

Critical thinking on climbing mount sustainability

[Business](#), [Company](#)



Anderson's 21st Century model takes into consideration so many processes, the people involved and most importantly the environment at which these two operate. Within its operations provisions, the model suggests the various ways through which a company can contribute to the well being of a community by directly involving the people, make sure resource management is ensured and most importantly generate profits while at the same time keeping the environment clean and conducive, and without having to contribute in depletion of natural resources. It focuses more on the stakeholders including consumers and suppliers which are considered as the key contributors to its sustainability (Anderson 2004).

Australian companies have constantly adopted this model in carrying out their business. These multinationals have adopted sustainability as part of its core values in a bid to improve their profitability and to increase profits. This model also helps companies so much in improving the contributions and roles that various stakeholders hold in the overall activities.

Among the companies that have appreciated and hence adopted the Anderson model is Amcor; an Australian global packaging company. One of their core values against which they operate is the knowledge that in a bid to achieve environmental sustainability, the company is at a better position to change their packaging lifestyle for the best. This they have achieved through recycling their packaging materials and their continued efforts to link their customers to their technical cycle. This is made possible by their logo, which is used as a tool to effect this communication.

Bunnings, an Australian hardware giant is also one of the major companies that have incorporated the Anderson model into its operations. It does this

perfectly well by communicating its move towards sustainability through its stores. Sustainability is ensured by collection of rainwater and by how far it has regulated its energy consumption; through regulated use and efficient lighting. This has not been limited to the company's staff, but rather the company has taken initiatives to train its customers on how to save the environment. The company also uses renewable energy in most of its stores (Bunnings 2013).

Lastly there is NewsCorp, a company originally founded in Australia. This company took up a major move in 2007 and declared focus on energy generation and consumption and its focus on the environment as part of its core values. The main focus was to reduce to a great extent the amount of energy consumed and most importantly to reduce the amount of harm caused on the environment by reducing the rate at which carbon is released into the environment. NewsCorp has been termed as the first media company to take interest in the environment and which had gone carbon neutral (NewsCorp 2013). Most stakeholders including consumers, competitors, and legal frameworks from the Government call for a move towards reducing carbon amounts in the environment. Most recent technologies emerge with measures aimed at being eco-friendly; involving their users and other parties to adopt this core value. This explains why there has been so much need for a green IT business for coexistence (Speshock C 2010).

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