

The and ethical standards of the hosting countries

[Business](#), [Management](#)



The environmental aspect of business is becoming increasingly important to an organization's core values, as majority of these businesses are incorporating more eco-friendly and ethical methods to business functions; mainly to cut down on cost in the long term, however additionally to attract a wider customer base.

Furthermore, social responsibility now dictates the compliance of the law and ethical standards of the hosting countries (Wall, S. et al, 2015). Tim Horton's took it upon themselves to become more eco-friendly and cut wastage to a minimum.

One of the ways they have done this is by optimizing the packaging of their products which in turn significantly reduced the adverse environmental impacts. The main reason is to ensure they provide a safe and pollution-free environment for years to come and to create a stable, sustainable environment for the local community. One of the key objectives of Tim Horton's is to ensure the use of energy and carbon footprint stay low as possible and as well as ensuring the distribution of waste is managed correctly whilst encouraging recycling of waste (Sustainability report.

Timhortons. com, 2018). Businesses have to encourage a proactive approach to correct environmental management throughout the organisation. Since 2012 TH have dedicated time and resources to endlessly reduce their contribution of pollution and waste in landfill sites, therefore, as a result, TH have offered Canadian customers incentives such as a 10 cent discount when they bring in their own travel mug for hot beverage refills. Additionally, TH

have integrated environmental waste management techniques into the core values of the company, by creating anti-litter awareness programs which, in 2014, more than 1900 TH stores participated in (Timhortons. co.

uk, 2018). Furthermore, TH have even looked further into the construction and design of the TH buildings, to make them extra eco-friendly and green, to effectively downscale costs and reduce wastage further (Sustainability report. Timhortons. com, 2018).