

Sustainability For Business

Student Workbook

1. Clarity of Learning Objective

By the end of this lesson sequence, students will be able to:

- Understand and articulate the importance of sustainability as a business growth strategy.
- Conduct sustainability assessments of local businesses using Brownee.io to identify strengths, areas for improvement, and opportunities for integrating sustainable practices.
- Develop strategic recommendations for businesses to enhance their sustainability efforts, demonstrating the principles of environmental, social, and governance (ESG).

What do we know about sustainability?

Introduction/Classroom Discussion/pop quiz

Circle/highlight the statements that you think are correct

Question 1: What does sustainability mean?

- a) Using resources in a way that meets current needs without compromising future generations' ability to meet theirs.
- b) Maximising profit regardless of environmental impact.
- c) Ensuring that all resources are consumed quickly.
- d) Balancing ecological, social, and economic needs.

Question 2: Why would a business be interested in sustainability?

- a) To reduce costs and improve efficiency.
- b) To ignore environmental regulations.
- c) To attract environmentally conscious consumers.
- d) To increase waste production.

Question 3: Which of the following is a benefit of sustainable business practices?

- a) Improved brand reputation among consumers.
- b) Higher short-term profits at any cost.
- c) Decreased employee satisfaction.
- d) Long-term cost savings through resource efficiency.

Question 4: Which of the following businesses is known for being environmentally friendly?

- a) An electronics company that does not recycle products.
- b) A fast fashion brand that promotes rapid clothing turnover.
- c) A local bakery that uses organic ingredients.
- d) A company that uses 100% renewable energy sources.

Question 5: What is one way businesses can demonstrate their commitment to sustainability?

- a) Implementing recycling programs in their operations.
- b) Ignoring waste management practices.
- c) Investing in carbon offset programs.
- d) Reducing the quality of their products to cut costs.

Question 6: How can consumers support sustainability?

- a) By choosing products from sustainable brands.
- b) By purchasing as much as possible without consideration.
- c) By reducing waste and recycling materials.
- d) By ignoring environmental issues.

Question 7: What role do governments play in promoting sustainability?

- a) Creating regulations that encourage sustainable practices.
- b) Funding businesses that harm the environment.
- c) Providing incentives for renewable energy usage.
- d) Ignoring environmental concerns altogether.

Question 8: Which of the following is a challenge to achieving sustainability?

- a) The abundance of natural resources.
- b) Consumer demand for cheap products.
- c) Having too many eco-friendly products available.
- d) Balancing economic growth with environmental protection.

Question 9: Why is it important for students to learn about sustainability?

- a) To prepare them for future environmental challenges.
- b) To encourage them to ignore global issues.
- c) To help them understand their role in society.
- d) To make them believe that sustainability is not necessary.

Setting The Scene

Video Presentation & Discussion

Video 1: CCEN Sustainability for Business: Setting the Scene - Guido Toepfer

<https://vimeo.com/1101453269>

Video 2: ESG 101 - Guido Toepfer

<https://vimeo.com/1101710290>

In these video interviews with Guido Toepfer, Co-Founder and Executive Chairperson of Brownee, students learn about the value of businesses embracing sustainability and the tool his company has created to help small and medium-sized businesses accelerate their assessment of sustainability in their business.

Take notes on the following:

- Sustainability in the context of business
- Why sustainability in business is important
- The importance of building trust with customers
- How does a business win or grow by building sustainability into their operations.
- What is ESG

Use this space for your notes..

Looking Local – Sustainable Businesses on the Central Coast

Video Presentation & Discussion

Video 1: Signarama – From the Coast to the Olympics (5.23 min).

<https://vimeo.com/1097723459/>

Video 2: TrendPac – Making a BIG statement about Central Coast sustainability internationally. (9.21 min)

<https://vimeo.com/1097698444>

Video 3: Bioaction – A Day 1 commitment to sustainability (6 mins).

<https://vimeo.com/1101180866>

In these videos students are introduced to three businesses on the Central Coast who embrace sustainability in their business.

Take notes on the following:

- The type of businesses
- How sustainability contributed to business growth
- How have their employees reacted
- What is their recommendation for other businesses to embrace sustainability

Use this space for your notes

Sustainability Assessment

Sustainability Consultants: Students will become Sustainability Consultants, assessing local businesses and providing recommendations on how can activate sustainability practices for their business.

Assessment:

- What type of business did you assess?
- What were the focus (sustainability) areas recommended to you in Brownee?
- Why do you think areas were chosen for the business?
- What areas will you choose for your business to activate?

Report

Choose how you will report on:

- i. High-level introduction of business assessed
- ii. Sustainability recommendation chosen, and why.
- iii. What impact will the implementation of these practices have on the business?

Reflection

In 3-5 sentences, write about what you learned regarding the Role of Sustainability in Business Growth. What were the big standout things for you?

Use this space for your notes