



Question 1 - 2024 Q16 (b)(iii)(iv)

Marks: 9

- (iii) Kellogg’s is very proud of its commitment to global sustainability working towards eight goals, one of which focuses on the area of packaging.



Explain the term ‘sustainable development’.

- (iv) In addition to making food that customers love, Kellogg’s have a commitment to doing what’s best for people and the planet.

Kellogg’s, 2020 Goals

Other than *resource-efficient packaging*, outline **two** ways in which Kellogg’s can operate in a sustainable manner to protect people and the planet.

1.
2.





Business activity growth hits nine-month high with strong outlook for this year, according to AIB survey

The Irish Times

Outline **two** impacts of economic growth on businesses in Ireland.

1.
2.





Solution Question 1 - 2024 Q16 (b)(iii)(iv)

- (iii) Kellogg's is very proud of its commitment to global sustainability working towards eight goals, one of which focuses on the area of packaging.



Explain the term 'sustainable development'.

(3m)

They should be able to meet their present needs without compromising the needs of future generations. This means that companies need to balance their production against economic, social and environmental needs. For example, recycling, changing to electric cars.

- (iv) 'In addition to making food that customers love, Kellogg's have a commitment to doing what's best for people and the planet.'

Kellogg's, 2020 Goals

Other than *resource-efficient packaging*, outline **two** ways in which Kellogg's can operate in a sustainable manner to protect people and the planet.

(6m)

Kellogg's could use renewable sources of energy in their factories to reduce carbon impact on the environment.

They could ensure that raw materials used are produced in such a way to minimise environmental damage e.g., using fairtrade, making sure the farmer/producer gets a fair price for the produce sold.

They could use electric or hybrid vehicles when delivering their products globally.

Recycle waste where possible, making the planet a cleaner place and more sustainable for future generations.

Promote awareness amongst staff for the need to be environmentally friendly, which leads to ethical behavior.

