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Central Coast Council

Industry into Schools Project

# Sustainability For Business

# Student Workbook

## 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

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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:

* + 1. High-level introduction of business assessed
    2. Sustainability recommendation chosen, and why.
    3. 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?

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