

Benefit for Companies to Introduce Sustainable Activities

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In recent years, “sustainable activities” have gotten more attention as they make new business. Since SDGs (Sustainable Development Goals), consists of seventeen goals and one hundred sixty-nine targets to make a better sustainable world by 2030, were adapted, “the sustainable society “has received global attention. Especially in North European countries where the achievement rate of SDGs is high like Finland, Sweden, or Denmark, and so on, the sustainable society and sustainable business model have been promoted by the government or companies before SDGs was set. Customers are able to easily get organic food easily, and cheaply buy some food being about to expire, these are the specific sustainable activities that these countries introduce. Only a few customers tend to buy good products for the earth because these products are expensive and not handled enough, but if more companies introduce sustainable activities, they can promote good consumption behavior for the earth and make more profit.

In general, raising the prices of products for consumers is considered as way to make more profit; however, there is another way to improve profit. Specifically, companies can reduce cost of production and sell more product by appealing to customers' desire to help the world. “The United Nation Food and Agriculture Organization (FAO) estimated agriculture is responsible for 18% of the total release of greenhouse gases world-wide (this is more than whole transportation sector), especially cattle-breeding is taking a major factor for these

greenhouse gas emission” (timeforchange.org, 2019). According to the United Nations, Max Burger, the restaurant chain which is one of the most popular in Sweden, launched “climate positive” menu to cut greenhouse gas in June 2018 (unfccc.int). A “climate positive menu” has food items that are good for environment. One of the labels in a “climate positive menu” is “CO₂e label”, this means signifies the amount of CO₂ emitted in the process from producer to consumer which would have the equivalent global warming impact (unfccc.int). The label promoted consumers understand the climate impact of food or purchase of a lower emission products. In addition, they switched to 100% wind power in all of its Swedish restaurants and adapted 92% renewable packaging. As a result of these efforts, the sale of burgers considering environment increased 1000% from 2015 to 2018, meals sold increased from 2% to 20%, and they were successful in offsetting 110% of its emission. Max Burger was awarded 13th at the official rankings of Sustainable Brand Index which “shows how brands are perceived in terms of sustainability by their important stakeholders” and is updated every year (sb-index, p.38). Also, they obtained the title of “one of the world’s most innovative companies in 2019 ‘by Fast Company’s ‘World Changing Idea’ series” (unfccc.int). This shows that a company that can gain trust from customers and society, can then make a large profit too.

In order to sell the products that are more expensive, companies need to explain the reason of the pricing and generate interests. Chocolates are loved generationally from kids to adults, however, the chocolate industry faces various

problems: child labor, environmental damage, and so on. "Tony's Chokolonly", the chocolate maker in Netherland has gotten the 1st prices of Sustainable Brand Index for four years from 2018 (sb-index, p.37), was established with the vision to spread the chocolate that did not rely on forced labor all over the world. All his chocolates are made from the materials traded for Fairtrade, and the packaging is 100% recyclable. The chocolates are covered by pop art and colorful packaging that catches people's eyes. In addition, the company's mission, and how consumers can work to solve the labor problem are written with illustrations on the back side of the paper. The chocolate has uneven crevices, which represent the unequal divide of the chocolate industry. On the YouTube channel and homepage of Tony's Chokolonly, they carry some articles that summarize the labor problems happening in the world. They are creative-animation, and illustration, with multilingual translation, to understand clearly what is happening around the world for all people from adults to kids. Thanks to these efforts, their gross margin has grown from 2017 to 2020, which shows that more and more people became interested in the labor problem and, started buying Tony's Chokolonly chocolate. Tony's Chokolonly could attribute their success to consumers' better understanding the sustainability problems by actively informing the consumer with their marketing strategy.

Typically, it is true that small and medium-sized enterprises have difficulties introducing sustainable activities due to less funding and influence. However, if they can focus on a small and limited area, this means they can

connect with the local demand better than a big company.

Food waste has a negative effect for such as the environment, nature, or poverty, and it is listed in Sustainable Development Goals. According to new UN research, “More than 930 million tons of food sold in 2019 landed in waste bins.” (news.un.org, 2021) Sopkoket, in Stockholm, Sweden, serve the dishes made from the ingredients that remained unsold and would have been thrown away. This business idea came from the experiment which Filip Landin, founder of the café, learned the importance of using each ingredient—sauté made from a banana peel, when he traveled to India. In addition, they have tackled various problems. Drinks like smoothie and juice come in a glass bottle, and they repeatedly use it to fulfill the cycle system without plastic or single-use material. In their delivery services, they use electric bicycles within Stockholm or authorized eco-cars in case of mass order and long distance one to make an effort for reducing the emission of carbon dioxide. When their dishes are left, they give them to the homeless for free, which means all their dishes are never disposed. They also give their dishes to old person, single-parent, or the unemployed who have increased due to economic crisis and the pandemic. Through these activities, they succeeded in reducing approximately 26000kg of food waste, and donating some 18,000 meals. These numbers continue to increasing.

In the interview, Filip Landin said “thanks to sharing on the social media, I could open the café. At the moment we have a small fridge and the food we can offer is limited, so we hope to open a chain in the future.” (Tabizen, 2020) By

community-based sustainable activities accepting the requirements from local people, they got a support from them, which lead this business to success.

The world, today has various problems such as poverty, global warming, and food loss and waste because of human activity. One potential way to change the current situation is by having companies introduce sustainable activities, these they can be spread to consumers. From the information presented in this paper, there are actually some companies which were successful in bringing sustainable activities. These activities are very different from one another. For instance, one activity was promoting sustainable consumers choice for the earth by visualizing the impact of products on the environment. Second, companies shared environmental information actively and uniquely with consumers, or created community-based way special to small and medium-sized companies. These sustainable activities improved consumer's knowledge and awareness for a sustainable society. In the end, companies should introduce sustainable activities for profit. In addition, they will give a good impression and get trust from society and consumers. Through sustainable activity focused companies, consumers can get earth-friendly products easily. As a result, the problems will be solved by their efforts.

Resources

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