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## ***Program Support Notes***

# **Environmental Sustainability in Business A Case Study**

**28** mins

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Business Studies

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# Environmental Sustainability in Business – A Case Study

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## For Teachers:

### **Introduction**

Business sustainability is becoming more and more relevant to businesses throughout the world. As the world travels at break neck speed towards an increasingly manufactured place, there is increasing pressure on businesses to adapt their practices and procedures to decrease their environmental footprint. In a series of interviews, this program explores why it is in businesses best interests to become more environmentally sustainable by examining what has occurred at three very different types of organizations. It also examines how these organizations changed to become more environmentally friendly, and the benefits this has brought to them. This program features: Anita Roper, Chief Executive of Sustainability Victoria; Jon Ward, Manager of Environmental Policy at Toyota Australia; Ralph Plarre, Owner of Ferguson Plarre Bakehouse; special appearances by John Brumby, Premier of Victoria, and Rove McManus, television presenter

### **Program Timeline**

00:00:00	Introduction
00:02:05	Environmental Sustainability – What is it and why is it good for business?
00:07:05	Getting started with sustainability – Understanding climate change and the carbon footprint
00:10:54	Reducing the carbon footprint
00:15:07	What else can be done? – Strategies to minimize waste and conserve water
00:19:54	Managing change in the workplace
00:24:18	New opportunities
00:26:25	Conclusion
00:26:48	Credits
00:27:37	End program

### **Website References**

- [www.sustainabilityawards.vic.gov.au](http://www.sustainabilityawards.vic.gov.au)
- [www.sustainability.vic.gov.au/](http://www.sustainability.vic.gov.au/)
- [www.fergusonplarre.com.au/History/Greenhouse-Challenge.html](http://www.fergusonplarre.com.au/History/Greenhouse-Challenge.html)
- [www.toyota.com.au](http://www.toyota.com.au)
- [www.environment.gov.au/archive/settlements/challenge/index.html](http://www.environment.gov.au/archive/settlements/challenge/index.html)
- [www.algore.com/](http://www.algore.com/)

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### Student Worksheet:

#### **Before Viewing the Program**

1. Research the following terms
  - Environmental sustainability
  - Climate Change
  - Carbon footprint (positive / negative)
  - Carbon dioxide
2. In small groups, note down as many environmentally friendly products as you can. Discuss why they are, or are not, successful.
3. In these same small groups, discuss why a business might decide to become more environmentally sustainable, and why they might not decide to concern themselves with being environmentally sustainable.

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## **While Viewing the Program**

1. Complete the sentence: Environmental sustainability means...

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2. According to Anita, why is becoming more sustainable good for business?

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3. When and why did the thinking behind more sustainable vehicles start?

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4. Fill in the Gaps:

Consumers are increasingly choosing to \_\_\_\_\_ businesses and products that they \_\_\_\_\_ to be environmentally friendly.

5. How many tonnes of carbon dioxide is said to be pumped into the atmosphere each year? What effect does this have on the environment?

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6. How can businesses measure their environmental impact?

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7. Fill in the gaps:

It is important to \_\_\_\_\_ your \_\_\_\_\_ after you have set your goals to improve your business sustainability.

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8. Describe four things the Ferguson Plarre Bakehouse did to reduce their carbon footprint.

a)

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b)

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c)

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d)

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9. Describe two things that Sustainability Victoria did to reduce their carbon footprint.

a)

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b)

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10. Fill in the gaps:

\_\_\_\_\_ of the world's population produce \_\_\_\_\_ of the  
world's waste.

11. How does Sustainability Victoria minimize their waste paper?

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12. How does Ferguson Plarre reduce their waste?

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13. Fill in the Gaps:

Less than \_\_\_\_\_ of the world's global reserves of water is drinkable.

14. How did Sustainability Victoria reduce their water usage?

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15. What is considered the key issue for getting change to occur?

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a) Why is this issue so important?

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16. What are some of the ways to get staff to become more environmentally aware?

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17. What are some of the economic costs of businesses not being environmentally sustainable?

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### *After Viewing the Program*



1. Kurt Zadek Lewin (September 9, 1890 - February 12, 1947) developed a change process of Unfreeze – Change – Refreeze. Explain how this theory may have been applied at Ferguson Plarre, Toyota and Sustainability Victoria.
2. Go to the Premiers Sustainability Awards web site ([www.sustainabilityawards.vic.gov.au](http://www.sustainabilityawards.vic.gov.au)) and look at past award winners. Choose one of the award winners and develop a two minute presentation which explains what that business did to earn their award.
3. In small groups, use the audit tools and information sheets at the Green House Challenge web site ([www.environment.gov.au/archive/settlements/challenge/index.html](http://www.environment.gov.au/archive/settlements/challenge/index.html)) to develop a proposal on one aspect of environmental sustainability (eg. use of hot water) for your school to reduce its environmental impact the environment.
  - a) You will need to discuss the costs and benefits of your proposed change.
  - b) You may need to discuss this with a Senior Teacher, Principal or Business Manager.
  - c) Present your findings to the class.

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## Suggested Student Responses

### While Viewing the Program

1. Complete the sentence: Environmental sustainability means **adopting work practices that can be steadily maintained, without exhausting natural resources and causing ecological damage.**
2. According to Anita, why is becoming more sustainable good for business?  
**Energy and water costs will rise in the future, so taking action now will reduce costs.**
3. When and why did the thinking behind more sustainable vehicles start?  
**During the 70s when the oil crisis first emerged, there were discussions about alternative fuels for vehicles**
4. Fill in the gaps:  
  
Consumers are increasingly choosing to **support** businesses and products that they **perceive** to be environmentally friendly.
5. How many tonnes of carbon dioxide is said to be pumped into the atmosphere each year? What effect does this have on the environment?  
**29 billion tonnes of carbon dioxide is produced. This thickens the atmospheric blanket around the earth and traps the heat from the sun closer to the Earth.**
6. How can businesses measure their environmental impact?  
**They can see how much energy, fuel and water they use, how much waste they create and keep an eye on utility bills.**
7. Fill in the gaps:  
  
It is important to **monitor** your **progress** after you have set your goals to improve your business sustainability.
8. Describe four things the Ferguson Plarre Bakehouse did to reduce their carbon footprint.
  - a) **Close fridge/ freezer doors, put flaps on doors to keep cold in**
  - b) **Turn off lights, systems, etc when not needed**
  - c) **Organized schedules so that trucks were not on the road at the busier times of the day (5am in the morning)**
  - d) **Set up the ovens so that the heat was moved outside on the warmer days and inside on the colder days.**
  - e) **Planted 700 trees a year**
9. Describe two things that Sustainability Victoria did to reduce their carbon footprint.
  - a) **Put in large windows to provide abundant natural light**
  - b) **Switching to low energy laptops which staff must close when not in use**
10. Fill in the gaps:  
  
**20%** of the world's population produce **75%** of the world's waste.



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11. How does Sustainability Victoria minimize their waste paper?  
**Recycles and reuses paper and must confirm print jobs, set up recyclable bins in kitchen, reuse materials from old buildings and ensuring biodegradable products are always purchased.**
12. How does Ferguson Plarre reduce their waste?  
**Buying in bulk so as less containers and packaging is used.**
13. Fill in the Gaps:  
  
Less than **1%** of the world's global reserves of water is drinkable.
14. How did Sustainability Victoria reduce their water usage?  
**Energy efficient dishwashers, black water system to recycle water for toilet flushing, low flow taps.**
15. What is considered the key issue for getting change to occur?  
**Staff must be prepared to accept the change**
  - a) Why is this issue so important?  
**Using the staff to influence others, as people are likely to reject change**
16. What are some of the ways to get staff to become more environmentally aware?  
**Informing and motivating staff to come on the journey. Provide incentives and rewards for becoming more environmentally aware.**
17. What are some of the economic costs of businesses not being environmentally sustainable?  
**The cost of energy and natural resources is rising, still dependant on natural world, quality of life (bushfires), affect tourism**