

# Critical thinking on business sustainability

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



Sustainability is crucial to achievement of most objectives for companies, especially with the current move towards globalization. It's a value that most companies have had to incorporate into their visions and core statements, and one which needs to be culturally based. It's also true that sustainability calls for teamwork, since an individual or even one organization cannot achieve it on its own.

AGL is an Australian company widely known for its high energy productions and effectiveness in energy production and supply. AGL works so hard towards ensuring their consumers appreciate the need to conserve energy, creating a strong relationship between the people and the environment. Energy costs are also made lower to suit the consumers, while at the same time making them see the sense in saving energy. In ensuring sustainability, AGL has adopted solar energy as its main source and is at the verge of equipping its consumers with skill on how to keep the environment conducive while at the same time educating them on how to achieve this (AGL, 2013). Incitec Pivot Ltd- Chemicals is an indigenous Australian fertilizer company that has managed to spread its wings far and apart, turning into a multinational. The main activities of this company constitute the production of nitrogen based fertilizers and extraction of minerals from the earth, which are later, used to produce energy. Social responsibility, change and improvement of the status quo are the dynamics through which IPL promotes sustainability.

IPL have worked towards reducing carbon emissions, by appreciating greenhouse initiatives. It's mostly concerned with water use and waste management, as a scheme to keep the environment secure and clean. The

company also reduces to a reasonable extent the amount of nitrogen emissions by use of urea. Newcrest Mining- Basic Resources is a gold mining production company has also had so much emphasis on sustainability. Their major focus has been on the environment despite them affecting the earth so much with their mines. Newcrest has taken measures to have its mine sites rehabilitated and developed four principles to ensure this; First and Honest, Best and Fairest, Give and Grow ad Listen and Learn.

No matter the state of things, developing countries should be incorporated into the sustainability move and campaign. The UN Millennium development goals underscore sustainability as a major focus (UN 2013), indicating that it's possible. According to Spoor, there is a complex relationship between poverty and environmental degradation hence the developing countries need to focus towards conserving the environment if they are to conquer poverty (Salih, 2009).

The Anderson model is all about moving into an information society and less of an industrial society to conserve the environment. This makes technology a must have factor, if sustainability is to be achieved.

## References

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