# II

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# Social Innovations

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**Main problem**

Production, packaging and transport of food makes a major effect on the environment. The products that people purchase tend to have a major effect on the environment. With most households majority of the items re from the shopping centers. Majority of these items do not have to be ecofriendly. There are various aspects which are used during shopping that tends to have a major effect on the environment.

Additionally whenever a person visits a place they are not familiar with, one is not aware of the facilities available in that place. With the current world, traditional advertising does not make similar impacts. Since the markets is saturated with new businesses and items and all are aiming at the client's attention. The organization is thus required to establish creative as well as innovative ideas to inform the potential clients about the mall. This is as well due to the fact that the firm might be facing a high level of competition from other malls as well as shops.

**Analysis of the problem**

The shopping center tends to economically ineffective due to various reasons. It maintain excessive packaging in the shops. As a society, we've become blinded by the level of wasteful packaging since it has become so common in our daily life. This dramatically impacting the environment in various ways. Wasteful packaging tends to make up about 25% of the litter in the world. Excess packaging as well contribute to air pollution in various ways for instance waste incineration activities. This results to the production of fatal gases that tend to infiltrate the environment. Moving from one's home to the shopping centers and back home through the use of a vehicle tends to maximize carbon emissions. This tends to add traffic congestion as well as attendant greenhouse gas emissions. This movement tends to make about 90% of a firm's total

emissions and the final mile emission mainly account for almost 5% of the supply chain emissions.

In regard to marketing themselves, the facility is not aware of the most appropriate method to market themselves since they are many competitors in the market. These firms are all aiming at the same clients thus making it hard for them to identify the most appropriate unique method to market themselves.



**Why the challenges resemble a wicked problem**

Environmentally unsustainable shopping experience tends to be a wicked problem since it a social problem which is hard as well as difficult to handle. This is because it tends to be complex and interconnected. It is difficult to identify how to handle this problem and it is as well subject to real world constraints that prevent risk free trials in order to identify a solution (Peters, 2017). Currently the firm has not implemented any environmentally friendly solution in the firm, however the firm has sufficient income to that can be used to handle the issue. In order to enhance their ability to maintain an environmentally friendly environment the firm required skilled and conscious personnel, an expert on issues that are associated with the environment and a skilled IT person.

**Solutions that were implemented**

In order to maintain environmental friendly practices in the firm, the firm had implemented the use of energy efficient lighting and working with suppliers to reuse pallets as well as crates. However through the use of efficient lighting aids in saving energy it failed in the firm since it tends to be more costly. Every fluorescent bulb was about $14. The traditional bulbs were less expensive and thus the firm had to turn to using them. Replacing the incandescent bulbs in the facility with energy efficient alternatives was more costly for the firm. In addition the aspect of reusing was not successful since majority of the firm were not cooperative. This is due to the fact that reusing and recycling was expensive for the firm. The organizations claimed that creating new pallets and crates was less expensive in comparison to washing them. In addition the crates and pallets to be recycles were as well not easily available thus making it hard for this solution to be implanted. In order to increase the firm had considered using a billboard

which was not effective. This failed since the billboard was situated in one place thus making it hard to reach all the potential clients.

**Potential solutions**

There are various elements that the firm may consider implementing in order to promote environmentally friendly shopping and increase the awareness of the firm's performance to new clients.

i. Scrapping plastic bags: the shop will be charging 5p for single use carrier bags. They may as well choose to eliminate single use plastic bags fully. This may aid in encouraging the use of reusable bags.
ii. Eliminating cups and straws: these cups and straws can be replaced by recyclable alternatives to reduce the use of plastics and enhance greener solutions (Khan, et al., 2020).
iii. Selling flawed fruit: these facilities tend to waste lots of edible fruits and vegetable every year. These damaged fruits and vegetables should be sold at a reduced cost. This may aid in saving lots of food from being wastes
iv. Plastic bottle deposit initiatives: The firm may launch a plastic bottle recycling plan where it will reward the shoppers with small gift vouchers for deposits made.
v. Making TV advertisements and ads: by informing potential clients about their actions on TV and online advertisement it will be easy to reach a wide range of clients since majority of their clients own televisions and smart phones.

References

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