

# ENVIRONMENTAL SUSTAINABILITY IN BUSINESS

This lesson will help you with the Business Plan question:

“How would your business be environmentally conscious, what sustainability practices could you employ, how will you keep your employees and customers safe?”



*In the Middle of Difficulty  
Lies Opportunity.*







**WASTAGE OF MEAT  
GENERATES A  
SUBSTANTIAL IMPACT  
ON THE ENVIRONMENT  
IN TERMS OF LAND  
OCCUPATION AND  
CARBON FOOTPRINT,  
ESPECIALLY IN HIGH  
INCOME REGIONS  
THAT WASTE ABOUT  
67% OF MEAT.**

**UN**  
environment  
programme

**Ok, if meat is a  
problem,  
what are some  
solutions?**





Yeah, some think of vegan cuisine as mere “rabbit food”. We’re here to slap some sense to those dormant, ignorant taste buds!

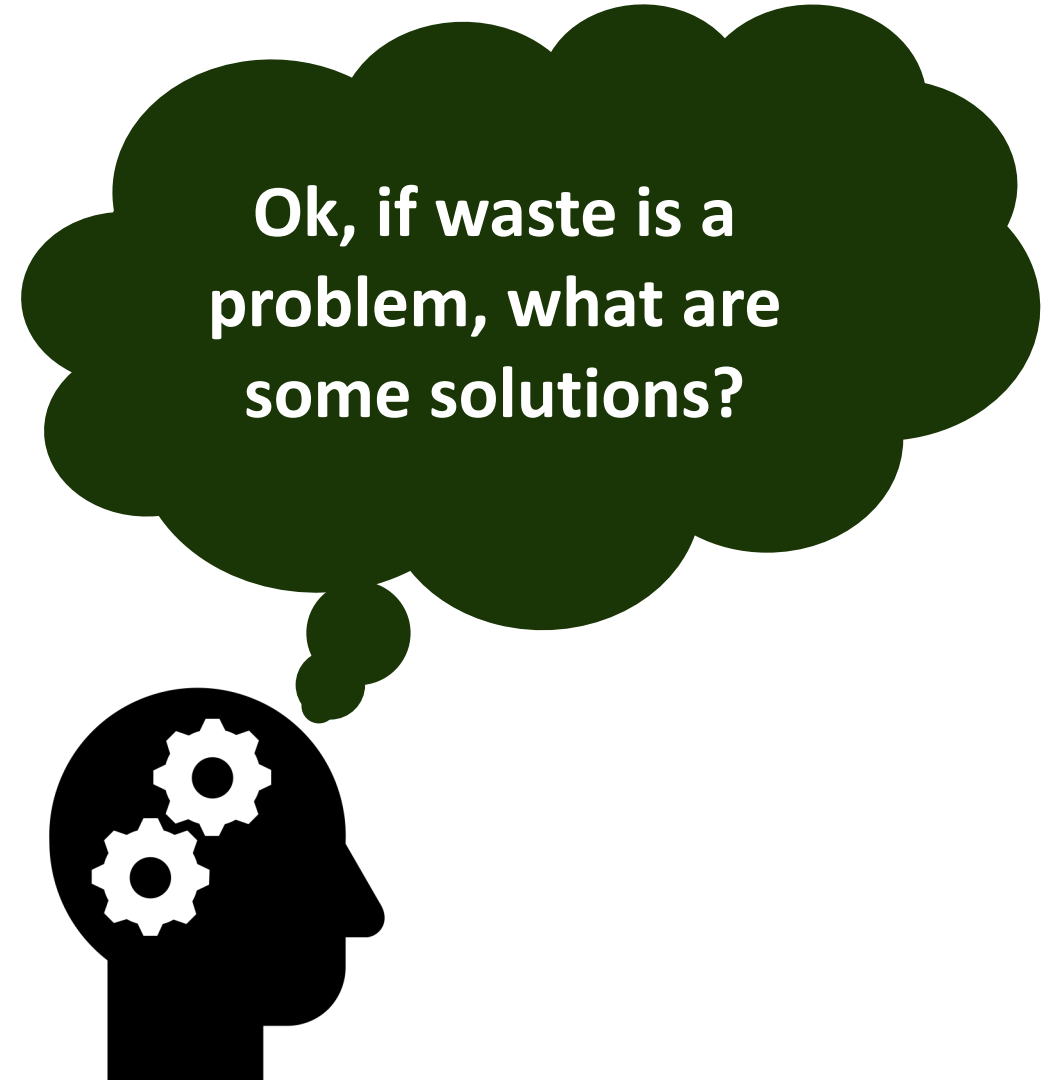
We're creating new twists on vegan dishes... like Lasagna Rolls, Vegan Mac & Cheeze, Nachos, just to name a few... even the humble vegan Deli sandwiches gets a makeover!

In short, just damn good food. From a damn good cook (the other's just short and cranky, but lovable nonetheless).

“Up to 12 million tonnes of plastic waste end up in the oceans each year.

Only 9% of all plastic produced since the 1950s has been recycled, the rest is burned, goes to landfill or ends up in the environment.”

Greenpeace



## WHAT IS ZERO WASTE?

Zero waste is an ideal to work toward. It means striving to eliminate waste wherever you can. It means **designing products** and **packaging** with reuse and recycling in mind. It means taking responsibility for the entire lifecycle of the products and packaging you produce as a business.



# SOAK Bath Co

Candace began this business as a side hustle. She sells soaps and other bath products. All are zero waste. The soaps are wrapped only in seed paper that can be planted to grow wildflowers.

She also makes a shampoo bar. Think of all the plastic shampoo bottle garbage that could prevent!



# REFILL Market

Everything is sold by the gram  
so customers bring in their  
clean & dry containers to be  
refilled with a lot or a little  
product.







**200 years.**

Discarded clothing made of non-biodegradable fabrics can sit in landfills for up to **200 years.**<sup>5</sup>

And if fast fashion is a problem, what are some solutions?



WAR ON WASTE: FAST FASHION

[Click here for video](#)

From Australia's ABC TV

# 204 THRYFT

"Over 90% of women and children work in the factories that produce fast fashion garments. As women, especially women of color, we believe that its important to use our platform to raise awareness of the slow fashion movement. To demand change in the industry to treat garment workers fairly and ensure safety in their work environment."

- Christine + Melissa



environmental  
sustainability intersects  
with social justice



# Anne Mulaire

Among other initiatives, this designer has a zero waste collection. They save, sort, and re-use remnants of material and fit the pieces of fabric together like a jigsaw puzzle and then hand cut our garments to ensure no fabric ever goes to waste.





## READ ARTICLE & ANSWER QUESTIONS

[From CBC: New 'zero waste' B.C. businesses battle tide of pandemic packaging](#)

*"...heightened awareness, coupled with a desire to shop locally, could create opportunities for businesses with a sustainability focus."*



### QUESTIONS:

1. What did you notice in the article? Write down **at least one** thing you found interesting or that you have a question about.
2. Which business solution do you like the most? **Why?**



Write your name and answer on a sticky note and hand in to Ms. Spencer.