**BUSINESS ETHICS AND SUSTAINABILITY**

**Learning Outcome 4: ACTIVITY 3**

**Sustainable development: Strategy 2**

Read the following article which details differing corporate sustainability practices, drivers of these practices, where sustainability features in the corporate structure and how it is communicated.

*Haywood, L.K., Trotter, D.H., Faccer, K. and Brent, A.C. (2013) The diversity of the practice of corporate sustainability. World Journal of Entrepreneurship and Sustainable Development Vol 9 No 2/3 111 – 125.* (This article will be available in your online student resources.)

* Take notes under the following headings:

- Drivers/motivators of sustainability practices

* Where sustainability features in the corporate structure and how it is communicated.
* The authors contend that organisational engagement in sustainability is largely self-interested/business driven, seeking economic growth through being seen to be environmentally and socially responsible. They note that this approach leaves “enormous potential for unsustainability” (p123).
* What do you think is meant by this?
* Do you agree with this view, or do you think motives are not so important and the end result is not dependent upon motives?