



SUSTRAINY

Sustainable action Training for Youth



Co-funded by the
Erasmus+ Programme
of the European Union

SUSTRAINY PROJECT



PANORAMA OF SUSTAINABLE BUSINESSES PRACTICES

SUSTAINABLE BUSINESS PLAN

The project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



SUSTAINABLE BUSINESS PLAN



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Category – Key words	Sustainable Development Goals, Circular Economy, Business, Environment, Social responsibility, Sustainability, Environmental protection
Who?	Starbucks
Location	Physical
Years of implementation	Starbucks
Website	https://www.starbucks.es/



Abstract

Starbucks' goal is to work together to make a good difference with partners, customers, suppliers, and neighbours. Its aim is to be leaders, innovators, and contributors to a more inclusive society and a healthy environment, so that the firm and everyone it interacts with can grow and expand.

Starbucks says it buys coffee beans from more than 400,000 growers in 30 countries across the world and is dedicated to ensuring coffee's long-term viability. Starbucks has established a target of producing green, carbon-neutral coffee by 2030, as well as reducing water use in green coffee manufacturing by half.

Concept Addressed

The EPA defines sustainability as:

"Sustainability is based on a simple principle: Everything that we need for our survival and well-being depends, either directly or indirectly, on our natural environment. To pursue sustainability is to create and maintain the conditions under which humans and nature can exist in productive harmony to support present and future generations".

Starbucks' 2030 objective of green, carbon-neutral coffee will be achieved by reducing greenhouse gas (GHG) emissions in origin coffee and then balancing the residual emissions through three primary strategies:

1. Reducing carbon emissions in the Starbucks supply chain by providing precision agronomy technologies to coffee farmers.
2. Promoting and disseminating coffee cultivars that are climate resilient.
3. Preserving and repairing at-risk forests in coffee-growing regions.



Relevance

To be pioneers, innovators, and supporters to a more inclusive society and a healthier environment. Starbucks team are dedicated to providing high-quality, ethically sourced, and responsibly manufactured goods.

Measures to source ethically are connected to guaranteeing that the individuals and communities that make or provide the items have better lives and are able to support themselves; Starbucks has agreed to work tirelessly to acquire all of its bought items ethically by 2020. (Starbucks, 2016). Starbucks' involvement in local communities, which combined innovation, technology, and direct investment, resulted in a trend to engage directly with farmers (Starbucks, 2017).

Longer-term greening initiatives were also revealed, such as converting to reusable packaging and increasing the number of plant-based goods on the menu.

Eventually accreditation

Starbucks joined the US Green Building Council® (USGBC) in 2001 and with them formed the LEED® for Retail programme, with the goal of adapting LEED (Leadership in Energy and Environmental Design) to future building and commercial interior strategies for retail businesses. The first LEED-certified shop opened in 2005.

Today, they are opening more than 1,600 LEED-certified shops in 20 different countries. The next step they want to take from Green Building is to design, build and renovate shops according to LEED standards. These standards ensure that Starbucks shops work effectively to achieve water and energy efficiency, divert waste, and work with responsible materials.

Starbucks acknowledges ISO 9001 certification and will consider non-food suppliers that have a valid certificate from an approved registration authority that is important to the organization with Starbucks to have met Starbucks' non-food quality requirements.



Tips to implement

Starbucks Greener Stores focuses on:

Energy efficiency and water management: Utilise technologies and implement activities that, deliver 30 percent water savings and 25 percent avoided energy compared to traditional shop design techniques.

Renewable energy: The shops are supplied with 100 percent renewable energy through the use of solar and wind projects.

Healthy environment: Designing an ideal experience that ensures the well-being of associates and customers (lighting, noise, air quality and temperature).

Responsible materials: Ensure that shop materials and products are responsibly and sustainably sourced.

Waste disposal: Creating and operating warehouses to reduce waste.

Commitment: Promoting a culture of sustainability and empowering associates to act, be knowledgeable and take part in sustainability issues and practices.

The majority of firms lack a thorough knowledge of sustainability. A sustainable business, in a larger sense, is one whose goals and activities are based equally on financial, environmental, and social issues.

Here are six ways that business leaders can help define a more sustainable future for their organisation and community.

1. Build the business on the pillars of the beliefs.

The core beliefs of a business are determinant for the direction it takes, so the business is totally dependent on what those chosen beliefs are. It is paramount that there is consistency between what the organisation does to emphasise value.

2. Shape the business according to the context.

Those businesses that are not able to adapt to situations that come as new ones, such as the COVID-19 pandemic, are those that do not thrive. This takes on particular relevance for business success.



3. Working to create a value proposition

This is about finding a go-to-market strategy that adds value, in relation to what customers are looking for to meet their needs.

4. Comfort and development don't mess

It is no longer the 20th century. The technology industry is completely revolutionising and creating changes in all sectors. For example, if you work in a bank, your new competitors are completely different from what they would have been 50 years ago. Organisations must also concentrate on providing value to their consumers in novel ways.

5. Concentrate on making a distinct impression in a single area.

It's no longer about a business providing value to each and every consumer in every place; it's about being a member of an ecosystem.

In many ecosystems, your company will become the protagonist, and in many others, you will be a small contributing actor. But in the end, what is really important is that your business develops to be part of as many ecosystems as possible.

6. Make innovation one of your company's core values.

When it comes to being part of a business, one of the main signs of future success is to constantly reinvent yourself while maintaining a core belief system, so that employees, customers and partners work for each other and as a team.

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