



THE FOLLOWING ARE A FEW SELECTED SLIDES FROM THE FULL PRESENTATION TO ACT AS A SAMPLE.

Sustainability

AQA A Level Business

7138 (2026 Specification)





QUICK FIRE FIVE KNOWLEDGE CHECK

Retrieval Practice (**Previous Topic**)



5 MINUTES

Complete the questions
from memory.

BASED ON THE PREVIOUS TOPIC:

BUSINESS VALUES AND CULTURE

Think back to what you learned in the last lesson.



**DO IT
NOW!**

1

Define the term 'business culture'.

2

State two benefits to a business from having a positive culture.

3

Explain how rewards link-in to a firm's culture.

4

Explain the significance of values to a business.

5

Explain one challenge of changing business culture.



**EXAMINE THE IMPACT OF A NEW
LEADER UPON THE CULTURE OF A
BUSINESS.**



WHY THIS MATTERS: Revisiting previous topics strengthens long-term memory and supports exam success.

Learning Objectives

By the end of this topic, you should be able to explain:

- Meaning and significance of sustainability
- Environmental sustainability: waste reduction, resource efficiency, reducing emissions, carbon footprint, sustainable sourcing, circularity
- Social sustainability: fair treatment of workers, supporting local communities, ethical sourcing
- Economic sustainability: long-term profitability without exploiting resources or people
- The challenges of implementing sustainability
- Purpose and value of using a Triple Bottom Line framework (People, Planet, Profit).

MEANING AND SIGNIFICANCE OF SUSTAINABILITY



WHAT IS SUSTAINABILITY?

Sustainability is about **running a business in a way that allows it to meet its immediate needs without harming the needs of future generations.**

It is a firm's ability to operate without damaging the natural environment or depleting scarce natural resources such as oil or forests.



IMPORTANCE OF SUSTAINABILITY

A sustainable business tries to balance its effects on the environment, people and its own profitability.



People

- Working conditions
- Fair wages
- Ethical labour standards



Planet

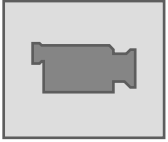
- Lower carbon emissions.
- Increase waste recycling.
- Reduce pollution



Profits

- Reduce waste
- Efficiency gains
- Attract ethical investors

Real World Insight (*Optional*)



Watch: Starbucks and Ethical Sourcing.
(Approx. 2 minutes)



Follow Starbucks 15 Year Journey to 100% Ethically Sourced Coffee with Conservation International



[Click here to view on YouTube](#)



Task

1

Identify **one** way in which Starbucks act in an ethical way.

2

Explain **ethical sourcing's role** in the success of Starbucks.



Challenge (Extension)

Research whether Starbucks have always been considered a 'good citizen' relating to sustainability.



SIGNIFICANCE OF SUSTAINABILITY

- Through a more efficient use of resources such as energy and water, businesses can **reduce their operating costs and improve profit margins.**
- Compliance with environmental legislation also helps to **minimise the risk of fines** or damage to its brand.
- Improving the environmental credentials of a brand helps **strengthen customer support** and loyalty.



STRATEGIC IMPORTANCE OF SUSTAINABILITY

Growing levels of concern about climate change and the environment have led consumers, governments and investors to take more of an interest in the activities of businesses.

Sustainability has therefore become not just a moral issue but a strategic one affecting costs, reputation, investor confidence and long-run competitiveness.

customer research organization performance retention data complex risk analysis planning implementation monitoring risk retention organization management impact opportunity project assessment process cost evaluation

evaluation

treatment project strategy research plan resources

FINAL EVALUATION



FINAL THOUGHTS

Whilst there are trade-offs in terms of higher costs, sustainable behaviour can lead to long-term success.

Businesses must balance profitability with their social and environmental responsibilities, or they will be quickly held to account by pressure groups.



Quick Fire Five

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TEACHING BUSINESS TV

Think fast!
You have 60
seconds a question

**Students will be asked 5
questions about the topic
under timed conditions
to assess knowledge
recall.**





EXTENDED ANSWER PRACTICE

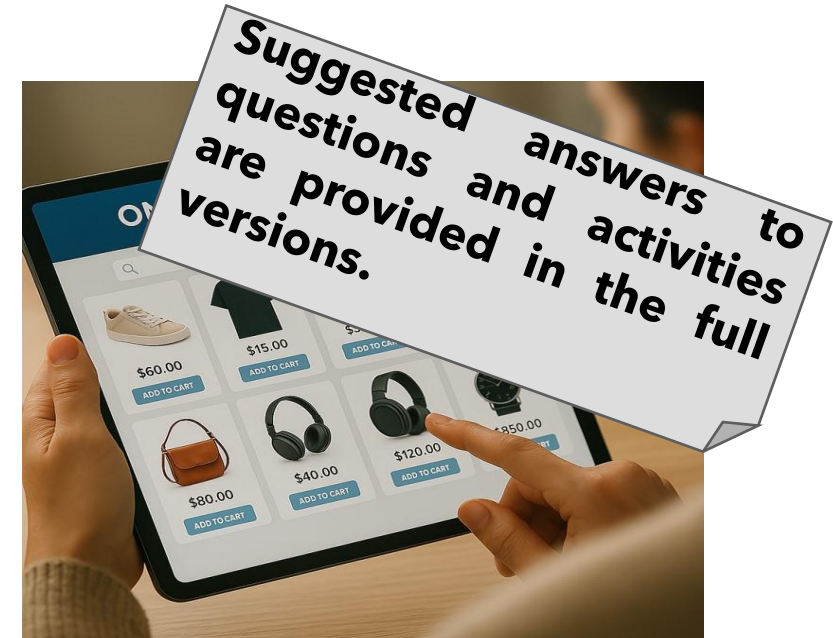


— A LEVEL —



EXTENDED ANSWER PRACTICE

Assess the importance of sustainability to the success of a large multinational organisation such as Amazon. **[9 marks]**



Knowledge
2 marks

Application
2 marks

Analysis
2 marks

Evaluation
3 marks

**Next topic:
Corporate Social
Responsibility (CSR)**



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A Level and GCSE Resources