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SUSTAINABILITY IN BUSINESS

A critique of environmental sustainability practices in
Coca–Cola & Unilever

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The purpose of this paper is to give the reader a clear picture of the importance of sustainability to business, society, and environment. The author will further discuss how companies can shift their traditional unsustainable production processes to more eco-friendly production processes. Today the world faces numerous issues regarding climate change which are also the result of unsustainable practices by these companies.

In order to see what sustainability means in a real-world sense, the author took two companies, Coca-Cola and Unilever, to study their sustainability approaches. These companies have long histories of financial success but at the same time these companies carry numerous criticisms with their success stories.

Keywords	Environment, Sustainability, Companies.

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1   Introduction

Sustainability of the environment has been important for discussion in many of the international summits. In 1982, the World Commission on Environment and Development was established to show the relationship of economic development with environmental development. The report that was published originally in 1987 defines 'sustainable development' as "development that meets the need of the present without compromising the ability of future generations to meet their own needs". (UN, 1992)

Earth has its own large variety of resources and richness. Yet, industrial development and its actions such as deforestation, excess water usage, CO2 emissions, etc have resulted in environmental degradation and climate change. There is a natural phenomenon of Climate changes and it changes over time by itself, nevertheless climate has changed rapidly in recent years and now the world's renowned scientists are publishing reports that climate change is caused by human activities such as fossil fuel usages, deforestation, etc. Climate change is causing irregular weather patterns, due to the increasing earth's temperature, causing irregular rainfall, risen sea level, reinforcing cyclones, etc.

Environmental degradation has a direct impact on developing countries and on such people, who are mainly dependent on nature, mostly the farmers. The impact of climate change is mostly seen in developing countries. Extreme consumption and a large group of unchecked industrial activities are negatively affecting the environment. However, there is also a need for a responsible industry and to set an example to the industrial sector that their actions should also contribute to creating a sustainable environment.

The thesis will examine the negative and positive actions the companies Coca-Cola and Unilever make affecting the environment. The thesis will also show how the three pillars of social, economic, environmental sustainability are essential for both developed or developing countries but mainly focuses on the environmental side of the pillar. The thesis will firstly shed light on how the unsustainable practices from the

company affect the environment negatively. Secondly, the author will analyze what sustainable steps the companies are taking to solve the global issue of climate change. Thirdly, the thesis will suggest what measures the companies could take towards creating a healthy environment.

The author has always loved nature and writing a thesis on environmental sustainability was an excellent opportunity for the writer to explore the issue and examine how he is affecting nature in his consumption habits and what possible corrective actions he could take to save resources for future generations.

The thesis will take a qualitative research approach using secondary data. The study will mainly focus on the importance of a sustainable environment, negative and positive action from the company towards the environment.

In every action we take from the food we eat, the cosmetics or the electricity we use, we are having a direct effect on nature. The industrialization has created environmental issues from food and energy to sanitation and these have impacted the environment negatively. (European Commission, 2009)

The tree has the potential to reduce air pollution, purify the water sources, reduces the probability of landslides, inhales carbon and provide fresh oxygen to the environment. Biodiversity word is formed from the combination of two words namely 'Biological' and 'Diversity'. All the forms of life that are present on earth such as plants, animals, fungi and microorganism collective forming a community in which they live is known as biodiversity. (United Nations, 2019)

Around 130m hectares of rainforest have been destroyed for industrialization since 1990. Every day nature loses dozens of species because of cutting down trees. The industrialization has pushed the ecosystem to its limits. Biodiversity and ecosystem service are the best options to save resources and to create a healthy environment. (Stern, 2006)

Approximately a million plastic bottles are used in the world every minute. It is predicted that by the year 2030 there will be a 20% increase in the production of plastic bottles which has the potential of causing climate change (Laville & Taylor, 2017).

In response to the environmental problems that arise due to the unsustainable practices from the US-based industry Santa Barbara mainly after the oil spill in 1969 which affected wildlife and environment around the area, After which US government published a National Environmental policy act in which industries must conduct their activities in a way that will less harm the natural environment. (NEPA, 1969 cited in Rethinking Prosperity, 2017)

With the rise of consumer awareness towards environment sustainability mainly in Europe in the 1990s, the two terms environmental sustainability and green business met together in the concept of sustainable development and spread to big and small corporations from that era. (Bergquist, Ehrenfeld, and Schendler, 2017)

The green business adopts principles and practices that save nature and ensure a healthy environment. The green business sets goals for socio and economic justice, environmental sustainability, as well as ensures the health and development of people. (Green America, 2015)

2   Research Methodology

Research refers to a critical study of a subject, in order to discover new information or to reach a new understanding. (Soanes, Chad Stevenson, A. 2005). Methodology refers to the way of acquiring, planning, and analyzing data. (Polit & Hungler, 2004:233)

Firstly, the thesis will investigate the negative effects Coca-Cola and Nestle have on the environment. Secondly, it will study the sustainable approaches that the companies are making towards the environment.

The investigation will form a three-fold research question:

1 What are the unsustainable acts of the companies?
2 What sustainable actions do the companies do?
3 What possible ways can these companies adopt for more environmentally-friendly production?

The thesis is going to take an analytical approach. Therefore, the thesis is mainly based on existing literature rather than primary research. The writer will mostly use qualitative research from secondary data to review and summarise the work of many authors who have previously discussed sustainability in business. Further, the thesis will study environmental sustainability approaches that Coca-Cola and Unilever are taking.

Qualitative research takes an interpretive and naturalistic approach. Qualitative research tries to study the case according to its nature. It tries to make logic of and read characteristics in terms of the meaning people bring to them. The data is divided into three groups which are documentary, various & study as shown in Figure 1 (Saunders, 2006)
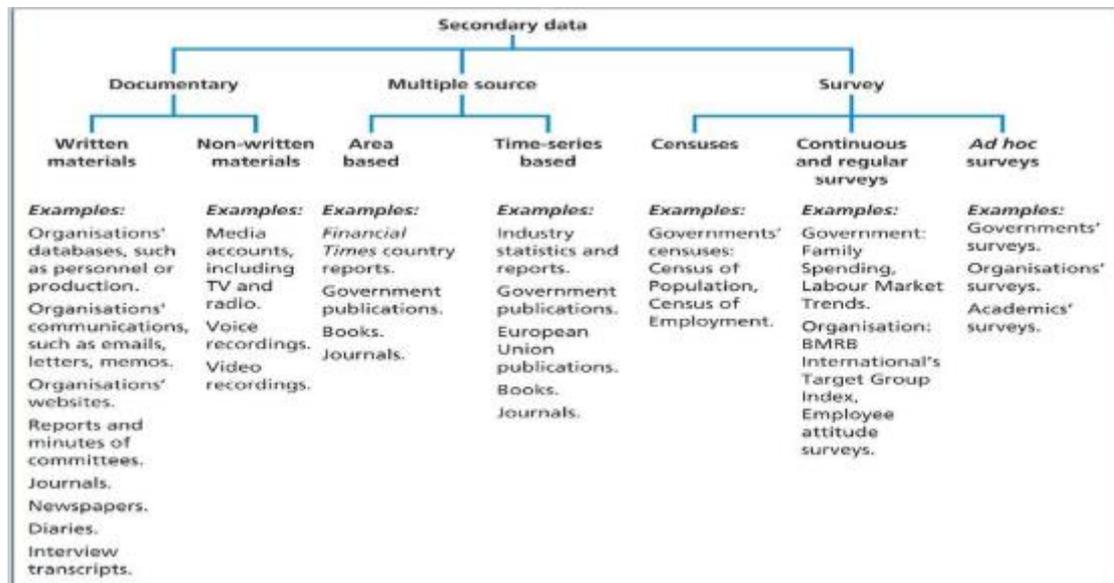
Figure 1

Figure 1.   Types of secondary data (Saunders, 2006)

This thesis gathers data from research, published reports, journal articles, peer-reviewed journal articles, books, e-books, websites, news, and social media. After the collection of data, the author will then critically analyse the information in order to answer the research questions.

3   Literature Review

This section of the thesis will mainly focus on the existing literature on the topic. Due to the interest of media, consumers, governments, and the companies themselves, many various articles, peer-reviewed journals, journals, and books have already been published on the topic of sustainability. Further, the thesis will examine sustainability approaches from Coca-Cola and Unilever to ascertain the negative impacts that the companies are making towards the environment and what steps they are taking to solve the problem.

The companies' websites are also taken as a primary source of literature to compare what various organizations are pointing out and what the companies are saying about their actions towards environmental sustainability. A comparison between the

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companies and non-profit organizations will be done based on information collected and then analyzed.

3.1   Sustainability

The concept of sustainability was first used in the field of forestry, where it means never cutting trees more than time actual time that required for the tree to grow. The word Nachhaltigkeit, the German word for sustainability, was first brought into use in Germany in 1713 (Kuhlman & Farrington, 2010). In 1992, the United Nations Conference Environment and Development (UNCED) published a new environmental plan. The main reason for changing the plan was due to unsustainable production practices from the industry's leading to rapid climate change. For the first time, the United Nations reviewed both environmental issues that have arisen so far and what the possible ways to solve these issues are, at the same time examining how economic growth could be achieved (Chasek, 1997). In Agenda 21, in 1987, the United Nations defined sustainability as meeting the needs of the present without compromising the ability of future generations to meet their own needs (UN, 1992).

Sustainability can be defined as meeting the needs of the current generation without compromising the ability of future generations to meet there own. Sustainability is not only concerned with the environmental aspects but there is also a need for Social and Economic sustainability to make it a complete. Economic development and Social equity are also part of the sustainability definition. (McGill, 2017)

3.2   The three pillars of sustainability:

The three pillars of sustainability were first introduced by John Elkington, the founder of sustainability strategy consultancy and a writer of different significant books on the corporate environment. His concept on three pillars of sustainability is to give ideas on how the business does not have just one single objective which is maximizing profit but

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should also have an extended goal set which is that business should also add environment and social values. (Crane and Matten, 2010)

The three pillars of sustainability consist of Social, Environmental, and Economic Factors. Citizens, big companies and governments are responsible for sustaining these three factors in such a way that future generations will have the ability to utilize resources. This thesis will mostly focus on the environmental side of the pillar.
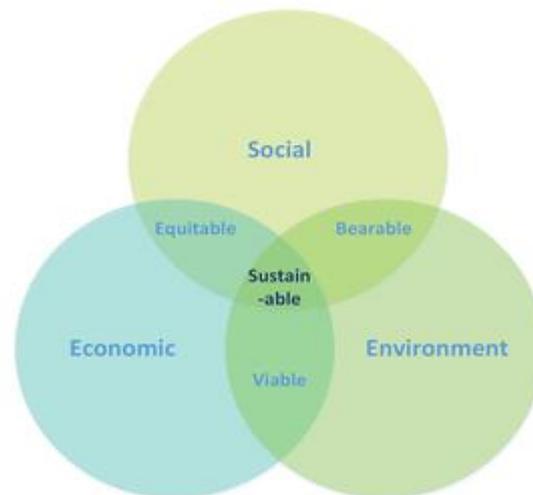
Figure 2.   Sustainability Venn Diagram (Circular Ecology Website, 2019)

3.2.1   Economic Development

The idea of economic sustainability firstly developed from an economic growth model that evaluates the margin by the carrying capacity of the earth. The continuous growth in population, industrial activity, resource use, and pollution could mean that the standard of living would decline in the long run which can lead to the emergence of sustainability as a way of thinking about ensuring that the future generation will not be affected by the activities of current generation (Arrow and Hurwicz,1997 cited in Crane and Matten 2010: 35.)

3.2.2   Social Sustainability

Social development on sustainability has lean towards environmental and economic perspectives (Scott, Park, and Cockling 2000 cited in Crane and Matten 2010:35). The major issue in the social development on sustainability is concerned with social justice a recent UN report on the world social situation identified persistence and depending on differences in the world. Around 80% of the world's gross domestic products belonging to the one billion population which is living in the developed world and rest 20% shared by the five billion people who are living in a developing countries, the report came to a conclusion that failure to address this inequality condition will ensure that the social justice and better living conditions for all people remain elusive and that the communities, countries, and region remain defenseless to social, political and economic confusion. (UN 2005.12 cited in Crane and Matten 2010: 35)

3.2.3   Environmental Development

The general principles of environmental development are followed with proper management of resources so that it is made available or saved for the future generation. All the Biosystem has limited resources and capacity. So sustainable human activity can only be achieved when these resources are utilized at a rate that will not affect the health of this system. (Crane and Matten, 2010)

It is a well-known fact that everyone should contribute to protecting the environment. For example, through recycling or reducing power consumption through turning off electronic devices when it is not needed, by walking to the shorter distance rather than using the bus. Businesses should follow the criteria that are set to keep carbon emissions low. There is always a recommendation for people and businesses to install renewable power sources in their day to day work. Environmental sustainability is considered as the third pillar. This pillar is mainly concerned with saving resources for future generations. Environmental sustainability teaches how to adopt eco-friendly systems in our daily activities. It also teaches us how biotechnology can create a greener future and protects the environment from being damaged by technological devices (Meyer, 2018). Ecological truth is composed, with all other earth's environmental systems are kept in balance while natural resources that are present in

the environment are consumed in a rate which can bring consequences like ecological issues, scarcity of resources, etc. (Margaret, 2017).

The Earth is facing climate emergency and still car industry is not focusing on the negative impact which they are making to the environment. Their actions might result in dangerous consequences that will be against environmental sustainability. In 2018 carbon footprint exceeded EU Greenhouse gas emission. (Greenpeace, 2018)

Environmental sustainability is one of the biggest issues of the 21st century. Increasing population and unsustainable company practices have raised numerous questions on environmental sustainability. Mostly every part of the earth is touched by human activities or pollution. An increase in population and incline in per capita consumption has put a restriction on natural resources. Urbanization, industrialization and modern agricultural practices have led to air, water, and soil pollution all around the earth. Natural resources are not only exploited in a greater ratio but also carry toxic chemicals that potentially may have dangerous consequences. (Portney, 2015)

The sustainable development goal (SDGs) is the goal which was set at the United Nation Sustainable Development summit in 2015. These goals are set to be achieved by 2030, as declared in the UN's agenda for sustainable development. Especially, SDGs consists of 17 main goals and 169 targets to be met by 2030. The 17 goals are 1. No poverty; 2. Zero hunger; 3. Good health and wellbeing; 4. Quality education; 5. Gender equality; 6. Clean water; 7. Clean energy; 8. Economic growth; 9. Innovation; 10. Reduce inequalities; 11. Sustainable cities; 12. Consumer Responsibilities; 13. Climate action; 14. Life below water; 15. Life on land; 16. Peace & Justice; 17. Partnership. (UN, 2019)

3.3   Sustainability reporting by companies in general

The importance of sustainability can be felt when the impacts of unsustainable practices by the company are seen.

Regulatory pressure from consumers and governments in support of greener products and practices is growing. Business is deliberately finding environmental sustainability is a necessity in their innovation process. In this process, many businesses see environmental sustainability as a social requirement that requires investments that may never be recovered. The interest in environmental sustainability represents much more than a necessary cost. Innovation that aligns with sustainability is now considered as an important element in order to increase competitive advantages, which can create business value and build strong consumer relationships. This is known as sustainable driven businesses. (Ivan, 2016)

Sustainability reporting has started gaining attraction for public and private companies. There is little agreement on what sustainability is and how to confirm it. There are several standard-setting bodies, various reporting, and verification initiatives. The author summarises the current status of sustainability standards, how companies reflect those standards on their sustainability report and the challenges.

The basic principles of environmental sustainability concern the efficient use of natural resources so that they are saved for future generations. Biosystem has limited resources and ability, and therefore to create sustainable human activities, natural resources must be used in such levels which will not create a danger to the ecosystem. Even at a most basic level, these concerns demand companies take environmental sustainability initiatives (Crane & Matten, 2010)

Every company needs to adopt sustainability to preserve resources for future generations and at the same time create value for the current generation. It is common to see that companies these days exaggerate their sustainability efforts to catch the attention of their target customers. This could also be the new beginning where companies are valuing environment sustainability.

During the past few decades, an increasing number of companies have started publishing reports on sustainability-related activities. These reports mainly consist of sustainability, sustainable development, and corporate social responsibility (CSR), environmental, social and governance (ESG) reports. Some reports also focus on social and corporate governance issues. Demand from the stakeholders for

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sustainability reports, not a regulatory requirement, is also motivating this trend (James, 2014).

There are several standard-setting bodies and reporting initiatives in sustainability fields. While the Carbon Discloser Project (CDP), the Dow Jones sustainability index (DJSI) and the global initiatives for sustainability ratings (GISR) provide scales to measure environmental impact, the global reporting initiatives (GRI), the international integrated reporting council (IIRC), and the sustainability accounting standards board (SASB) focus on the sustainability report which are issued by a company (Jill, 2012).

The IIRC, a group of regulators, investors, companies, standards setter, non-governmental organizations, NGOs, and the accounting profession published its sustainability reports. The IIRC regulation provides guidance for the company to know what the sustainable approaches the company should carry out and what are the contents that need to be included in their yearly sustainability report. The main purpose of the report is to find out how contributing to environmental sustainability. The reports mainly include financial and non-financial information including sustainability reports in an integrated way (Jill, 2012).

The content of the report contains important data that helps companies to perform better in the long run. The report does not only help companies to quantify their contribution towards a sustainable environment but also helps to identify the impact that the company is making on the environment and social factors. However, this could eventually rectify the company's financial bottom line (Tim Mohan, 1997). Most companies understand the fact that recognition and reputation can only be achieved through transparency. What is less known is that there is far more to gain than only reputation. Sustainable disclosure can help companies to perform better in the long run and strengthen customer relationships and operational efficiencies (UNFCCC, 2018).

Nick Martin, the Director of Public Affairs and Communication at Coca-Cola bottling company at north New England (CCNNE), says that the "company has strong commitment and track records in order to increase energy efficiency and sustainability" (Martin, 2019). It is not only a large energy consumer who is trying to reduce its impact on the environment. Bill Quinlan Eversource New Hampshire Operations president

says there are various traditional power plants namely, Coca-Cola, oil and natural gases has been withdrawn their action because of not meeting the carbon reduction goals (Jill, 2012).

There was a crucial step taken to create a partnership towards sustainable development. The Kyoto Protocol of 1997 is an international agreement concerning the United Nations Framework Agreement on Climate Change (UNFCCC). The main objective of the Kyoto protocol was to set a target for industrialized countries, including the European Union, to reduce greenhouse gas emissions. By knowing the fact that developed countries are mainly responsible for greenhouse gas emissions (GHG), the protocol-imposed limitations on these developed countries under the principles of "Different Responsibilities" (UNFCCC, 2008).

Enabling businesses to be transparent about their risks and opportunities is a positive side of the sustainability process, which also ensures thoughtfulness for its impacts on sustainability issues that we are currently facing as human beings. It also helps to build trust and better decision making. An organization who adopts CSR policies and CSR factors has a strong and positive relationship with its customers, as well as the performance of an organization being eco-friendly. A study carried out by Daniel Korschun surveying 200 employees in major financial services shows that there is a strong positive relationship between Company's CSR and customer relationships. However, it has also been rumouring that businesses can make more profits from their operations and create value for their shareholders. The organization that does not follow CSR policies is likely to have a weak relationship with its stakeholders, loss of reputation and face possible legal action. (Research Gate, 2014)

All these efforts that are made by the countries, companies, Governmental and Non-Governmental organizations including the United Nations have helped to some degree to lower the carbon emissions of companies. However, there is still a lot of work that needs to be done to create eco- friendly industries. A higher rate of success can only be achieved when environmental sustainability is seen as a social responsibility rather than just an obligation.

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3.4   Consumer Behaviour

Sustainability is a broad concept that includes various environmental and social dimensions. It has appeared as an important tool to evaluate consumer products. The impact of consumer interest in sustainability depends on two factors; Firstly, individual consumers should have a unique level of interest in sustainability and secondly, the general level of awareness regarding the sustainability of other competitive products. These two factors together determine the level of diversification among consumers' opinions towards sustainability (Galbreath and Ghosh, 2012).

Increased interest of consumers towards the environment and their willingness to solve the issue from their side have forced big industries to follow certain steps such as adopting nature-friendly and fair manners of production. For big manufacturing industries going green is also the better option to switch to. Due to ethical, cost and health reasons, the consumer growing interest in eco-friendly products is growing. If we look from an industry point of view, going green business can also lower the long-term costs so the company is finding different ways to lower the energy consumption to increase profits. The company is also adopting recycling methods and other eco – friendly practices in their day to day production (Majurin, 2017).

The solution to the environmental issue is often considered as being driven by product innovation. If the production and products become environmentally friendly, issues regarding sustainability no longer exist, yet several problems come with this concept. For example, it requires higher levels of investment to set up an environmentally-friendly production house, political support, consumer approval, willingness to pay. The research on consumer behaviour plays an important role in order to direct product design (Galbreth and Ghosh, 2012).

 Consumer behaviour on buying goods plays an important role in the impact that human being has on the environment (Online Library, 2018). The ecological problem that the earth is facing is mainly due to the lack of understanding of consumers whether to consume, what to consume, how to consume and how much to consume. An estimation suggests that if the whole population of earth consumes like North America

or Europe resources from four planets would be required to fulfill the demand (Portney, 2015)

There is a big uncertainty in perception regarding climate change between a citizen of different countries. If we look at the information this difference between the perception among the people is mainly influenced by political parties. The result shows that when political parties unite for the cause of environmental issues, the noticeable threat of climate change is at a higher level than in the countries where the political parties are divided. The result also shows that the anticipated threat influences behaviour related to climate change and that the threat mediates the effect of party position. Therefore, the effect of parties' elites is stronger than previously admitted (Solberg and Remengesau, 2019).

Behavioural research examines the behaviour of the ecologically sustainable consumer; therefore, it has become more important than ever before. Using the option that causes less harm to the environment, to making use of the product in more efficient ways, to changing our conception on "throwaway" of consumer fashion or other goods. There are various ways where one can shift their mentality towards more ecologically sustainable outcomes. (White and Habib 2018)

Giving the serious environmental impact that the current generation is facing, ecologically sustainable consumer behaviour presents itself as an imperious concern for the business, and society and consumer. According to Gifford (2011), one of the biggest obstacles to adopting sustainable behaviour is having less knowledge of sustainability. People are not aware of negative environmental impacts because of consumption or they are not sure how to shift their behaviour in the right way. It is sometimes difficult for consumers to see the negative impact that they are having on the environment. Given these drawbacks to engaging in sustainable consumption, it is worthwhile for the legal bodies to figure out what are the obstacles that are present in behaviour change in order to influence the customer to adopt more environmentally friendly consumption. Consumer behaviour plays an important role in the impact that human beings have on earth (White and Habib, 2018).

Environmentally-friendly consumption behaviour directs consumer choice and action which will eventually result in the use of fewer resources and a decrease in negative environmental impacts. Environmental sustainability can only be achieved with the help of social and economic rewards (White and Habib, 2018).

Sustainable consumer behaviour has a solitary obstacle that stops its adoption. According to Gifford (2011), one of the biggest obstacles to sustainable behaviour not being adopted by people is because either they are not aware of the negative environmental effects that they are making through their unsustainable consumption actions or people are just not sure about how to change their behaviours to create an environmentally-friendly impact. This result can only be achieved by providing consumers with facts and information which is also a first step that should be taken to influence the consumer to adopt sustainable consumption behaviour. (White and Habib, 2018)

Consumers frequently realize that a sustainable product is not reliable and has a weaker impression in other areas such as the strength of products, effectiveness, and attractiveness, which leads the consumer to buy products which make more harm to nature (White, Habib & Hardisty, 2019). Social factors play an important role and influence customer whether consumer undertakes sustainable behaviour in practice (White and Habib, 2011)

4 Environmental sustainability practices in Coca-Cola & Unilever Coca-Cola

4.1 Company profiles

Coca-Cola and Unilever are loved brands by people all around the world. Coca-Cola has a long history of offering refreshing drinks and so far, it is known to be the successful beverage producer in the world. Whereas Unilever produces 400 brands among these the company 12 main product offering namely OMO, Surf, Decel, Knorr, Lux, Hellmann's, Birdseye, Lipton, Blue Brand, Dove, Sunsilk, and Heart together Unilever was awarded as a top corporate leadership ranking in 2017. (Unilever,2017)

4.1.1 Coca-Cola Overview

Coca-Cola is a manufacturer and distributor of non-alcoholic drinks worldwide. The company was founded in 1886 by civil war veteran and Atlanta pharmacist John Pemberton. Coca-Cola is the largest beverage company in the world. The company product portfolio includes around 500 different products such as Coca-Cola Zero, Fanta, Minute Maid, and Powerade, (Coca-Cola Company, 2019). Currently, the company is focusing on creating a sustainable society, a sustainable environment, and strong economic development.

The company has its production running in 200 countries. According to the 2018 annual report, the company revenue was 83.21 billion $. Currently, Coca-Cola has 62,600 employees. Coca-Cola has a long history of producing enhancing products that bring joy to the people. The corporation is strongly committed to making profits. The goal of Coca-Cola is to provide refreshment and joy to its customer. (Coca-Cola Group, 2019)

Coca-Cola currently has 26 million Facebook fans and serving 1.7billon drinks every day. Clark Coca-Cola senior vice president says Coca-Cola sees mobile as an important factor that will increase its sales in the future. The company sees mobile as a tool to attract customers and increase its sales. Concern Consumers now can find out Coca-Cola ingredients, how is it made, carbon footprint and so on with one click. (Clark, 2011)

Coca-Cola Company (headquarters: Atlanta, Georgia, United States) operates in more than 200 countries. Coca-Cola adapts its businesses according to the nature of the region. This exhibits the understanding that a healthy community is the foundation of a healthy business. Coca-Cola's objective is to meet the environmental sustainability demand which is made by its stakeholders. (Coca-Cola Company, 2019)

4.1.2 Unilever

Unilever is the leading player in personal care, home, and food markets. The company was founded on September 2, 1929, in the United Kingdom. (Unilever, 2019). Between

1945 and 1980 the activities of Unilever took place mostly in Europe. Unilever expanded its product line in new areas such as foods, fish production, transport, animal feeds, chemical, and printing. The expansion of its product portfolio mostly took place in Europe and it's home country the UK. (World Research Institute, 2010)

The company is running its operation in more than 190 countries. Its product line includes food, beverages, cleaning agents, and personal care products. Unilever's diverse portfolio consists of 400 brands, among these the company 12 product offering namely OMO, Surf, Decel, Knorr, Lux, Hellmann's, Birdseye, Lipton, Blue Brand, Dove, Sunsilk, and Heart together reached sales of 1 billion pounds in 2005. Unilever holds the number 1 market position worldwide for its product such as tea, savoury and dressing, skincare and deodorant product. The company is in 2nd position for its product offering such as laundry, hair care products. The company has a very strong relationship with a large supermarket chain such as Tesco, Wal-Mart, Ahold, and Carrefour to sell its product. (Elshof, 2005)

Unilever is a binary listed company that has its headquarters in Rotterdam and PLC in the United Kingdom. Unilever's annual revenue as of 2018 is 20.62 Billion euros and has 155,000 employees working under its wings. Approximately 50% of raw materials which is required by Unilever to make its products come from agriculture and forestry. Therefore, the company is directly affecting weather patterns, resulting in water-scarcity, and unsustainable farming practices. Unilever assesses its product type by distributing its products into four categories water impact, waste, sustainable sourcing, and green gas emissions. Nearly 90% of CO2 emissions related to Unilever products are produced during consumption. Unilever's marketing and growth strategy mainly focus on perfect resource allocation of its substantial operations, developing its marketing campaigns, fulfill consumer expectation and demand, and working to established as a 'One Unilever'. Unilever has commenced being a 'One Unilever' to strengthen its global operating, increase efficiency in their operation, and develop its customer service. (Unilever Group, 2019)

4.1.3   Coca-Cola and Sustainability

The company has the potential of causing environmental pollution through their ways of production. And have the responsibility to solve those problems which are caused by their action it could also help the company to prevent future social, and environmental problems that could possibly arise from their ways of production. (Crane and Matten, 2010)

Apart from profit company is committed to creating a positive impact on the environment. (Garduho cited in Coca-Cola, 2018). Coca-Cola is concerned about different environmental challenges such as Global warming, water resource-scarce, air pollution, soil pollution, etc. Attempt to create a sustainable environment where organizations from all around the world can contribute from their side through their expertise such moments from the people and Organization is very important to the Coca-Cola system. (Coca-Cola Company, 2018).

In 2007. Coca-Cola made a partnership with Worldwide Fund for Nature (WWF) to conserve world freshwater resources. The combined effort of Coca-Cola and WWF is mainly focused on preserving freshwater sources in Mexico and other parts of the world. Coca-Cola and WWF together addressing the challenges that impact fresh water. The company is improving environmental action across its supply chain. The company is also in partnership with lots of other countries to ensure healthy freshwater for the future. (WWF, 2019). Coca-Cola is currently working on three main areas such as plastic recycling, water replenishment, reducing CO2 emissions.

In 2017, Coca-Cola partnered with Business for social responsibility (BSR) to advance its value chain climate change risks and recognize opportunities to construct resilience in the company's operations, supply chain, and communities where it operates. As a starting point company identified seven new markets Argentina, Brazil, China, India, Kenya, Mexico, and the united states where it serves two products coffee and tea as initial proxies. (Quincey cited in Coca-Cola, 2018)

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4.1.4   Plastic management

In January 2018, Coca-Cola reported a global plan for accomplishing "World Without Waste" based on this plan Coca-Cola has developed the 2030 plastic foresight and the plan is currently in progress. Coca-Cola Japan branch has a high recycling rate, but there is still a problem that exists in the whole world exceeding national boundaries which is plastic waste in the ocean. The 2030 plastic vision of Coca-Cola aimed to make assurance of plastic recycling. The company took an important value-adding step towards creating a sustainable environment. (Garduho cited in Coca-Cola, 2018). In 2017, Coca-Cola has produced more than 10.5 billion plant bottle packages for filling beverages, these bottles have a lower carbon footprint as compare to the older packaging. (Coca-Cola Group, 2018)

Coca-Cola emphasis on creating sustainable packaging programs such as lightweight and short neck application which less harm the soil and water. Coca-Cola gives importance to returnable bottle practices in order to reduce environmental carbon footprint. The company is actively working to increase the recycling rate as of 2018, sustainability report consumer recycling rate reached 56% in turkey. These practices from the company have successfully able to reduce its CO2 emission. The company is trying to reduce its CO2 emission either by improving logistics operations, cooler emission reduction activities, use of smart technology, and returnable glass bottle practices Coco-Cola have able to cut 223,176 tons of CO2 which is equal to amount CO2 observed by 18.6 million trees. (Basanr cited on Coca-Cola, 2018)

Coca-Cola is committed to growing its business through sustainable practices. The company currently focuses on packaging innovation, which helps to full fill social responsibility and makes the company recognized as a responsible corporate house. The company strongly believes that sustainable growth creates a sustainable value for its diverse group of stakeholders. As it moves one step closer to its goals, Coca-Cola making sustainability principles as their foremost priority. (Coca-Cola Group, 2018)

Nick Martin, the Director of Public Affairs and Communication at Coca-Cola bottling company at north new England (CCNNE), says that the "company has strong commitment and track records in order to increase energy efficiency and sustainability" (Martin, 2019).

4.1.5 Water replenishment projects

Making a positive contribution to the community is also known to be an investment that will eventually benefit the corporation by creating a developed and stable business environment. (Porter and Kramer). Therefore, the company sees it as a duty to view the sustainability of water resources, which are essential to its business and have been an important matter of discussion for the board of directors meeting. One of its goals is to return the same amount of water to the community which has been used during the production of beverages. In Japan, Coca-Cola achieves its replenishment of water goal in 2016 four years earlier the goal which was set to be achieved by 2020. Replenish projects particularly focuses on providing safe water to the communities and sanitation which was used during production. (Coca-Cola Group, 2018)

By 2030, it is estimated that the demand for water will be 40% more than its supply. (Earth Eclipse, 2019) Water is one of the essential parts of Coca-Cola beverage production. In the year 2003, water is a limited resource facing unprecedented challenges from overexploitation, increasing population and poor management. (UN,1992). In 2016, Coca-Cola made an announcement that the company will replenish the water which it uses in the process of production. Coca-Cola took an important step to create sustainable water supply sources. Despite having other corporate social responsibility to complete. (Poma, 2017)

4.1.6 CO2 emission reduction approaches

Second, the important goal Coca-Cola has set is to reduce its carbon footprint by 25% by 2020. In order to meet this target, the company is reducing emissions that are produced during beverage production. With the help of innovation and collaboration, the company is actively working to reduce its carbon emission which is produced during the production of its ingredients, manufacturing its packaging, and distributing, refrigerating, and while transporting its products. (Coca-Cola Group, 2018)

Apart from CO2 emission from its factories the company is focusing on its transportation and working actively to reduce fossil fuel consumption. Since 2010, there is 38% development in its CO2 efficiency that comes out during transporting its

products, or while storing its product in a warehouse. From the year 2015, the company started using services, and choose a transporting option that has less on the environment. The transportation services Coca-Cola uses currently produces no or low rate of emission on the road. As of 2018, a transportation report company is trying to lower its emission either by avoiding unnecessary journeys, by using E-trucks, or by shifting its logistics to more eco-friendly options, etc. Coca-Cola is taking sustainability initiatives in their manufacturing processes. They are committed to reducing carbon emission in both developed and developing countries where they have their operation running. (Polman Cited in Unilever, 2019)

Apart from reducing emissions and water replacement projects, Coca-Cola conducted cleaning activities in alliance with different International volunteers every year. In order to ensure that the company is not only destined to make a profit but also determine to make a positive contribution to the area where it operates. (Coca-Cola Group, 2017)

4.1.7 Unilever and Sustainability

Discourse ethics has been the fundamental concept to solve different criticism regarding the environmental impacts of business operation, In which different stakeholders of the company have to come together to solve certain controversial projects. (Hess, 2019)

In March 2010, CEO of Unilever Paul Polman announced a vision "to double the size of the business but at the same time keeping sustainability as it's foremost objective". In the same year, Unilever launched a new initiative "Sustainable Living Plan" (SLP). The company launched 10-year SLP and through its website, it conducted 4 debates in London, Rotterdam, New Delhi, and Network. The main subject that was discussed in the debate was can consumption be sustainable? SLP focuses on four main areas such as greenhouse gas reduction, water management, waste management, and save forest (Unilever, 2018)

4.1.8 Carbon emission reduction approaches

Unilever collects its eco-efficiency report every month with the help of a web-page reporting system. The report includes environmental performance and qualitative

measures that the company should take in their future actions. Production sites also report the detail utility cost data, which makes management to see the profit that the company can make by being eco-efficiency. (Unilever Group, 2019)

As a company, Unilever is working actively to contribute from its side to make a difference towards important issues such as climate change. The company works under the principle that business growth should not be at the expense of people and the planet. The company has set an objective which purpose is to reduce its carbon footprint and to increase its positive social impact, at the same time achieve its business growth. (Kakkar cited in Unilever, 2019)

Unilever believes in effective sustainability approaches can only be made through partnership. In, 2007 Unilever partnered with WWF the objective of the partnership is to preserve freshwater. In 2017, the company announced to become "carbon Positive" by 2030. Unilever's partnership and Unilever's sustainability initiatives show the company is giving importance to the joint action and its sustainability plan and the project company is adding value to its business, society and the environment in aggregate. (Jope Cited in Unilever, 2019)

Unilever firmly believes that technology and innovation play an important role in addressing climate change. It opens a new opportunity for businesses that a low carbon economy will bring. Unilever uses its expertise and resources in innovation, research, and development. The reason innovation is to attract those categories of consumers who are environmentally concerned about their consumption. Unilever's recent innovation on laundry detergent allows the user to wash their clothes at a lower temperature which means a reduction in CO_2 emission by 50% per wash as compared to the old detergent. (Unilever Group, 2019)

Unilever test its CO_2 emission weekly that is coming out from its factories. The gases that come out from Unilever's factories have less than 5% CO_2 emission than the CO_2 that is produced during consumption of the product by the consumer. Unilever measures its product across its value chain to know the actual impact that its products are making to the environment. Unilever started measuring its product CO_2 emissions since 2010, currently, the company is measuring CO_2 of product such as (Beverage, Deodorant,

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dressing, Haircare, Fabric, Fabric solution, Home and Hygiene, Ice Cream, Fabric Sensation, Oral Care, Savoury, Skin Care, and Skin Cleansing). (Jope in Unilever, 2018)

Unilever measures it's GHG level annually in both ways "complete level" and "Per unit consumption" which is knowing how much GHG emission is produced when making one cup of tea. This calculation gives a clear picture of what progress Unilever has made so far and what is a correction that is still needed to be made in their production. For example, by innovating new environment-friendly products or by improving its packaging. (Unilever Group, 2018)

Unilever runs its action in parallel with a globally coordinated program. Most of its production house uses real-time eco-efficiency data, collected using Measurement, Monitoring, and Targeting (MMT) system. This system helps their production house to track performances and helps to reduce emissions. Currently, Unilever has 80,000 CO_2 emissions testing points. By the end of 2018, more than 80% of its production house has started using the MMT system. (Kakkar cited in Unilever, 2018)

4.1.9   No deforestation approaches

75% of Unilever's paper and board material which is required for packaging comes from certified sustainably managed forest or from recycling material. (Kakkar cited in Unilever, 2019). Deforestation directly contributes to climate change. Resulting in 15% of CO_2 emissions per year. Over half of the forest that has been destroyed is mainly purposed to produce four major products such as palm oil, beef, soy, paper, and pulp. In 2014, the company made an announcement stopping deforestation to produce its product will be the foremost objective of the company. The company is actively working with its supply chain, Commodities, and consumer goods sectors, and with governments in order to remove deforestation from its supply chain. (Jope cited in Unilever, 2019)

Unilever is the largest buyer of palm oil in the world. Every year, Unilever buys 3% of the palm that is produced. The Company wants to play an important role in breaking the relationship between palm oil production and deforestation. The company is also purchasing other products that have a high risk of deforestation, which are soy, paper board, etc. Unilever firmly, believes that to achieve more sustainable supply chain

transparency is the key factor that they should focus on. Therefore, Unilever has started disclosing all its suppliers' group from 2019. (Jope cited in Unilever, 2019)

The number of scientists, NGOs, communities, and the government is giving importance to the climate change issue. In response to the situation, Unilever is working actively from their side to prevent the worst disaster that could possibly happen through their actions. In 2017, Unilever launched 5 no deforestation programs in countries like Malaysia, Indonesia, India, Vietnam, and Japan. (Unilever Group, 2019)

Since 2014, Unilever has sent 0% dangerous waste to land from its factory. The company has successfully able to reduce the amount of waste by 97% that comes out from its factory by keeping baseline 2008. In 2008, The company has successfully able to dispose of 146,946 tonnes of waste. (Jope cited in Unilever, 2018)

Every companies' activities have negative sides to it which will affect the environment or society in one way or another whether through production activities, employment of a worker, or through some other activities. Hence, corporate cannot escape from the responsibility of their impact. (Porter and Kramer, 2006) Unilever is committed to keeping up the highest possible environment management. Yet, time and often they have faced difficulties. Unilever checks and keeps reports of its all environmental actions and fines which are related to its production.

Year	Number of factory sites in Unilever	Number of prosecutions/fines	Total cost of fines (€)
2004	374	8	24,430
2005	345	5	4,226
2006	325	1	643
2007	295	1	9,718
2008	284	1	873
2009	273	2	2,345
2010	267	1	10,500
2011	268	7	13,332
2012	270	0	0
2013	257	2	3,300
2014	257	1	4,170,000^
2015	261	3	36,193
2016	263	3	374,653Δ
2017	274	1	3,242ᵉ
2018	274	2	103,321

Figure 3.   Cost of Fines (Unilever Sustainability Report, 2018)

4.1.10 Water replenishment projects

Unilever believes only reducing CO2 emissions is not enough to be a responsible corporate house. In the year 2008, their water-saving resulted from cut costs by 105 million euros, 601 million euros in energy saving, and 234 million euros through using less material and producing less waste. (Jope cited in Unilever, 2019)

In 2019, Unilever made an announcement of reducing virgin plastic in its business by 50% in 2025. And committed collect more plastic packaging than it sells. (Guardian,

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Unilever usage as less water as possible and at the same time wants to increase its increase in crop yields. The company now is working in parallel with its agricultural suppliers. It could be said that water management has been an integral part of Unilever's sustainable agricultural code (SAC). Approximately, 99.9% of its agriculture supplier works according to sustainable agriculture code (SAC). (Jope cited in Unilever, 2019)

Unilever believes in eco-efficiency is not only enough to reduce its emission. Since 2008, their eco-efficiency performance has increased in water-saving by 105 million euros, 601 million euros in energy saving, and 234 million euros through using less material and producing less waste. Unilever is applying sustainable water usage in its production by using less water. In 2018, its factories used less than 22.5 cubic meters of water as compared to 2008, (Unilever Group, 2018)

5   Unsustainable practices from Coca-Cola and Unilever

NGOs demand these companies to act more responsibly in their production so that it will less harm nature. Sustainability is a vast topic to be covered by every company because these companies are completely dependent upon natural resources as their main raw materials. And at the same time NGOs like Greenpeace, break free from plastic, Global Climate collation, Earth Eclipse, and European environmental agency and including many other NGOs are playing an important role in which these NGOs are demanding companies like Coca-Cola and Unilever to take serious action regarding climate change. These organizations are also pointing out what is the negative impact that these renowned companies had made so far and giving back responsibility where it belongs. Following are the different issue that has been raised over time for the unsustainable practices from Coca-Cola and Unilever.

It is not only a large energy consumer who is trying to reduce its impact on the environment. Bill Quinlan Eversource New Hampshire Operations president says there are various traditional power plants namely, Coca-Cola, oil and natural gases has been withdrawn their action because of not meeting the carbon reduction goals (Jill, 2012).

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According to Oxfam, the campaigning charity World's 10 food companies including Coca-Cola and Unilever emits more greenhouse gas than whole Scandinavia. Although these companies are committing to reduce their greenhouse gas emissions, these companies are failing to reduce their greenhouse gas every year. (Oxfam, 2019)

5.1 Deforestation

Forest is one of the important natural factors that control and helps the climate to run at its own pace. With speedy industrialization and urbanization, there is an excessive increase in deforestation, as a result, there is a serious threat to wildlife and the extinction of species whose home is a forest. (WWF, 2019).

The corporate should intend to conduct their activities in a way that positively contributes to society and the environment where it operates. (Portney, 2015). In August 2019, Greenpeace denied working with Unilever to set up a deforestation monitoring program. The reason behind the denial from Greenpeace is mainly because Unilever failing to take the required action on their no-deforestation projects. The protocol to develop the monitoring platform started after companies like Unilever and Coca-Cola published their statement. On 7th December 2018, Greenpeace requested they present a strong, transparent document on palm oil these oils are mainly used in the production process by Unilever to make its various products. After the statement companies issued the statement, Greenpeace supported it as a possible step forward in order to achieve no deforestation. The Statement from Unilever was released after the comprehensive campaigning from Greenpeace where publicly showed a relation between deforestation and the supply chain of the company. (Greenpeace, 2019)

Coca-Cola, Unilever, political, NGOs, and leaders should also be aware of the urgency in addressing climate change. This can only be done by working together. A company can take past occurrences such as melting ice, rising sea level, rising temperature, forest on fire on Amazon as a clear example of what could possibly occur in the future if the companies do not stop or change their way of doing business. Greenpeace is committed to creating no deforestation related to commodities such as palm oil. (Greenpeace, 2019)

Forest is known to be a massive carbon observer. These forests are cut, burned, or otherwise clear for industrial activities, these cut down trees have the potential of releasing carbon dioxide which it naturally stores. Deforestation and forest degradation are accounts for up to 15% of all greenhouse gas emission that are produced in one year of period and the rate is in increasing level. (WWF, 2019)

5.2   Water Issue

Climate change, urbanization, growing population, combinedly is creating global water shortage resulting in droughts, floods and a shortage of natural resources. These unexpected natural calamities are encouraging suppliers to manage water by conserving water sources and by efficient utilization of water resources [Earth Eclipse, 2006]. Water is essential for the planet, ecosystem and its inhabitants to survive. Approximately 2.9 billion people around the world do not have access to safe drinking water. The figure is estimated to increase in the coming years. According to the water resource group, 25% of water demand in 2030 will not be met. People in developing countries have already started experiencing water scarcity, which is also resulting in trade-offs. The scarcity of water is becoming a bigger problem in developing countries. (Unilever, 2019)

Coca-Cola is focused on creating sustainable and socially responsible water supply which could be an example for other similar organizations. However, in 2004, the company faced backlashed regarding its operation in Rajasthan, India. NGOs and local citizens of Rajasthan accused Coca-Cola of excessive use of water and making water pollution. Similarly, in 2014, Coke was forced to shut down its operation in other parts of India. (Greenpeace, 2015)

The global climate has already started changing at an exceptional level and the main reason for this change in climate patterns to happen is increasing greenhouse gas emissions from industrial activities. The negative impacts that the earth must face from climate change are extreme water pollution, dry periods, rising sea level and increase coastal flooding. (water Care, 2019)

5.3 Plastic Bottle Issue

Every day 1.9 billion plastic-packaged beverages are sold by Coca-Cola. (BFFP, 2019). Coca-Cola was the most commonly recognized company in 239 clean-ups programs and brand audits. A report from the Break Free from Plastic movement reported that more than 187,000 plastic bottles were found in ocean clean up programs. Coca-Cola being the top pollution making company in the audit report, the plastic bottle of brand Coca-Cola was found in 42 countries during the clean-up program. The brand audit report shows a clear picture of the most plastic polluting companies in the world and Coca-Cola being at the top of the list. (Greenpeace, 2019). When the plastic is burnt it releases a toxic chemical that will then easily mixes with soil or surface water or even to the roots of plants. This composition of the chemical into nature has the potential of decreasing the fertility of the soil, polluting water. [Earth eclipse, 2019].

In 2013, Coca- Cola was censured in Australia for conducting its business in a way that led to the abolishment of recycling bottle deposit. According to the analysis from Greenpeace, Coca-Cola is listed as a top polluting company in Asia. Coca-Cola and Unilever accounted for 30% of plastic pollution which was reported by the volunteers across Asia (BFFP, 2019). After the week-long clean-up program which was conducted on Philippines freedom island in 2017, it was reported that Coca-Cola and Unilever are among the topmost polluting companies in Asia. (Greenpeace, 2019)

In Europe, Unilever and Coca-Cola are listed as top pollution making companies. According to the European Environmental Agency, Coca-Cola and Unilever account for 45% of the total plastic pollution that is made in Europe (EEA, 2019). In Australia companies like seven eleven, Coca-Cola, and Mc Donald's are listed as a top polluting company accounting for 82% of plastic pollution are made by these companies combinedly in Australia and finally in Africa Coca-Cola, ASAS Group, Procter and Gamble accounts for 74 % of the plastic pollution. (Green Peace, 2019)

The main causes of sea pollution are plastic, and it has a very dangerous effect on marine species. Therefore, it negatively impacts the food industries that rely on fishing. (Earth Eclipse, 2019)

Extreme carbon variation has to be stopped. Companies should focus on reducing their greenhouse gas emissions and should try to keep it at 1.5 degrees Celsius. The companies action should also focus on making a positive social impact on the poorest and most vulnerable communities who will be most affected by climate change. (Oxfam, 2019)

In 2017 Greenpeace published a report criticizing the production of plastic bottles of Coca-Cola. Greenpeace reported that the company failed to source 25% of its bottles to recycle. (Greenpeace,2017)\The company like Unilever and Coca Cola failing to address the urgency of plastic wastes problem which is negatively affecting the sea, soil and resulting in air pollution (Greenpeace, 2018)

Break Free from Plastic Movement is waking up companies to see the pollution that they are making in the world. The movement is calling on companies to reduce or remove plastic packaging and make them realize their responsibility regarding global plastic pollution. The movement has already gathered the attention of these companies which motivated them to apply a waste management system in their system. Brand audits are not enough to gather a big picture but are still the best way to know about the company's negligence about plastic pollution. (Break Free from Plastic, 2019)

According to Oxfam, the campaigning charity World's 10 food companies including Coca-Cola and Unilever emits more greenhouse gas than the whole Scandinavia. Although these companies are committing to reduce their greenhouse gas emissions, these companies are failing to reduce their greenhouse gas every year. (Oxfam, 2019)

In 2019, times reported that Coca-Cola, Unilever, political, NGOs, and leaders should also be aware of the urgency in addressing climate change. This can only be done by working together. Past occurrences such as melting ice, rising sea level, rising temperature, forest on fire as a clear example of what could possibly occur in the future if the companies do not stop or change their way of doing business. Greenpeace is

committed to creating no deforestation related to commodities such as palm oil. (Greenpeace, 2019)

According to a 2016 report published in the New York Times in 2016 Coca-Cola made an announcement to recycle 100% of its plastic packaging by 2030. In the same year company also committed to replenishing every drop of water which it uses. Coca-Cola was the first 500 Fortune company who set an aggressive target. But two years of sustainability approaches of Coca-Cola suggests that the company committed is just for marketing stunt. Coca-Cola 'World Without Waste' should be viewed with suspicion. (New York Times, 2016)

6   Discussion

This section will mainly discuss the literature that has been done previously. The author will answer the three main research questions. The author will further discuss what these companies can do to become more sustainable in their production.

Sustainability generally emerged from the environmental perspective mostly from forestry management later in other parts of resource management. (Khulman and Farrington, 2010)

Industrial pollution is considered as responsible for health and environment, the hazard related to industrial production has a potential of making noise pollution, air pollution greenhouse effect, water pollution, radiation microbiological problem, etc. (Senge, 2008) Environment sustainability is concerned with protection of environmental resources for future generation by meeting the needs of current generation. (UN, 1992)

6.1   Comparison between sustainable and unsustainable actions

Coca Cola produces around 108 billion bottles every year. (BFFP, 2018). The company is now taking three crucial steps in order to manage its bottle which is recycling and refilling, using an eco-friendly bottle for its beverages and giving importance returned bottles. The company is also taking part in the ocean clean up and proves to be a

responsible corporate house. Though the company claims to take serious action regarding plastic bottles in the year 2015, Coca-Cola bottling was heavily criticized by the community in India for polluting groundwater. In order to sort out the problem, Coca-Cola had to stop the three ongoing operations in India because of their unsustainable ways of doing business. (Grady, 2016)

Water is essential for life to thrive. (Earth Eclipse, 2006) In 2017, Coca-Cola announced that it will give back the same amount of water to the community which it uses while producing its beverages. Coca-Cola was the first 500 fortune company who set an aggressive target. But two years of sustainability approaches of Coca-Cola suggests that company commitment is just for a marketing stunt. Coca-Cola 'World Without Waste' should be viewed with suspicion. (New York Times, 2016)

 Reduction in carbon dioxide can be a major threat to some companies. (Portney, 2015). Although Unilever commits to achieve no deforestation companies buy 3% of total palm oil that is produced in the world. (Unilever, 2019)

6.2   Some efforts companies can make to reduce their environmental impact

Sustainable legislation allows companies to set their sustainable goals at the same time maintaining strong economic development. (UN, 1992). Without strong government issuing new legislation and making new institutional arrangements such as a carbon-free market, business sustainability efforts seem not enough to meet the global sustainability objectives.

In 1999, the United Nation announced the world's largest sustainability initiatives in which companies around the world are encouraged to run their business operations with the principle of environmental sustainability and social development. (UN, 2019). Around 2/3 of the carbon emission comes out from the business. (Galbreth and Ghosh, 2012). Coca-Cola and Unilever's primary focus is still on economic aspects, the demand for their product is rising and to fulfill its demand they are bound and dependent on natural resources to produce their products. There is often a trade-off and these companies have faced the number of criticisms from different countries such as India, the Philippines for

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excessive use of natural resources, water pollution, Air pollution, CO2 emission, etc. The situation demands these companies to drive their business by keeping environmental sustainability as their primary focus which means a company should use only that much of resources that they can give back to nature over the period.

Sustainability carried out by businesses currently faces demands from its stakeholders and consumers. The consumer is now making a demand for companies to present social and environmental impact information in their activities. (Galbreth and Ghosh, 2012) Sustainability is a vast topic and cannot be measured in terms nor can be calculated as its exact rate (Ivan, 2016). With the evidence and criticism that the companies have faced from different NGOs and different countries over the year, it could be said that their sustainability approaches are not enough to make them a sustainable corporate house.

7 Conclusion

Sustainability revolves around three pillars of sustainability which are social, environmental and economic. The pillar of sustainability enables businesses to achieve their social, environmental and economic goals. Sustainability is meeting the needs of the current generation without compromising the ability of future generations to meet there own. (McGill, 2017). Sustainability encourages businesses to think about long term management of its system, excess utilization of the resource, pollution prevention and waste management (Crane and Matten, 2010)

World Bank stated that without innovation and technological advancement, all the water sources in the world will be exhausted by 2050. Innovation (World Bank, 2004). In recent years Increase interest of millennials towards the environment, awareness is driven by consumer behaviour has pushed businesses to adopt environmental sustainability in their production. Due to ethical values profit maximization and consumer growing interest in eco-friendly products have led businesses to adopt eco-friendly practices in their production. (Majurin, 2017)

 In recent years transparency and Innovation in technology have gained its importance to help businesses adopt more environmentally friendly practices in their production.

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Secondly, it increases public understanding of the sustainability initiatives of an organization. Through transparency customer can demand organizations to adopt more sustainable practices on their production. (Echeverri and Vaccaro, 2010)

Companies are now shifting their traditional production patterns towards more eco-Friendly practices which could be achieved through innovation in technology. Innovation has the potential of creating environmental sustainability. It has been an important subject of discussion in past decades. Eco-innovations are key enablers for creating a resource-efficient, greener, and competitive business. (Portney, 2015)

In recent years transparency has gained its important to encourage businesses to adopt more environmentally friendly practices in their production. Secondly, it increases public understanding of the sustainability initiatives of an organization. Through transparency customer can demand organizations to adopt more sustainable practices on their production. (Echeverri and Vaccaro, 2010).Innovation in technology has become necessity to run sustainable business practices. Whether it is big or small business innovation it is gaining its popularity in business field as a potential tool that could be used in order to integrate sustainability into the business. (Viadimirova and Kirsten, 2017)

According to the companies, sustainability approaches it could be seen that these companies do work towards integrating sustainability into their actions. After analysing the past, present and future sustainability objectives of the companies, author found out that sustainability approaches of Coca-Cola and Unilever are not enough from their side because sustainability is measured by evaluating the performance of an organization. (Poma, 2017)

Environment sustainability is a difficult topic to be covered by a company because companies are completely dependent upon natural resources to make its product. And at the same time NGOs like Greenpeace, break free from plastic, Global Climate collation, Earth Eclipse, and European environmental agency, WWF including many other NGOs are playing an important role in aware these companies about their unsustainable ways of doing business and giving back responsibility where it belongs.

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After studying a series of sustainability approaches of Coca-Cola and Unilever followed by the negative impact they are making to the environment. The author found out that sustainability is a vast topic that cannot be measured in exact numerical values (Ivan, 2016). Neither Coca-Cola and Unilever can operate by being fully ethical on three pillars of sustainability. Sustainability can be analyzed through current and past performances. Coca-Cola and Unilever are adopting sustainability to some degree or as a marketing stunt to attract millennials but there is still a lot more work these companies must perform in order to act responsible in the issue of climate change. Company products and their way of doing business can have a serious effect on the environment. Companies need to find new realistic solutions to deal with their criticism which they face yearly. innovation and transparency in their future operations can help these companies to find effective results rather than just making aggressive or unrealistic commitments on sustainability.

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