

Case study example

Business



Recommendations Necessity of the Wind Turbine The wind turbine is necessary because it is consistent with Holland America Line's (HAL) major objectives and will therefore help the company realize some of its goals. Fuel conservation, for instance, is one of the company's priorities, is evident in the existence of a Fuel conservation committee. Consequently, use of turbines will help HAL achieve its fuel conservation objective. Evidence from the company's competitor supports this. Even though HAL had assigned wind turbine a lower priority, it could have mistaken some factors such as achieved efficiencies but the evidence suggests the company's ability to attain greater fuel conservation efficiency with the turbine. The need to assume a leadership role in corporate social responsibility also supports necessity of the wind turbine that has a great potential to reduce water and other environmental pollutions. The application is likely to reduce ocean pollution, ocean acidification from exhaust gases, and ocean warming, effects that can extend to land environments. The move will also support the company's values of ethics, value for change, and optimism and perspective (Silverman, n. d.).

Possible Forms of Shared Value Creation that HAL might Implement

Shared value creation ensures utilities for social benefits, and not just an organization's profitability (Schmitt, 2014). Initiatives for better inland waste management, towards marine environment conservation are one of the forms of shared value creation that HAL might implement. In awareness forums and development of plants for proper waste disposal, HAL will prevent marine pollution from inland waste and at the same time develop rapport with the public. A positive corporate image will benefit HAL's competitiveness.

Establishing a research and development center for better marine conservation and towards better facilities for marine travel utilities is another form of shared value creation that HAL could implement. Results are likely to reduce such pollutants as grey and black water and improve customers' utility. Of greatest significance is however effects of marine conservation to public utility (Silverman, n. d.).

References

Schmitt, J. (2014). Social innovation for business success: Shared value in the apparel industry. Wiesbaden: Springer Science & Business Media.

Silverman, M. (n. d.). Protecting our oceans: Sustainability at Holland America Lines. Oikos. Retrieved from: http://oikos-international.org/wp-content/uploads/2013/10/oikos_Cases_2013_Holland_America.pdf.