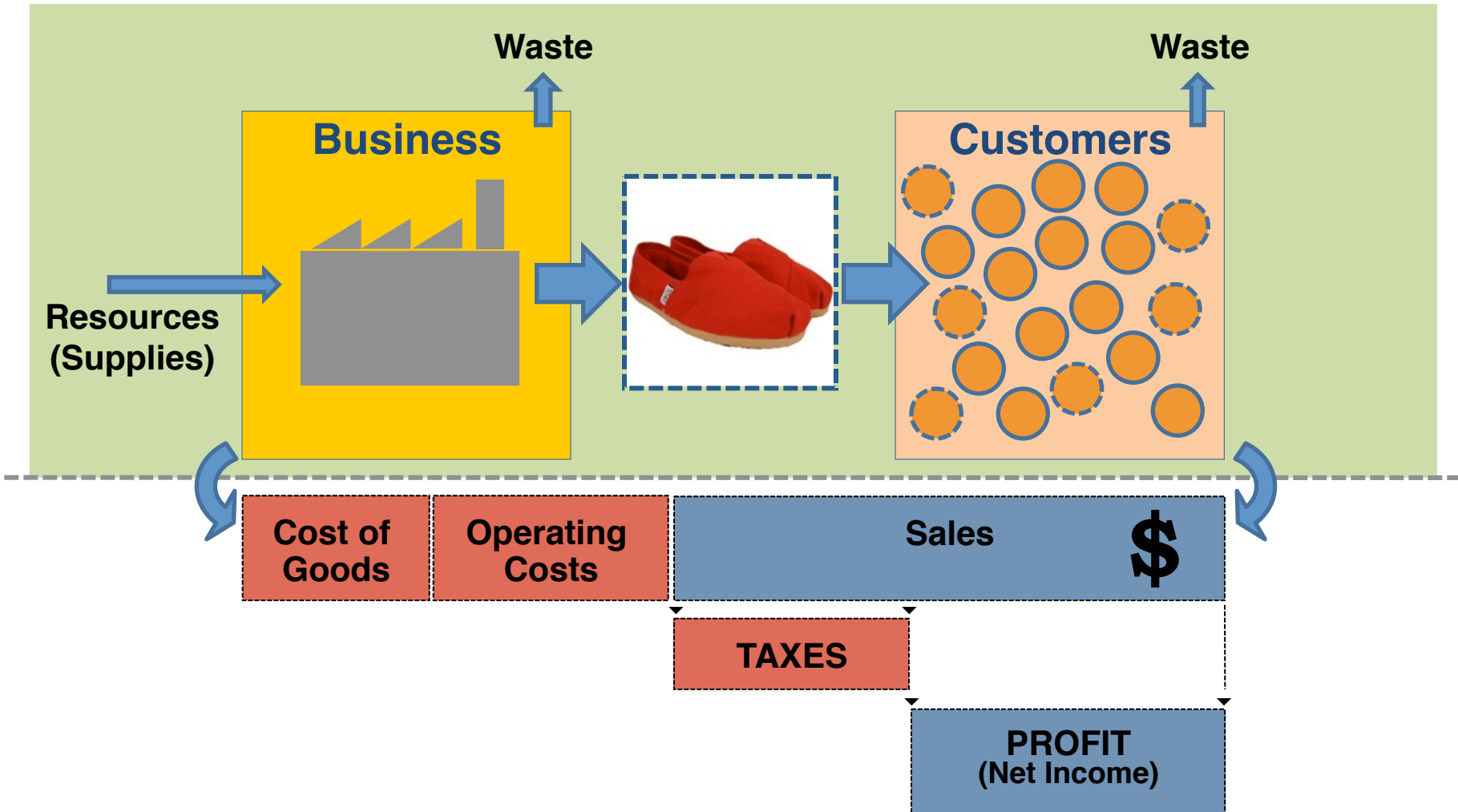
Business Model



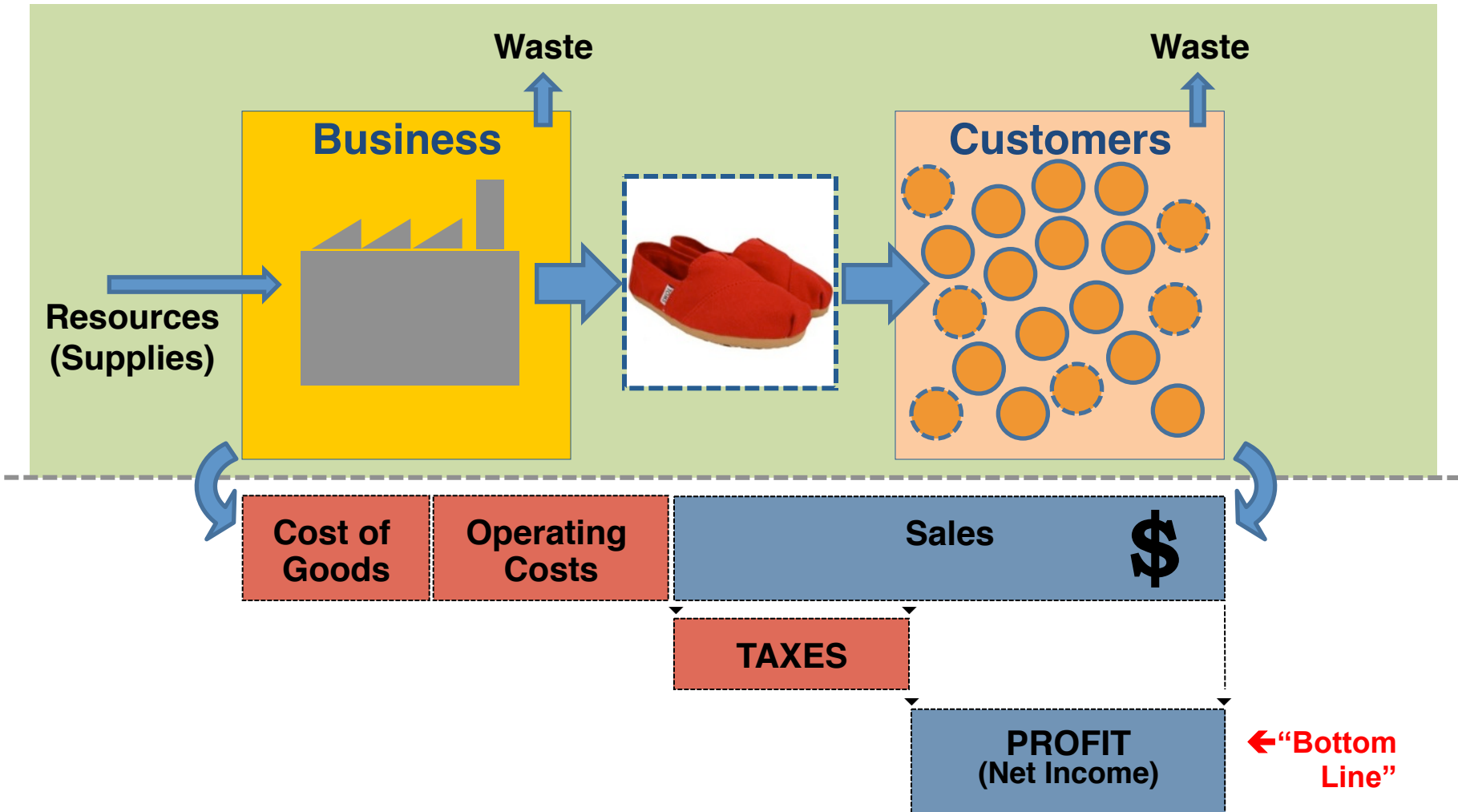
Business Model



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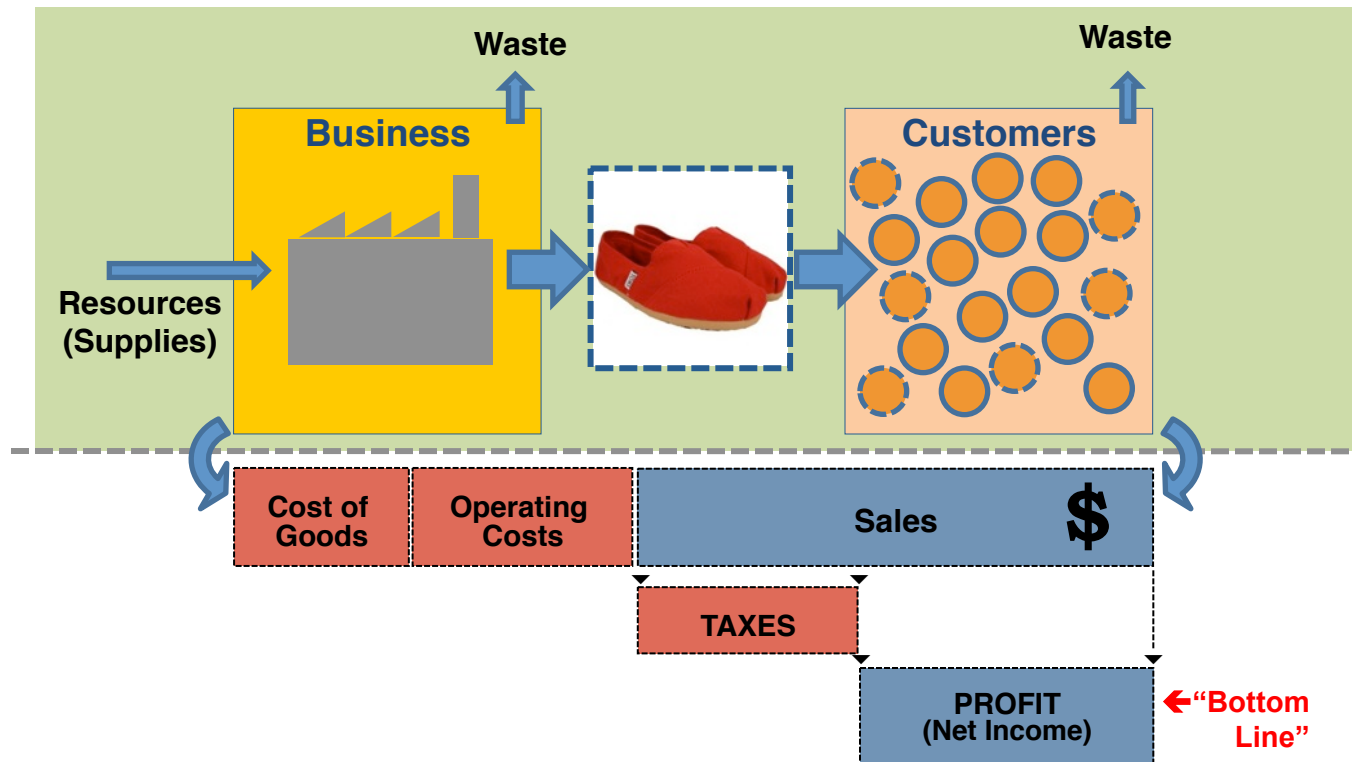


Business Model

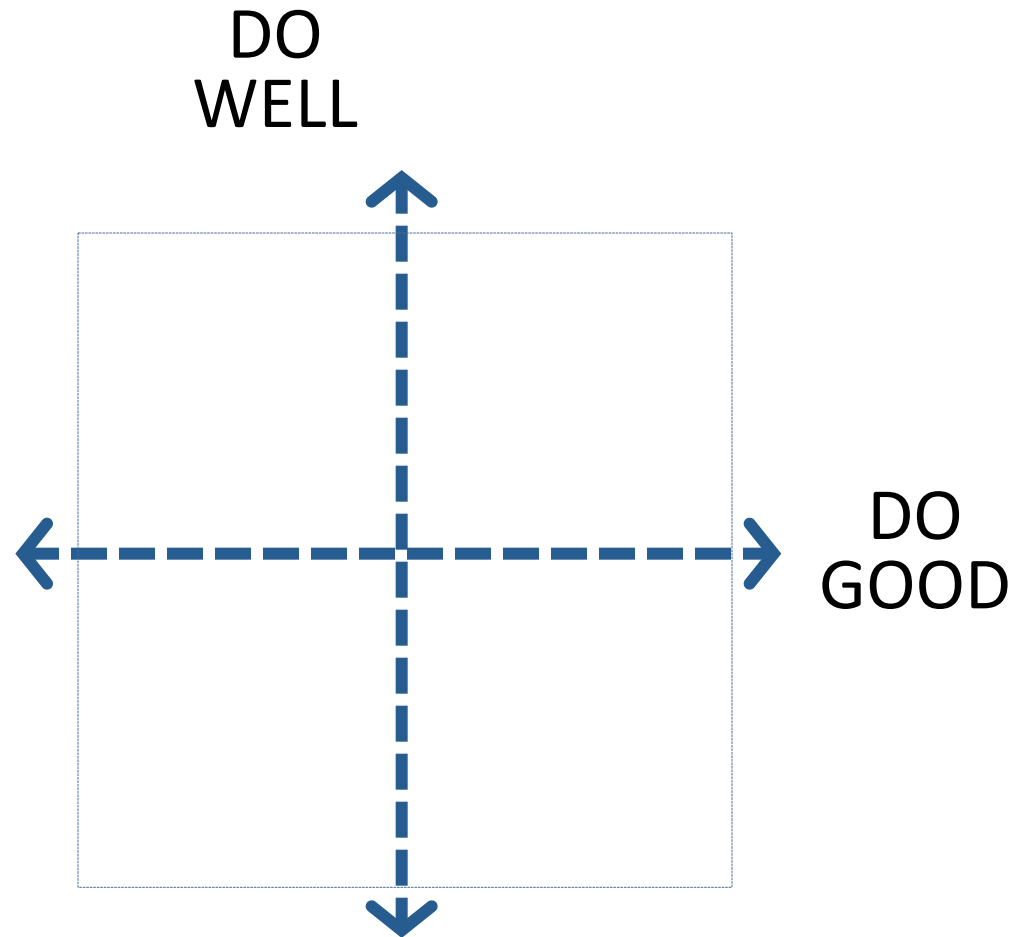


Business Model

- How might business do **BETTER**?

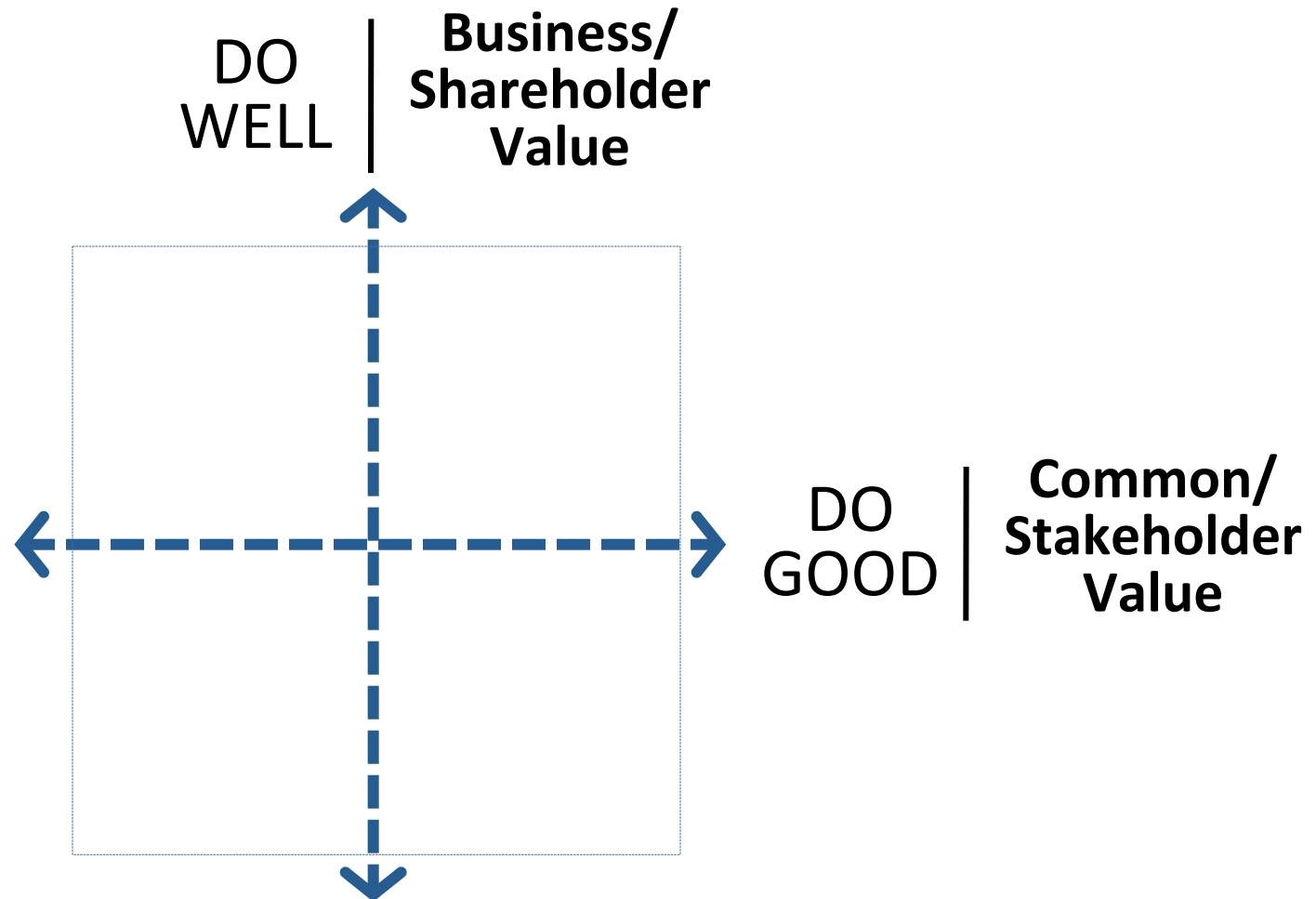


Sustainable Value Framework



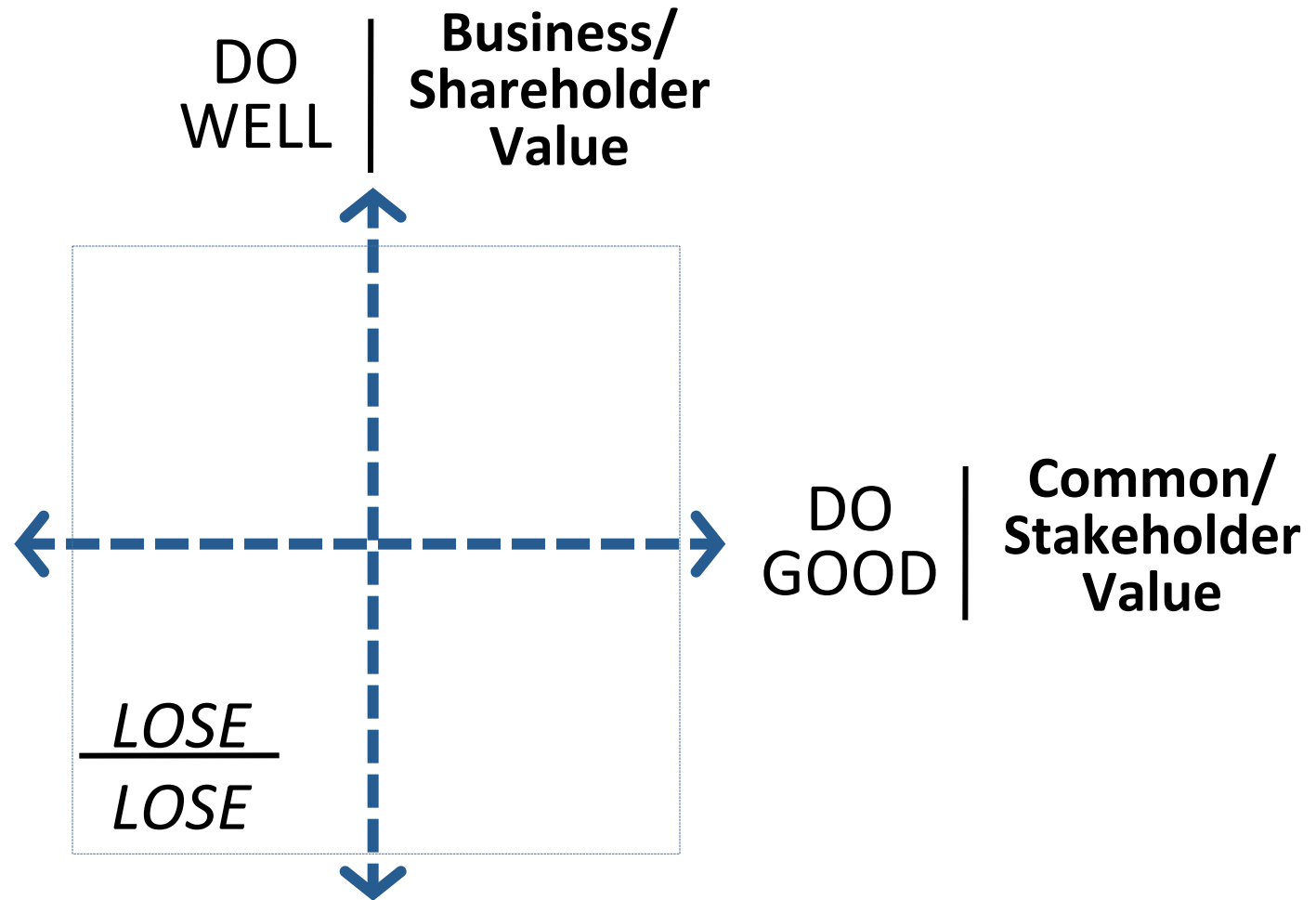
Adapted from Laszlo (2008)

Sustainable Value Framework



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Sustainable Value Framework

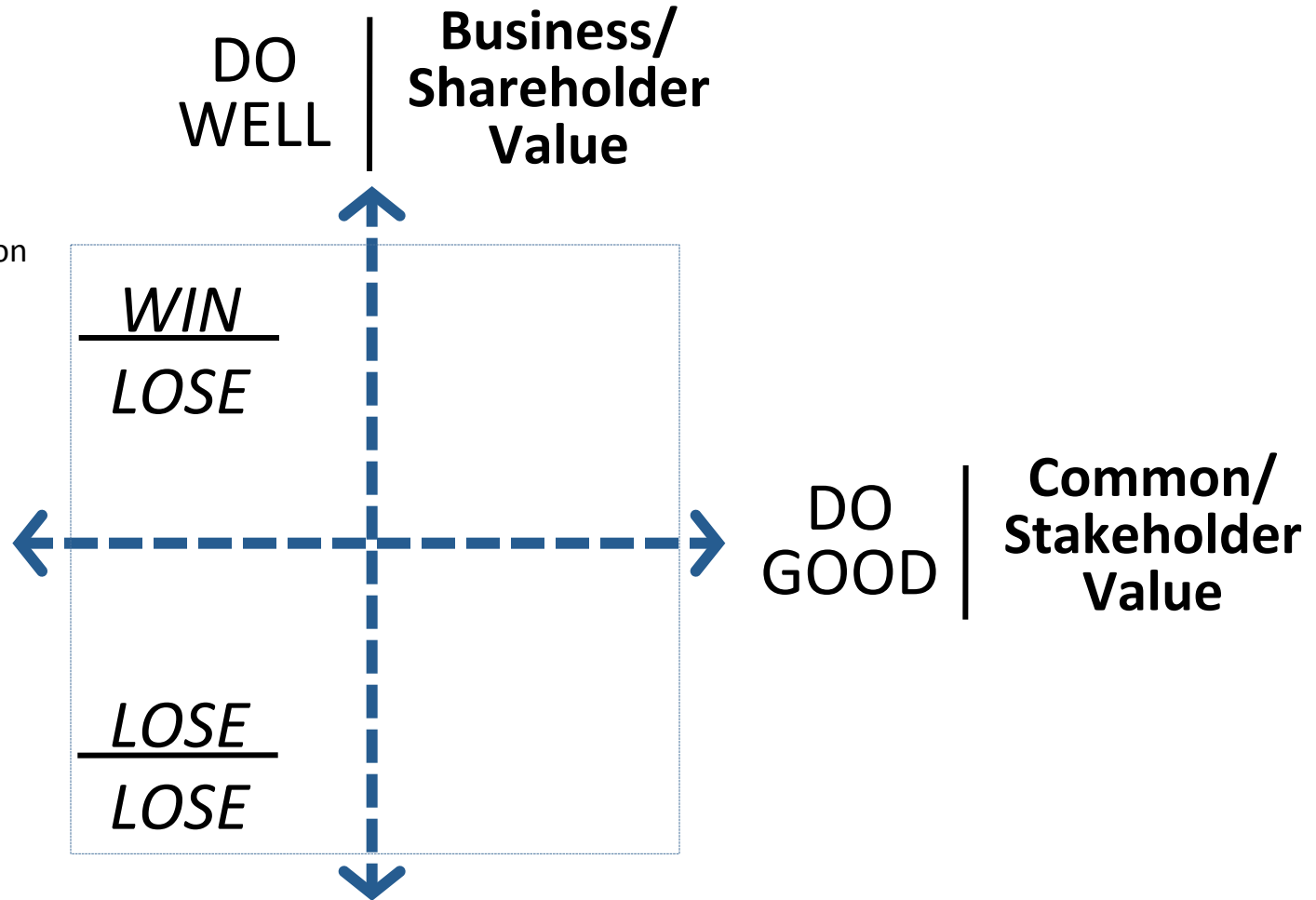


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Sustainable Value Framework

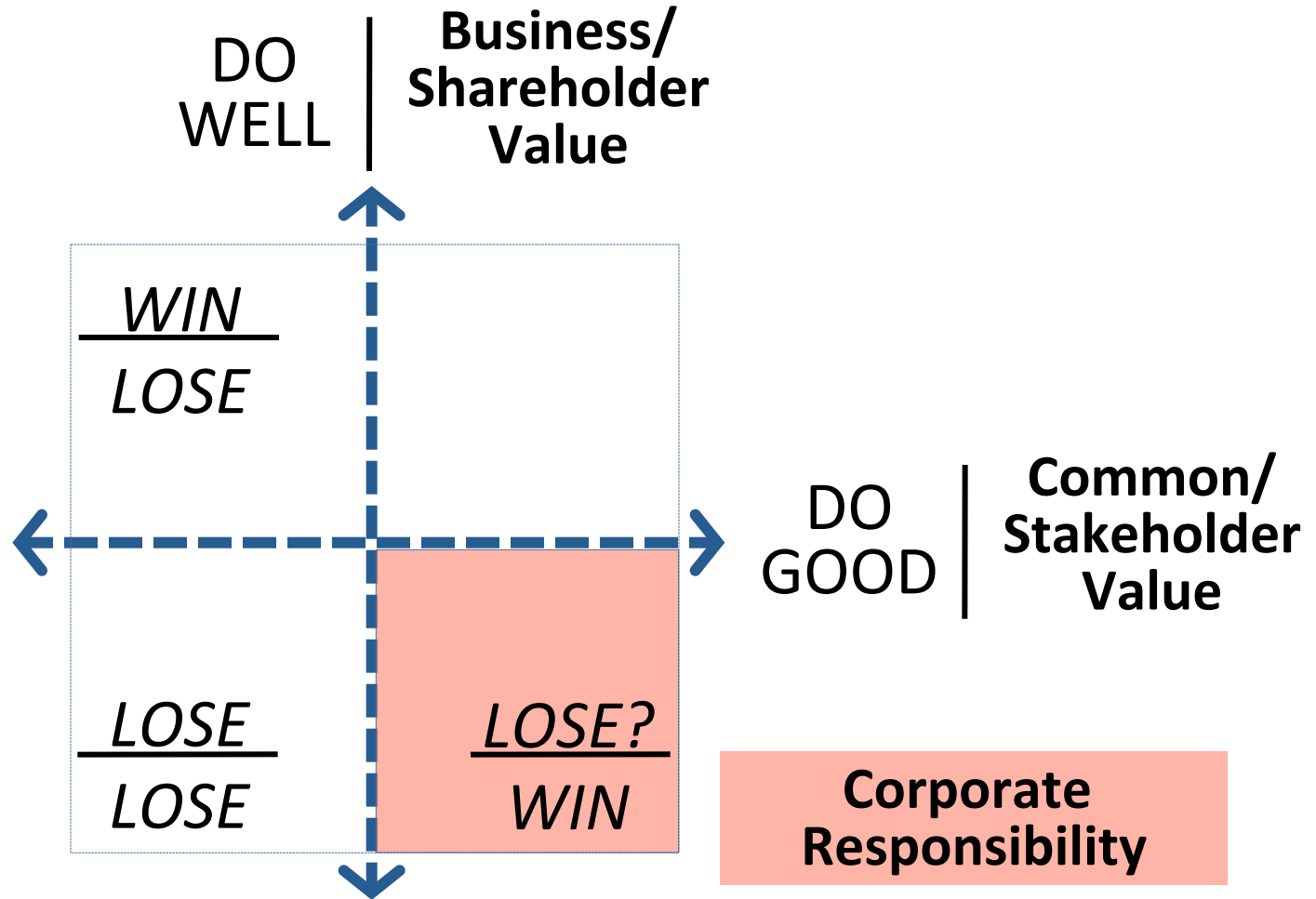
Risks

- Loss of sales
- Product substitution
- Preemptive regulation
- Reputation damage
- Fines, penalties



Adapted from Laszlo (2008)

Sustainable Value Framework

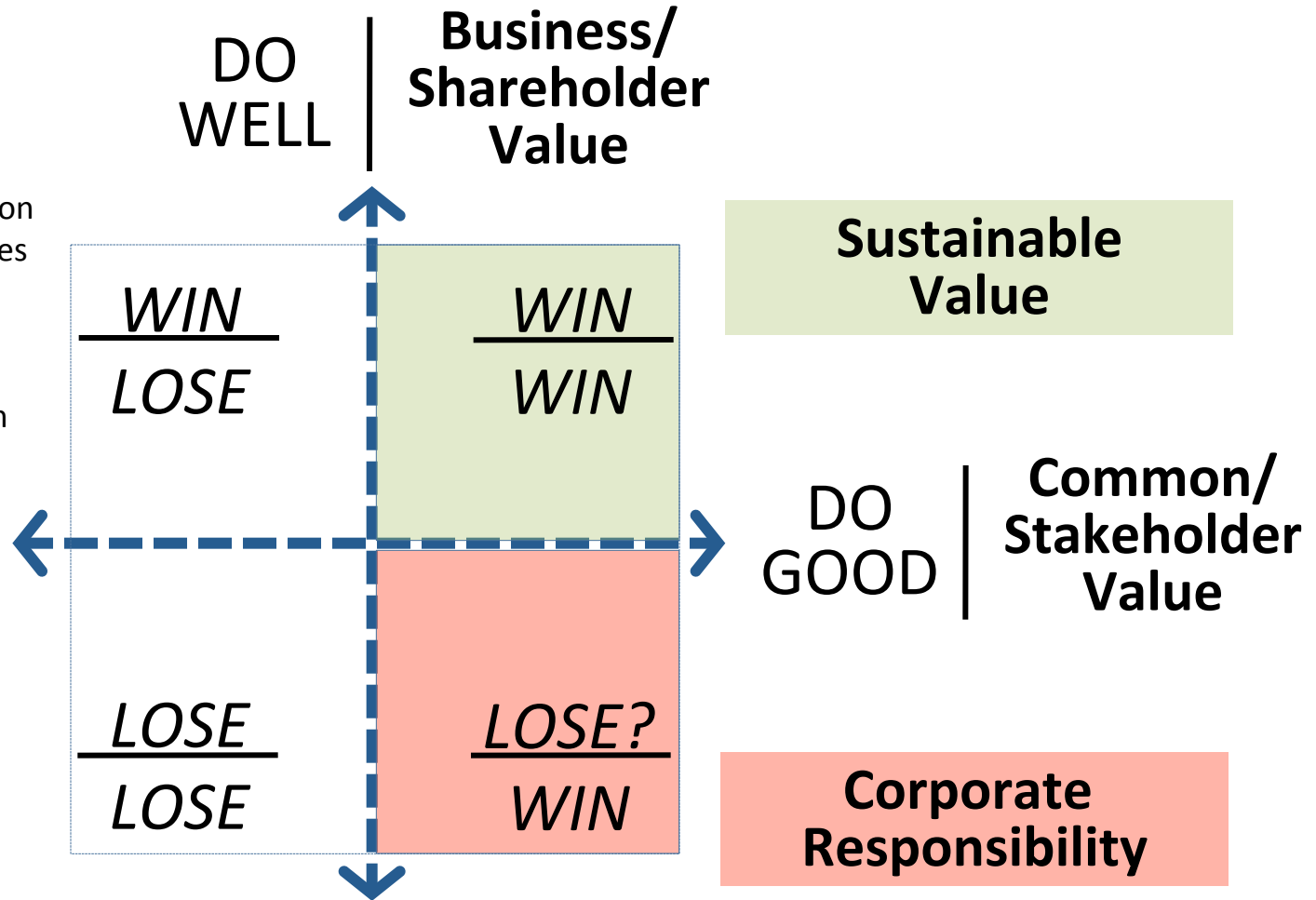


Adapted from Laszlo (2008)

Sustainable Value Framework

Opportunities

- Efficiencies
- Product differentiation
- Motivated employees
- License to operate
- New markets and business models
- Enhanced reputation



Adapted from Laszlo (2008)

Corporate Responsibility

The screenshot shows the TOMS website homepage. At the top, there is a navigation bar with the TOMS logo on the left and menu items: WOMEN, MEN, KIDS, COFFEE, MARKETPLACE, STORIES, ONE FOR ONE. On the right side of the navigation bar, there are links for 'Login' and a shopping cart icon. Below the navigation bar, the main content area features a large promotional banner for 'Brogues'. The banner includes the text 'Brogues add distinction to any outfit' and 'STAND OUT' in large, bold letters. Below this text are two blue buttons: 'SHOP WOMEN'S' and 'SHOP MEN'S'. The banner is flanked by two images: on the left, a woman in a white scarf and grey skirt; on the right, a man in a denim jacket and black pants. At the bottom of the banner, the 'One for One.' slogan is written in a blue, cursive font. The browser's address bar shows 'www.toms.com' and the page includes a search bar and a language selector set to 'English'.



**Where would you like to
work in the future?**