

# Environmental Social Responsibility



## Business and its stakeholders for targeted ESG campaign

The selected company for the ESR campaign is Greggs; it is found that the company has been extremely committed to making the life of people better on Earth. The company has taken the initiative since its birth to improve the diet of people by helping them to combat obesity and providing free breakfasts as well as providing surplus foods to charities.

## Sustainable development goals

Sustainable Development Goals (SDG) are a set of 17 goals which are being established by the United Nations in 2015. This is a part of the Agenda of 2020 for sustainable development. The primary goal of SDG is to create a global transformation to ensure that no one is left behind.



## Importance of Environmental Social responsibility to stakeholders

CSR has recently become a buzzword in the business environment in the recent years. Hence, Greggs is expected not only to be profitable but socially responsible and ethical in the long run. Greggs has taken the initiative to be carbon neutral and zero business waste since its inception (Greggs, 2024).

## Importance of Triple Bottom Line (TBL) to stakeholders

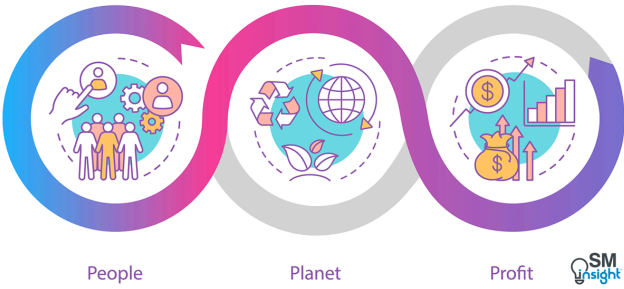
This is a framework of sustainability focused which includes financial, environmental, and social factors as categories of the bottom line. Meanwhile, this model also focuses on environmental, social, and economic concerns to help Greggs to understand how its operation affects the environment, community, and surroundings as a whole (Greggs, 2024).

Profit: This is the measurement of the financial statement of Greggs. The company in its CSR report displayed that earning profit is not the sole objective of business and it wants to contribute significantly to the betterment of lives of people on the planet as well.

Planet: This indicates how socially responsible Greggs is in its history. Greggs also actively supports the roadmap of climatic action of the British Retail Consortium which aims to make the retail industry net zero. The company is leaving no stone unturned in minimising its use in packaging and it is applying a circular economy to ensure optimum use of its resources. Greggs is also planning to become net zero by 2040 which is approximately 10 years easier as compared to the plan of the UK government. The format of the eco shop of the company provides Greggs the platform to test and develop solutions to minimize on the impact on the environment.

People: This measures how much responsible Greggs is in terms of contribution to the external environment. Greggs has ensured to increase diversity in their workforce and ensures that well well-being of employees is being considered. The company provides fair pay to employees and ensures that there exists a culture of continuous learning where the employee can learn and grow every day. The company considers its employees as the most valuable assets and it provides them proper opportunities and training that they deserve.

## TRIPLE BOTTOM LINE



## Importance of Corporate Social Responsibility to Stakeholders

CSR activity is an approach that includes external and internal stakeholders of any company for different decisions. Meanwhile, to be inclusive, any responsible company is mandatorily required to recognize how its activities affect stakeholders. One of the most important stakeholders of Greggs is customers and the company is always committed to ensuring well being of customers (Greggs, 2024). The company provides healthy foods to its customers and helps them tackle many problems such as obesity. Greggs is providing surplus foods to charities and free breakfasts to charities.

## Green marketing communications

Marketing communication for green products and brands must not be seen as a means to impress and attract customers with spectacular and great messages (Freeman et al.,2021). Greggs had ensured that messages communicated to the public must have a robust foundation which majority of the time represents attributes of green products.

- Caroll’s CSR Pyramid Caroll (1991)
- This pyramid breaks down the responsibility of the organization into 4 areas. These are as below:
  - Economic responsibility: This area is concerned with keeping the cost at a minimum and maximizing the income of the organization in the long run. Greggs employs several people and it ensures that these people learn and grow.
  - Legal responsibility: Greggs is required to be transparent and truthful about the services and products it is selling. Greggs is required to meet a few environmental standards relating to environmental standards such as emissions and solutions.
  - Ethical responsibility: This extends to the obligation of Greggs relating to what is fair and right even if it is mandatorily required by law.
  - Philanthropic responsibilities: This is the highest level of responsibility and it goes beyond any regulatory and legal expectation.

Mende low's matrix (Mendelow,1991)

- Mendelez matrix helps Greggs to improve communication for stakeholders and nurtures the engagement of stakeholders. This helps the organization to achieve the objective of the organization more effectively. Updating and revising this matrix helps Greggs engage strategies so that they remain relevant and are aligned with the dynamics of stakeholders. In this matrix, the stakeholders are analyzed in these areas:
- High power and high interest: These stakeholders are the key players which consist of major investors, directors, and upper management. Hence, Gressgs must manage these stakeholders closely since they are being included in the process of decision-making.
  - Low power and high interest: This group has minimum influence on the business operation of Gregtgs and these include staff members. Greggs must ensure that they are well informed about any change in policies.
  - Low power and low interest: These people do not have the power to influence business and have no interest in doing so.
  - Low interest and high power: This includes the local government who have the power to change laws and legislation.

## Recommendation

Greggs has been criticised for the exploitation and misuse of animals which is against its values. This includes species of seafood and livestock being caught or reared. Hence, the company is required to ensure the welfare of animals as they form a vital part of key ingredients of food products.

## References

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