

The Effectiveness Of Ocean Management Practices By Company A

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Abstract

The oceans are under threat, with issues such as pollution, global warming and overfishing being the greatest threats. Overfishing, which in recent years has intensified, is linked to decades of ineffective ocean management. With its effects becoming even more widespread, this requires quick responses and workable solutions. Topping the list of these solutions is that of effective ocean management practices, which have become important obligations for nation states and organisations (such as the UN). The road towards effective management requires collaborative efforts from ocean bound states, their populations and organisations. The ecosystem-based management approach has become the most used management practice, which includes an integrated approach, integrating all sectors. Although its effectiveness is said to be limited, examples where it is successful can be seen in Norway and more recently in Sweden. Its application, although initially only at the national level, spanning across all levels, including that at retailers, has ensured its effectiveness.

The study determines the role of Company A in the application of such practices, as a retailer with a 'vision to be one of the world's most responsible retailers'. Their ocean management activities relating to awareness, strategy, education and sourcing were examined. Semi-structured interviews were used to gather data on the ocean management activities. The data was analysed using ATLAS.ti, and codes were obtained to create themes.

The results suggest that Company A is aware of the threat to the ocean and its resources, and the collaborative role it needs to play in the overcoming of the global fishing problem. Currently responsibility is one of their company values, with sustainability entrenched within its values, indicating their commitment and the role which they seek to play. Company A is also actively using a variety of communication mediums to educate their customers and assist in their decision-making when it comes to ocean products. Furthermore, their sourcing methods are also an indication of the work which they continue to do.

Key Words: *Overfishing, Ocean management, Ecosystem-based management, Sustainability, Integrated*

JEL Classification:

1. INTRODUCTION

Over the last few years, there has been recognition that there is a need to sustainably use and conserve the oceans. Scientists and other stakeholders have focused on a bottom-up movement, leading to the proclamation of a Decade of Ocean Science for Sustainable Development (2021–2030) by the United

Nations (Visbeck, 2018). This has raised awareness about large scale issues of degradation and the exploitation of the oceans. Awareness of ocean-related issues has led to the inclusion of an ocean goal (Goal 14-Conserve and Sustainably use the oceans, seas, and marine resources for sustainable development) in the Sustainable Development Goals (SDG) (Visbeck, 2018).

To reach the SDGs targets of 2030, oceans are required to produce more, from food, to jobs, to energy, whilst also ensuring they maintain their state and continue to regulate climate and provide for biodiversity (Solberg, 2019). This highlights the importance of oceans for sustainable development, an issue recognised by the international community (United Nations, 2018). The oceans are currently under threat due to resource use and commercial activities such as fisheries, shipping, aquaculture, mineral, natural gas, and oil extraction.

Overfishing has been a long-standing global problem for fisheries, with ineffective ocean management cited as the biggest issue. Fisheries have been experiencing the tragedy of commons problem, which poses a threat to Earth's ecosystem (Libecap, 2009). The Food and Agriculture Organisation's (FAO) 2018 State of World Fisheries and Aquaculture (SOFIA) Report further emphasized the global problem of overfishing (Oceana, 2018). It is estimated that thirty-three per cent of global fish stocks are now overfished. With this figure increasing annually, this illustrates the extent of unsustainable fishing practices, which are a large threat to the marine ecosystem and food security for billions of people around the world (Oceana, 2018). For the global economy, the cost of overfishing is estimated to have reached over \$80 billion. Effective ocean management approaches that can address these growing concerns over the state of the oceans have been the focus of extensive research and organisational action.

In SA there have been various programmes, involving multiple stakeholders, which attempt to provide way in which it can manage its oceans. Using an integrated approach to ocean management, the World Wildlife Fund (WWF) has created the WWF Marine Programme, which focuses on securing the ocean's productive capacity, whilst also ensuring future sustainability (WWF, 2016). The programme involves multiple stakeholders across various sectors. It recognizes the full range of interactions within an ecosystem (including social systems), with focus on maintaining the ecosystem service function. Spatial planning has been highlighted as an area of importance, particularly with prioritising parts which are rich in biodiversity or of crucial importance for fisheries. Another aspect of the programme is that of consumers. Consumers have a role to play by ensuring they support responsible suppliers and retailers, who source sustainable seafood from well-managed, sustainable fisheries (WWF, 2016). There is growing evidence that these initiatives, undertaken by the WWF, have created positive results

Although this may be the case, and commercial fisheries are said to be well-managed, the continuous overfishing spanning over a long period, along with other factors, have negatively impacted the industry, with numerous species being categorised as either collapsed or over-exploited (DAFF, 2012). This presents even greater opportunity for methods of recovery involving all. The focus of this paper is on retailers, particularly Company A, which is focused on doing good for the environment and society. The paper looks at the role they play in ocean management, with focus on awareness, strategy, education, and sourcing.

2. LITERATURE REVIEW

2.1. The concept of integrated ocean management

Integrated ocean management (IOM) as a concept is difficult to define. Professionals refer to it as a decision-making process, based on varying information which determines the most suitable way to

use and protect the ocean and its resources (National Oceanic Atmospheric Administration, 2017). It is not only the most suitable approach, but also a necessary one, especially towards achieving proper sustainable development of the oceans, within the structure recognised by the United Nations Conference on the Law of the Sea (UNCLOS) (Charles, 2011).

To achieve effective ocean management, researchers have noted the importance of integration. Integration, implies balance, completeness or harmony among parts working together, and in the case of the IOM, the concept aims to achieve a balanced and holistic approach to ocean management. It requires countries to make commitments pertaining to their resources, involving multiple sectors and stakeholders and the activities they are involved in. In the case of the IOM, which is focused on sustainability, the aim would be to maximize the benefits of those activities, while ensuring their negative impacts on the environment and ecosystems are minimized (FAO, 2016).

2.1.1. Management techniques to approach integrated ocean management- Ecosystem Based Management (EBM)

The ecosystem-based approach to management (EBM) is acknowledged as an effective way to achieve sustainable development across all resource uses and has become the most prominent approach for the management of marine ecosystems (Curtin & Prellezo, 2010). The philosophies underpinned in EBM are not new. In some parts of the world people have been utilizing these philosophies for over ten thousand years (Coastal First Nations Turning Point Initiative, 2009). While the approach has gained prominence, there is no single agreed-upon definition for EBM, resulting in a plethora of definitions. In its most simple form, any definition used for EBM, includes the complex nature of relationships with the environment. Extended definitions also include governance and social aspects which extends the definitions (Long *et al.*, 2015). Farmer *et al.* (2012) describe an EBA as “a resource planning and management approach that integrates the connections between land, air and water and all living things, including people, their activities and institutions”.

Although there is great support for the EBM, sectors within the marine environment are still managed individually with rare application of the ecosystem approach (Katsanevakis *et al.*, 2011). The gap existing between theory and practice has been cited as one of the reasons. For the EBM to be effective and therefore successfully implemented, the theory needs to be reconciled with the practice of ecosystem management, where there's alignment between the two (Sardà *et al.*, 2014).

2.1.2. Ecosystem-Based Approach to Fisheries Management

Since the 1990s the Ecosystem-Based Approach to Fisheries' Management (EAFM) has been adopted by various governments and global organisations, with a focus on sustaining healthy marine ecosystems and the fisheries they support (Gullestad *et al.*, 2014). It was adopted by the FAO's Committee on Fisheries (COFI) as the most suitable method to apply the UN's Code of Conduct for Responsible Fisheries (FAO, 2014). The driving force, like that of the generic EBM, is to implement plans which ensure integration and co-operation in such a way that a sustainable ecosystem, that is beneficial to all, is developed. Important decisions regarding the way in which the various species and stocks should be managed are crucial in the development of EAFMs (Sainsbury *et al.*, 2014).

Previously management was focused on one single species in isolation (Fulton *et al.*, 2014). However, this proved ineffective (and expensive) as it ignored other variables which affected species' population such as habitat and water quality pressures, other species, predators, environmental changes, and pollution which could all lead to severe deterioration of the ecosystem. The change now requires management to take note of the dynamics between species and the ecosystem, leading to an approach which not only focuses on the sustainable management of commercially important species, but also on the less commercially important species, because previously there was limited data

(Ostrom, 2009). There is criticism, of the design of the EAFM as it is said to be highly scientific, which causes it to be complex and difficult to implement. It is deemed ambiguous as the specific criteria required is not specified (Hutubessy & Mosse, 2015)

2.2. OCEAN MANAGEMENT PRACTICES IN ACTION- CASE STUDIES

Norway, Sweden and South Africa, implementation of ocean management are examined. This provides a context of how national policies create an environment for seafood suppliers and retailers, with a focus on how these are implemented for retailers to make sound decisions regarding the management of their ocean products.

2.2.1. Norway

Norway is one of the first adopters of an ecosystem ocean management approach, with its ocean management methods founded on sector-based legislation and institutions (Olsen *et al.*, 2015). Driving the change is new legislation and management plans which focus particularly on oceans and on co-operation and co-ordination amongst the different ministries and agencies, illustrating Norway's determination in their quest to effectively manage the ocean. (Hoel, 2010; Norway Ministry of Environment, 2011). Although the direct impact on fisheries' management has been limited, they have created an environment, particularly politically, where marine management has been an important aspect of the effective ecosystem-based fisheries' management. To assist with the rebuilding of depleted fish stocks, movement towards the development of a Norwegian policy was important to prevent further overfishing and ensure long-term sustainability. The need to focus on an holistic approach to ocean management became urgent, leading to the adoption of an ecosystem approach strategy by the International Council for the Exploration of the Seas (ICES), making the ecosystem approach the fundamental principle for Norwegian fisheries' management (Norway Ministry of Environment, 2011, Gullestad *et al.*, 2014).

The movement from the single species focus to full ecosystem occurred from 2004, but fishing quotas, single species assessments and advice are still a norm. (Misund *et al.*, 2011). The Marine Living Resources Act, focusing on all living marine resources was introduced in 2009. The inclusion of conservation and sustainable use of marine resources marks an important step in the law pertaining to fisheries' management in Norway.

As a leader in marine research, fishing regulation and environmental protection of marine and coastal fisheries, this has allowed Norway to create a sustainable seafood industry, which also an ability to grow (Tatum, 2015). The Department of Aquaculture, Seafood and Markets oversees activities of the industry, including quality control from initial produce to customers, the regulation and monitoring of the production chain, the fish feed and the health of the fish. The industry operates efficiently, with the need to maintain safety as the most important aspect. Their success is attributed to research and consistent data (innovation), Marine Protected Areas (MPAs), suitable fishing equipment, a ban on discarding of important fish species and proper regulation of fishing activities and the marketing of fish (Lekve, 2013)

2.2.2. Sweden

Sweden's steps towards EBM began in the 1960's when the Swedish National Physical Planning System introduced the concept of ecology as a basis for physical planning which included environmental considerations in societal planning and was guided by special national guidelines (Stepanova and Bruckmeier, 2013). The establishment of the Commission of the Marine Environment (CME), in 2002, by the Swedish government was to propose action for significant policy changes towards ecosystem-based management. And although adoption has been slow, recent developments,

including the active leadership of multiple non-state actors, has been encouraging (Osterblom *et al.*, 2017).

SwAM is responsible for managing the use and preventing overuse of Sweden's marine and freshwater environment, by considering present and future ecosystem (and human) requirements. By collaborating and cooperating with both international and national stakeholders and universities and colleges SwAM can gather knowledge, and make informed decisions, which are to protect the environment (SwAM, 2013). Their extent of their protection effects as far as test fishing, the extraction of water samples, and other methods to monitor the state of Sweden's oceans, lakes and streams. Furthermore, within fisheries, there's coordination, allowing for an integrated approach and working toward a sustainable management of fisheries' resources through an ecosystem-based approach (SwAM, 2018).

In 2017 SwAM introduced a new fisheries management system, that focused on the individual allocation of fishing rights (Holmyard, 2017). To meet the requirements of the European Union's Landing Obligation (LO), Sweden had to make changes to their previous fisheries' management policy. The LO, part of the Common Fishery Policy (CFP), is concerned with fishing quotas for EU states, and the changes require fishermen to land 100 per cent of all quota species caught, and any additional catches need to be swapped or traded using the digital tool, FishRight.

2.2.3. South Africa

The South Africa Integrated Coastal Management (ICM) Act came into effect in February 2009. The act is an area-specific set of legislation, specifically for the management of different coastal and marine environments, and addresses past injustices (places ownership of South Africa's coast with its citizens and promotes sustainable access to the coast and the free ecosystem, goods and services it provides) (Celliers *et al.*, 2009).

In October 2012, the Green Paper on the 'National Environmental Management of the Ocean' was published in the Government Gazette. The publication of the Green paper was an overdue process as SA had ratified the adoption of the 1982 United Nations Convention on the Law of the Seas (Glazewski, 2013). This was followed by the White Paper, which was eventually gazetted in 2014. SA has realised the importance of the EBA in the management and protection of its oceans and coasts (DEA, 2018). This has been done through the proclamation of Marine Protected Areas (MPAs), with 43 MPAs gazetted, accounting for only 5.4% within the Exclusive Economic Zone (EEZ) (DEA, 2019). In addition to implementing EBA, SA is also involved in coordinated efforts with neighbouring coastal countries which include marine ecosystem science and management programmes such as the Benguela Current Commission, and the Agulhas Somali Current Large Ecosystem Programme.

The commercial fisheries manage permit holders by using two strategies, the Total Allowable Catch (TAC) and the Total Allowable Effort (TAE) (effort applied to fishing including the number of vessels, fishermen or days at sea), with the deep-sea trawl fishing companies utilising both (SADSTIA, 2019; WWF, 2011). Although the commercial fisheries industry is said to be well-managed, the continuous overfishing spanning over a long period, along with other factors, have impacted negatively on the industry, resulting in numerous species being categorised as either collapsed or over-exploited (DAFF, 2012)

To approach the challenges of the coastal environment experiences, the ICM Act mandated the development of several structures including the Provincial Coastal Committees. Additionally, government and non-government initiatives, concerned with improving oceans and coasts environmental management and awareness, have also been utilised. The initiatives go beyond the standard stakeholders such as scientists, policymakers, fishermen etc., by incorporating initiatives which are also applicable to consumers, retailers, producers and the general public. These include: Blue Flag, Working for the Coast, SASSI, South African Network for Coastal and Oceanic Research (SANCOR), and Research Funding (DEA, 2012).

Whilst government measures brought little positive, other initiatives have been hailed, producing positive results, resulting in consumers and retailers making even better sustainable seafood choices, by holding their seafood vendors accountable for the sustainability of the seafood they are selling, and by retailers responding to this, by developing and adopting strategies ensuring they sell credible, sustainable seafood (WWF, 2016).

The cases of Norway and Sweden demonstrates how countries can use the EBM system; however, they can have different approaches to it within the 1982 UNCLOS framework. This illustrates the need to create management systems which are not only in line with international policy, but which are suitable for their national environment which they are designed for.

2.3. SUSTAINABILITY IN RETAIL

Companies across all sectors are facing major disruptions ranging from globalisation, competition for raw materials and natural resources to new age technology, which is affecting traditional business models and forcing accountability and transparency from all their stakeholders. The demands of the changing world require sustainability to be at the core of every company, with environmental sustainability a vital consideration (PriceWaterhouseCoopers, 2015). Sustainability is important for retailers as it means the protection of the industry's two most important assets; the environment and the people; for long term viability, and reduction in risk (RILA, 2016).

Sustainability activities are required to a form part of a retailer's strategy, which requires their inclusion throughout the whole value chain, affecting every aspect of it. The crucial areas include supply chain management, the customer facing component and facilities and infrastructure, which not only are strategic aspects and cost saving, but also serve as an area of competitive advantage through the formation of customer relationships (Aberdeen Group, 2012). As mentioned in Phillips (2018) at the heart of sustainability lies the customer.

In SA this is no different. Customers are calling for extra care in sustainability, ethical sourcing, community involvement and the conservation of scarce environmental resources, when making purchasing decisions (Smith, 2016). There's pressure for retailers to act in a certain way, in line with their customers' demands and their ethical approach to the well-being of people and the planet. Two areas of great importance are sourcing and education (Smith, 2016). Firstly, there is increased interest in the sourcing of products, forcing retailers to commit to responsible sourcing activities. In addition to this, there is a role to play in the supply chain. Big retailers can assist in the growth and development of their suppliers, by influencing and supporting them towards sustainability, aligning this to customer needs and wants. Secondly, retailers need to take further steps, by assisting customers in their decision-making, by educating them and by enabling them to make the correct ethical choices (Okutoyi, 2019).

2.3.1. Ocean management activities by Company A

At the core of Company A, is their vision which is 'to be one of the world's most responsible retailers' showing their commitment to doing good business for customers, people and the planet. By including this in their vision, Company A has explicitly dedicated themselves to playing a role in sustainability in South Africa, and the southern hemisphere. Since its existence, sustainability has been a focus, but the launch of the Good Business Journey (GBJ) marked a change, as Company A interrogated the way in which they address sustainability issues within the context of the changing social and environmental needs of South Africa. There was a need to include measures which would benefit all its stakeholders (Smith, 2016). The GBJ was launched in April 2007 and is strongly influenced by the sustainability agenda of international retailers (particularly Walmart and Marks & Spencer) as well as by the Global Reporting Initiative (GRI) guidelines, the JSE Socially responsible investment index criteria and other legislative requirements. Although this may be the case, the way in which it has been designed is SA-specific, with focus on transformation imperatives (according to employment equity and BEE requirements), social development, the environment and climate change (Smith, 2016; Luiz et al., 2011).

The aim of the initiative is to reduce the business's environmental impact and increase its social and economic impact across its value chain, enabling them to deliver their vision of being the most sustainable retailer in the southern hemisphere. It is aligned to the triple bottom line aspects of doing business, with responsible sourcing and a sustainability attribute as two of the five goals to be achieved (Woolworths Holdings Limited, 2018). There are eight focus areas with ethical sourcing as one of them (Woolworths Holdings Limited, 2019). Even though Company A has stated their commitments further insight into their ocean management practices for fisheries, particularly in strategy, awareness, education and compliance is required.

This paper aimed to answer one key question: What are the ocean management practices undertaken by Company A. More specifically, this paper addresses four sub-questions: firstly, what is the **level of awareness** of Company A in respect of ocean sustainable development? Second, how does Company A **incorporate** ocean sustainable development into their business model? Third, what is the **role of Company A in educating customers** about sustainable marine products? Fourth, what **measures are taken** by Company A to ensure full compliance from suppliers?

3. METHOD

Due to its interpretivist nature, the qualitative paradigm is therefore the most ideal. This study uses the phenomenological research approach focusing on a prominent South African retailer. The secondary data utilised in this study was obtained through the review of the literature, whilst the primary data is to be collected by the researcher via the semi-structured interviews.

The study made use of the non-probability method; and within this method the judgmental / purposive sampling method was chosen. Therefore, the sample size used was a maximum of 10 respondents throughout the Company SA's management structure, situated countrywide.

To provide structure and to simplify the data analysis process the content analysis method was utilised. This involves categorising the data into broad themes and codes, in what is known as open coding. ATLAS.ti was used during this process. The major theme identified during the literature review and that which emerged from the analysis of the data, was the overarching theme of ocean management practice. To classify the data into 'meaningful analytical units' (Maree, 2016:116), the transcribed data was encoded to ensure that the data with similar themes and codes were easily

retrieved and analysed. The broad codes which emanated included awareness, strategy, education, and sourcing.

4. RESULTS

4.1. Company A's understanding of ocean sustainability

Company A views ocean sustainability as a means to responsibly manage the resources that they derive from the ocean and also the reduction and mitigation of their impacts thereon. As the ocean's shared resources have been severely exploited through unsustainable overfishing, the retailer feels obliged to employ the most sustainable fishing principles, working to make sure there will be fish in the sea for future generations to enjoy.

4.1.1. Awareness

The awareness of the company is emphasized by their understanding of ocean sustainability which has paved the way for the role and the activities which they are currently undertaking and have previously undertaken. The use of the words: 'responsibility', 'obligation', and 'commitment' during the interview process signals their intentions when it comes to participating in these activities which ensure the sustainable use of the oceans. Furthermore, their vision of being 'one of the world's most responsible retailers', has not only involved ethically driven activities, but their role is embedded in their corporate vision and values.

They are being active in their sustainability by being involved in various efforts which ensure that they not only provide sustainable seafood and seafood products, but also addresses the issue of plastic pollution in the oceans, another greater ocean issue. The efforts which they are involved in include:

- Working with local and international seafood sustainability awareness and certification programmes- Marine Stewardship Council (MSC), WWF-SA's Southern African Sustainable Seafood Initiative (WWF-SASSI) and the Aquaculture Stewardship Council (ASC)
- The establishment of the 'Fishing for the Future Seafood' sustainability policy in 2008, then becoming the first retailer in SA to sign the landmark WWF (SASSI) Retail Charter in 2008.
- The first retailer in SA to offer MSC Certified Pole and Line Caught Canned Tuna.
- The widest range of ASC and MSC labels in SA.
- An advisory board member of Fish4Good, which is mapping the fisheries landscape in SA and assisting them in preparing for MSC certification where relevant.
- The first SA retailer to remove plastic microbeads from their private label beauty and personal products, thereby reducing the amount of microplastic making its way to the oceans.
- Committed to ensuring that all their packaging will be reusable or recyclable by 2022 and to phase out single-use shopping bags by 2020 and awareness on issue of ocean plastic- to reduce single plastic use and support of annual beach clean

4.1.2. Strategy and the value it adds

The most noticeable inclusion of ocean sustainability in Company A's strategy is that of the Fishing for the Future. It is one of the programmes in their Sustainable Farming focus area of the GBJ. In order to ensure consistency and inclusion they undergo stringent assessments and stakeholder engagement sessions where targets, relating to their overall strategic intent, have been set. As a means to keep itself accountable and for the sake of transparency the various goals and commitments are reported on annually in both the GBJ Report and the Integrated Report, which is then made available to the public. Their value add in ocean sustainability can be seen through their work with the MSC, WWF-SASSI) and the ASC, and their related certification schemes which have ensured that the company's seafood is responsibly sourced.

4.1.3. Education

Company A has indicated that their communication methods are used in varying channels, including their website, YouTube, customer emails, instore communications and on-pack labelling. By including information in all their communication channels, this informs customers of their ocean sustainability efforts at every point of sale and allows them to make informed choices at every encounter they have with the retailer and its products.

4.1.4. Sourcing, including suppliers and compliance

To ensure that Company A is sourcing responsibly, they indicate that they work with local and international seafood sustainability awareness and certification programmes including the MSC, WWF-SASSI and the ASC. These awareness programmes assist in ensuring that there's transparency and traceability. Almost all their primary species meet the 'fishing for the future' commitments. Salmon is the only species which does not meet the standard, as it is sourced from Norway.

Company A's suppliers and service providers, wherever they may be located, are bound by the company's Codes of Conduct (codes), which are aligned with the International Labour Organisation's conventions in relation to ethical trade and the Ethical Trade Initiative base code. These codes outline their requirements for labour and safety standards, environmental stewardship, animal welfare, and their zero tolerance for bribery and corruption, and are supplemented by a number of supporting policies and position statements. In addition to being bound by codes, suppliers are required to undergo regular compliance checks, either these are to be conducted by independent auditors, or they can supply audit reports from independent auditors. Furthermore, there's also continuous reviewal of the geographies where they source, to manage any ethical risk related to poor labour conditions in the supply chain.

4.2. Discussion

The retailer's actions are consistent with the actions described in the literature. As consumers have become more conscious of the impact they have on the environment, retailers have recognised the need to get in on the sustainability trend (PriceWaterhouseCoopers,2015). They've realised their existence must go beyond that of profit-making and revenue growth but must extend to that of being accountable to the communities they serve and the environment in which they operate. As stakeholder demands and needs have risen, they've had to make a mindful effort towards sustainability. Beyond their ethical reasons, sustainable management offers other advantages to retailers and their customers, such as better profit prospects, innovation, better choices on retail products and lowered risk (Ruiz-Real *et al.*, 2018).

Another aspect is that of engaging external stakeholders, such as regulators, activists and the media (RILA, 2016). The retailer has prioritised the engaging of external stakeholders, with their active participation in the MSC (in an advisory role), WWF-SA's SASSI and the ASC, clearly indicating their intentions. Such participation illustrates the retailers' priorities, requiring them to have significant metrics for transparent reporting, point-of-purchase consumer education, and marketing campaigns.

The setting of sustainability goals is the beginning of an effective sustainability journey (RILA, 2016). These goals ensure the company is on track and motivate the need for commitment from senior executives. As with any business function, to be effective, sustainability requires governance systems, strategy development and systematic strategic activities. The inclusion of sustainability, particularly ocean sustainability, as seen in the literature, is not by chance, and is in line with the literature on

strategy. They have undertaken steps, including and not limited to, engaging stakeholders and executives and setting time sensitive commitments

Education for sustainable consumption, is believed to be an important aspect (Okutoyi, 2019). It is crucial to provide individuals and groups with suitable information on the impact of their day to day choices as consumers. As Okutoyi highlighted (2019), the consumption choices made daily are influential, they influence markets and production patterns and they impact on natural resources and ecosystems and the greater global community. To obtain success in their education, the correct communication methods must be used (Cheeseman, 2016). Retailers have a role to play in promoting and encouraging changes in consumer behaviour, thereby leading to improvement in social and environmental issues (Arvidsson, 2008). This is not only for the betterment of the society and the environment, but it also creates value for the retailer, as consumers are able to identify with said retailer and its values, making them feel good, beyond the products which they buy.

According to Norton (2014) companies have sustainability requirements applying to all suppliers, binding them by supplier codes of conduct, assessments and audit procedures. This helps companies in the minimising and management of both social and environmental risks, as they are in a position to reduce their impact, placing them in a position to obtain growth (Bove and Swartz, 2016). There are numerous actual and potential benefits, including the possibility of a company achieving bigger goals, influencing the market, and therefore their suppliers, when it comes to sustainability. At the core of sustainable sourcing is the building of strong, lasting relationships with suppliers

5. CONCLUSION

Company A is well versed in the problems which are currently facing our resources which has called for the sustainable use of said resources, by committing to reducing and mitigating our impacts on the environment, particularly those affecting the ocean. As a result, they have positioned themselves such a manner that they have a role to play and committed themselves to lead the way in the retail space. The retailer is currently involved in activities which have an overreaching purpose to ensure that no further damage occurs to the ocean.

Company A is intentional in the activities which they are undertaking in order to become the most responsible retailer. It is clear that they, as a place where consumers meet and engage with products, are providing means so that every person plays a role to ensure that overfishing is curbed, and fisheries can begin their recovery.

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