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Executive Summary

¹ Corporate Social Responsibility (CSR) in small-medium enterprises is a sense of duty that companies voluntarily decide to contribute to the community for a cleaner environment and a better society to which they belong (Advantage, 2020, p. 65). CSR allows companies to conduct business activities that do not degrade the environment by managing natural resources. This business report aims to understand the Greenhouse Café's corporate social responsibility (CSR) and sustainability regarding the climate change issue. In Greenhouse Café, their current approach to climate change challenges is reducing their carbon footprint and waste management. Since Greenhouse Café is strictly a vegetarian restaurant, its carbon footprint is minimal because the restaurant collects its fresh supplies from local farmers around their area of business, therefore reducing their reliance on long distance produce deliveries. The vegan dishes reduce carbon footprint because products such as vegetables and fruits have lower greenhouse gas emissions than meat products. Greenhouse Café consumes a lot of energy than commercial businesses; hence using energy-saving equipment like energy star rated dishwashers will reduce their carbon footprint in the long run. However, challenges like funds is an issue since Greenhouse Café needs capital to purchase the energy star rated dishwasher to reduce its carbon footprint. However, they can start slowly by using their current resources like freshwater sparingly to minimize water wastage and work with the Caloundra community to develop ways to help people start managing their waste for the sake of the environment.

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Greenhouse Café

Introduction

This business report aims to understand the Greenhouse Café's corporate social responsibility (CSR) and sustainability regarding the climate change issue. Greenhouse Café is a restaurant located in Caloundra, Australia, and it serves its customers with organic vegetarian meals for breakfast and lunch. Greenhouse Café's purpose is to offer its customers with healthy nutritious meals for their general well-being. In today's world people consume fast food than healthy meals, Greenhouse Café is committed to staying true to its core values by promoting healthy eating using fresh organic produce (Greenhouse Cafe, 2020). Greenhouse Café's significant stakeholders are its customers who are in search of nutritious meals and its suppliers. Greenhouse Café gets its fresh farm produce supplies from local farmers in their area. The owners of Greenhouse Café believe in eating healthy, and that is why they encourage a healthy lifestyle for all their customers. In addition, they not only promote healthy eating in Caloundra; they also support the businesses of local farmers. Greenhouse Café prepares fresh meals every day for their customers to meet their particular needs. For instance, a part of their service is to cater to customers who might require special dietary needs or various allergens. They achieve this by using the table service system, which is rare today in most Cafes.

Greenhouse Café Current Approach to Climate Change Challenges

In today's businesses, people are beginning to demand that organizations take CSR seriously. Many of these organizations have started to take CSR as a business strategy to gain a competitive advantage over their competitors (Maldonado-Erazo et al., 2020, p. 2332) therefore most companies in the restaurant market are still working on their CSR to safeguard the environment and society. In Greenhouse Café, their current approach to climate change

challenges is reducing their carbon footprint and waste management. Since Greenhouse Café is strictly a vegetarian restaurant, its carbon footprint is minimal because the restaurant collects its fresh supplies from local farmers around their area of business, therefore reducing their reliance on long distance produce deliveries. The café uses fresh produce every day to make their vegetarian dishes. The vegan dishes reduce carbon footprint because products such as vegetables and fruits have lower greenhouse gas emissions than meat products. Greenhouse Café has a small farm where they grow some of the ingredients used in their foods, such as pepper. The waste products such as stalks from kales, onions, and potato peels produced after meal preparations are converted and used as manure in their farm since they decompose faster (Pandian et al., 2019, p. 392). This reduces their waste by almost 70% since the products are reverted to nature, saving the environment. Second, since Greenhouse Café is not a big restaurant, they buy enough products for the day from their suppliers to prevent wastage. Third, food wastage is caused by poor preparation by food handlers. Greenhouse Café hires highly skilled employees who are well versed in vegan food preparations to help minimize food wastage by avoiding food contamination during preparations and storing supplies correctly.

Possible Options

For Greenhouse Café to provide a strategic advantage to its organization, they need to use sustainable energy equipment to be more environmentally friendly. According to Hennessey (2018), restaurants like Greenhouse Café consume more energy than commercial businesses. This is because the appliances used in the kitchen require constant use of gas and electricity, which increases the demands of these products and damages the environment due to the release of toxic pollutants from the extraction sites. Using energy-saving equipment like energy star rated dishwashers will reduce their carbon footprint in the long run since less toxic gas emissions

will be produced (Caldera et al., 2018, p. 345). Second, Greenhouse Café should involve their customers by sharing their sustainability ideas with them to get their feedback on how to bring in more sustainable methods. This can be achieved via their social platforms like Twitter and their website to spread information on the importance of using sustainable practices. Greenhouse Café will see an increase in customer retention and competitive advantage over fast-food restaurants around them. Third, Greenhouse Café uses a lot of water to clean their products, dishes, and establishment. They can reduce their water usage by using low flow pressure taps that allow one to use less water during meal preps and when washing dishes. This will save the café liters of water in the long run.

Potential Challenges

One of the challenges about the above options would be the resources to make the change. Even though Greenhouse Café is striving to be environmentally friendly, if capital to purchase eco-friendly energy-saving equipment is not available during the implementation stage, then the café's carbon footprint will increase (Abosede et al., 2016 p. 315). Second, if Greenhouse Café does not know how to connect with its customers personally, they will not get honest feedback to improve its carbon footprint, harming their marketing plans (Namkung and Jang, 2017, p. 332). Third, technology keeps progressing every day, and Greenhouse Café will need to keep reinventing its equipment, in the long run, to keep up with the latest technology that will guarantee sustainability, which may not fit in their strategic planning phase (Tura et al., 2019, p. 229).

Conclusion

This research's objective was to study how Greenhouse Café assesses its current situation in line with CSR and sustainability to climate change issues. Greenhouse Café's approach to

climate change issues is reducing its carbon footprint by being a vegetarian restaurant and reducing waste. They only offer fresh produce from local farmers. Second, they use these products to make healthy meals for their customers to promote healthy living while reducing greenhouse gas emissions. Third, Greenhouse Café recycles its waste from vegetables as compost manure for their organic farm. This shows that they are determined to create an environment free from pollution based on the necessary precautions they have taken. These situations have contributed to the café's option of embracing the use of energy-saving equipment like energy star rated dishwashing machines to minimize their carbon footprint. Like any other business, Greenhouse has to go through challenges like lack of enough resources to purchase the required energy-saving equipment to reduce energy consumption or replace water faucets and renovate their bathrooms to reduce their water usage. However, despite these challenges, Greenhouse Café can still impact society and the environment by keeping up with their daily chores as they learn to embrace new, environmentally friendly practices (Kraus et al., 2020 p. 200).

Recommendations

Greenhouse Café should organize a friendly beach clean-up activity for their customers to show them that they care about the environment. Secondly, Greenhouse Café should also work hand in hand with their customers to create awareness on the effects of food waste on the environment. Again, it is recommendable for Greenhouse Café to work with the Caloundra community to develop ways to help people start managing their waste for the sake of the environment. Not only that is enough but they can also try to reduce their water consumption by using water only when necessary. Last but not least, Greenhouse Café needs to learn more

environmentally friendly methods they can apply to keep the environment safe while offering the best to its customers.

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