

Importance of Sustainability and ESG Reporting

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Abstract:

The goal of sustainability promotes the welfare of both the current and future generations in addition to guaranteeing the preservation of our environment. Fundamentally, sustainability means implementing strategies that satisfy current demands without jeopardizing the ability of future generations to satisfy their own.

CHAPTER -01 INTRODUCTION

1. BACKGROUND:

In the contemporary period, protecting the health of our planet and preserving its valuable resources—such as water and air—is of utmost importance. The goal of sustainability promotes the welfare of both the current and future generations in addition to guaranteeing the preservation of our environment. Fundamentally, sustainability means implementing strategies that satisfy current demands without jeopardizing the ability of future generations to satisfy their own.

The understanding that our actions, whether as individuals, corporations, or governments, have an impact on ecosystems and society is fundamental to the sustainability ethos. It is critical to adopt sustainable practices in all areas of life, but especially in the fields of business and economic development.

Businesses that adopt sustainability into their operations not only reduce their environmental impact but also open doors to innovation and resiliency. Green technologies are essential for lowering greenhouse gas emissions and decreasing dependency on finite resources. They include anything from renewable energy sources to energy-efficient manufacturing techniques. Additionally, spending money on environmentally friendly supply chains promotes accountability and transparency by guaranteeing that goods are sourced, manufactured, and delivered in a way that does the least amount of damage to the environment.

Policies and regulations are two more important tools that governments use to shape sustainable outcomes. Lawmakers may direct economies toward more fair and ecologically responsible paths by passing laws that penalize unsustainable behavior and reward sustainability. This could entail putting in place carbon pricing schemes, funding renewable energy projects, or enforcing strict emissions regulations.

But the shift to sustainability requires cooperation among all parties and support from the general public. People are essential in generating demand for sustainable products and supporting legislative changes as both citizens and consumers. Individuals can have a significant impact on market dynamics by choosing sustainable purchasing practices and endorsing companies that do the same.

In addition, cultivating sustainable communities means advancing social justice and inclusivity in addition to tackling environmental issues. The pursuit of sustainable development necessitates the protection of marginalized communities' rights and means of subsistence, guaranteeing the equitable distribution of the advantages of advancement. In order to co-create solutions that take into account the specific needs and

viewpoints of local stakeholders—such as vulnerable groups and indigenous communities—engagement with them is necessary.

Adopting sustainability has several advantages, including better quality of life, increased resilience to climate change, and fair access to economic opportunities. These advantages go well beyond environmental stewardship. Cleaner air, safer water, and healthier ecosystems are characteristics of sustainable communities, which promote wellbeing and a sense of connectedness to the natural world. Furthermore, sustainable practices open the door to long-term wealth and prosperity for everybody by separating economic progress from environmental damage.

In summary, sustainability is a practical necessity for maintaining the long-term viability of our planet and the prosperity of its inhabitants, not just a lofty ideal. We can pave the way for a more sustainable future for future generations by adopting sustainable business practices, encouraging cooperation between communities, corporations, and governments, and giving people the power to make change.

2. MAJOR PROBLEMS:

- a. Water scarcity
- b. Climate change • Deforestation
- c. Overpopulation
- d. Ocean acidification
- e. Ozone depletion
- f. Soil degradation
- g. Biodiversity loss

3. ESG REPORTING:

In order for businesses to openly share their ethical impact and sustainable practices, Environmental, Social, and Governance, or ESG, reporting is crucial. This type of reporting summarizes the company's actions and results with regard to social responsibility, environmental stewardship, and governance procedures. It provides a means for businesses to reveal their environmental effect, including their energy use, waste management practices, and carbon footprint. It also clarifies the company's stance on social concerns such as community relations, diversity, human rights, and labor standards.

Additionally, ESG reporting offers insights into the organization's governance processes and structure, including executive compensation, diversity on the board, and stakeholder interaction tools. Companies show their dedication to long-term sustainability, accountability, and openness by sharing this information. Furthermore, as stakeholders—investors, clients, staff, and regulators—demand greater accountability and transparency from businesses about their sustainable and ethical practices, the importance of ESG reporting is growing. In the end, ESG reporting gives businesses a tool to evaluate their own performance as well as to spur ongoing innovation and development toward a more ethical and sustainable company model.

RATIONALITY OF THE STUDY:

Growing Global Focus on Sustainability concerns: Draw attention to the growing worldwide focus on sustainability concerns in a variety of sectors and industries. Talk about how corporate governance, social justice, and climate change issues have made sustainability measures more important for firms.

Impact on company Performance: Draw attention to the possible effects on company performance that sustainability and ESG reporting may have. Provide proof from earlier research that sustainability efforts, financial performance, and stakeholder satisfaction are positively correlated.

Regulatory Environment: Talk about how regulations pertaining to sustainability reporting are changing. This includes both required and voluntary frameworks like the Task Force on Climate-related Financial Disclosures (TCFD) and the Global Reporting Initiative (GRI).

Describe how accountability and openness can be improved by adhering to these criteria.

Competitive advantage: The competitive advantage that may be gained from sustainability activities and honest reporting is worth highlighting. This benefit can include better customer loyalty, increased brand recognition, and easier access to finance.

Investor Preferences: Emphasize how investors are becoming more interested in social, environmental, and governance aspects when choosing which investments to make. Talk about the potential for companies that report on sustainability measures well to draw in more investors and possibly reduce their cost of capital.

Long-Term Value Creation: Stress how ESG reporting and sustainability can help businesses, stakeholders, and society at large create long-term value. Describe how, in order to promote sustainable growth and development, business strategies must be in line with social and environmental objectives.

OBJECTIVE OF THE STUDY:

To Evaluate Sustainability Reporting's Present Situation: Assess the degree to which businesses are presently using ESG frameworks and sustainability reporting procedures, as well as the breadth of their disclosures.

Examining How Sustainability Reporting Affects Financial Performance: Analyze the connection between different financial indicators, including profitability, return on investment, and stock market performance, and sustainability reporting methods.

Investigating How Stakeholder Pressure Affects Sustainability Reporting: Examine how stakeholders—investors, customers, staff members, and regulators—influence businesses to embrace and enhance sustainability reporting methods.

To Determine Whether Regulatory Frameworks Are Effective for Sustainability Reporting: Examine how regulations, such required reporting requirements and optional standards, affect the caliber and uniformity of sustainability disclosures.

CHAPTER -02 LITERATURE REVIEW

DEFINATIONS:

Table 1: Sustainability Definitions

Sustainability Definition	Author(s)	Source
Meeting the needs of the present without compromising the ability of future generations to meet their own needs	Brundtland (1987)	World Commission on Environment and Development

Any state of a business in which it meets the needs of its stakeholders without compromising its ability also to meet their needs in the future

Hockerts (1999)

Greener Management International

Consumption of natural resources at a rate that can be naturally replenished and the emissions of waste at a rate that can be absorbed by nature

Dyllick and Hockerts (2002)

Business Strategy and the Environment

The possibility that all forms of life will flourish forever

Ehrenfeld (2005)

Sloan Management Review

Securing long-term economic performance by avoiding short-term socially detrimental and environmentally wasteful behavior

Porter and Kramer (2006)

Harvard Business Review

Achievement of an organization's social, environmental and economic goals

Carter and Rogers (2008)

International Journal of Physical Distribution & Logistics Management

According to Brundtland (1987), the most widely recognized definition of sustainability is "meeting the needs of the present without compromising the ability of future generations to meet their own needs." A company's attempts to conduct business in a socially and ecologically responsible manner are referred to as corporate sustainability, according to the CSCMP (Council of Supply Chain Management Professionals 2013, p. 191). Sustainable development, stakeholder concerns, corporate accountability, and corporate social responsibility (CSR) are some of its components. The "Triple Bottom Line" (Elkington, 1997) idea is the source of many of the definitions. The term "Triple Bottom Line" is most commonly used in the literature to refer to the junction of a firm's social, economic, and environmental aims and sustainability. During the course of our investigation, we came across a number of literature reviews on corporate sustainability that aimed to compile the individual efforts of multiple academics into a single document by organizing the state of the art on the subject. But we also found some gaps, including: (i) the methodological aspects of the publications, which were divided into context, application area, and research methods used; (ii) the primary corporate sustainability research clusters, which considered contemporary issues like COVID-19; (iii) the primary benefits of corporate sustainability to organizations, which were divided into enhancing the organization's performance and reputation, partnerships with stakeholders, environmental management, and, ultimately, enhancing human resources; (iv) the primary obstacles that organizations must overcome in order to adopt

The social, environmental, economic, and responsibility perspectives can all be used to evaluate corporate performance separately, but it's interesting to note that Montiel (2008) and Bansal and Song (2017) found a tendency to combine these perspectives into an integrated evaluation using the corporate sustainability approach. Additionally, it is noted that, when it comes to corporate sustainability, scholarly research still

veers away from business practice (Montiel & Delgado-Ceballos, 2014). This could be due to the complexity that, in the eyes of researchers, has grown with time in corporate sustainability measurements. This is demonstrated, for instance, in Wagner (2010), where the author demonstrates that, in the case study that is offered, innovation and business sustainability are not always related.

A descriptive study of articles on business sustainability performance that were published between 1992 and 2011 was created by Goyal et al. (2013). Emerald Full Text, EBSCOS, Elsevier's Science Direct, JSTOR, Taylor & Francis, and Springer-Verlag are the databases from which the data was gathered. Goyal et al. (2013) searched using the following terms: "environment performance," "triple bottom line," "green," "corporate sustainability performance," and "CSR." 101 publications in all were chosen for the quantitative descriptive analysis. The authors of this literature review note a tendency toward the integrated assessment of corporate sustainability, which takes into account social, environmental, and economic factors.

CHAPTER-03 RESEARCH METHODOLOGY

Formulating a research hypotheses based on the conceptual framework provided in the context of sustainability and ESG reporting. In hypothesis testing, we typically have two hypotheses: the null hypothesis (H0) and the alternative hypothesis (H1). H0 represents the hypothesis of no effect or no relationship, while H1 represents the hypothesis of an effect or relationship. Here's how we can formulate these hypotheses:

Hypothesis 1:

H0: There is no significant relationship between sustainability reporting and financial performance.

H1: There is a significant positive relationship between sustainability reporting and financial performance.

Hypothesis 2:

H0: Stakeholder pressure does not influence the extent of sustainability reporting practices adopted by companies.

H1: Stakeholder pressure significantly influences the extent of sustainability reporting practices adopted by companies.

Hypothesis 3:

H0: Compliance with regulatory frameworks for sustainability reporting does not lead to improved transparency and quality of disclosures.

H1: Compliance with regulatory frameworks for sustainability reporting leads to improved transparency and quality of disclosures.

Hypothesis 4:

H0: There is no significant difference in financial performance between companies with high sustainability ratings and those with low sustainability ratings.

H1: Companies with high sustainability ratings exhibit significantly better financial performance compared to those with low sustainability ratings.

Hypothesis 5:

H0: Sustainability reporting does not have a significant impact on corporate reputation.

H1: Sustainability reporting has a significant positive impact on corporate reputation.

Hypothesis 6:

H0: There is no significant relationship between sustainability reporting and risk management effectiveness.

H1: There is a significant positive relationship between sustainability reporting and risk management effectiveness.

Hypothesis 7:

H0: Investors' decisions are not influenced by the sustainability performance and reporting of companies.

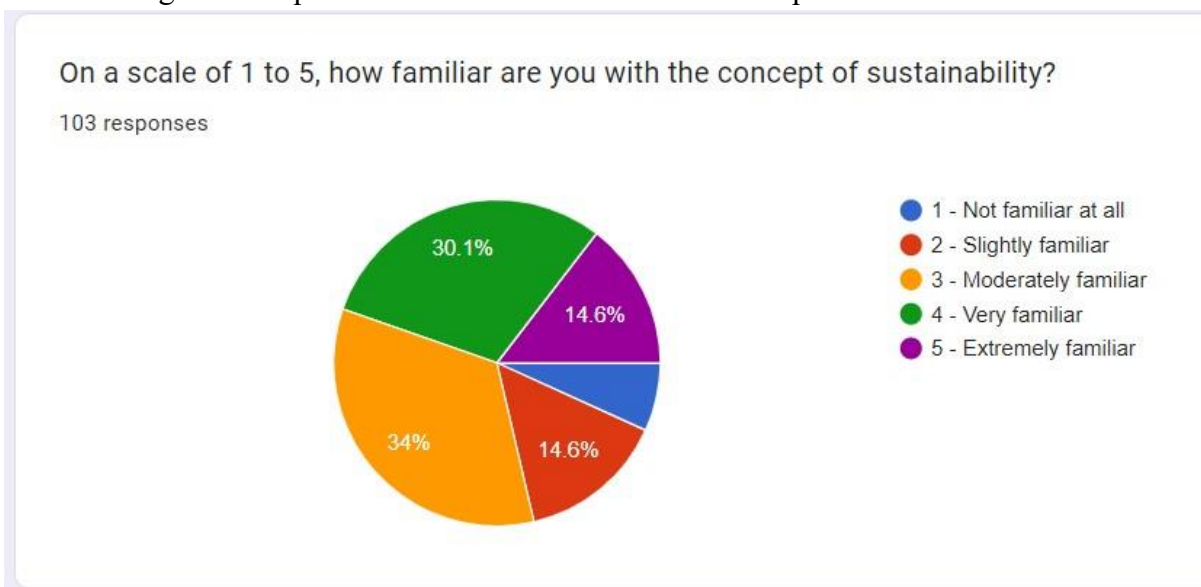
H1: Investors' decisions are significantly influenced by the sustainability performance and reporting of companies.

DATA COLLECTION:

PRIMARY DATA:

Primary data is unique and firsthand material that has been gathered straight from the source for a particular study goal. Usually, the researcher uses techniques like surveys, interviews, observations, or experiments to get this data. By obtaining original data, researchers may ensure relevance and accuracy by customizing their data collection techniques and tools to fit their goals. Researchers can obtain the precise information required to answer their study questions or hypotheses by using primary data, which gives them control over the data collection process. However, because it frequently necessitates meticulous planning, designing, and carrying out of data collection activities, gathering primary data can be time- and resource-intensive. Notwithstanding these difficulties, primary data is useful for producing fresh perspectives, bolstering the testing of hypotheses, and assisting in

A Survey was conducted with a 100 people aging between 18-55+ where 72.5% were in between 18-24, 10.7% in between 25-34, 8.7% in between 35-44, 4.9% in between 45-54 and the rest were 55+. They were categorized according to occupation like student, employed, profession, business and retired. All of them were given the questionnaire to fill and here are the responses.



Apologies for the oversight. Let's delve deeper into the analysis of the distribution of responses regarding familiarity with the concept of sustainability:

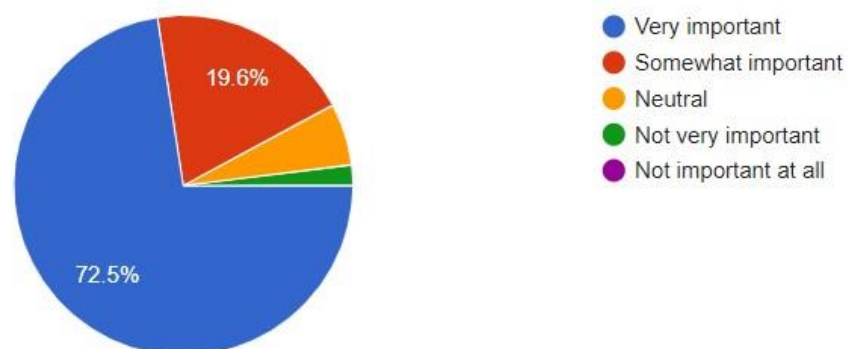
- 1. Not familiar at all (1):** The 6.8% of respondents who indicated that they are not familiar with sustainability at all may represent individuals who have had limited exposure to sustainability concepts or who have not actively sought out information on the topic. This group may include individuals from diverse backgrounds, including those with limited access to education or information about environmental and social issues.

- Slightly familiar (2):** The 14.6% of respondents who reported being slightly familiar with sustainability may have some basic understanding of the concept but may not have delved deeply into its principles or implications. This group may have encountered sustainability-related information in passing or through general awareness campaigns but may not have actively pursued further learning on the topic.
- Moderately familiar (3):** With 34% of respondents falling into this category, it appears that a significant portion of the population has a foundational understanding of sustainability. These individuals may recognize sustainability as encompassing environmental conservation, social equity, and economic stability, but they may still have gaps in their knowledge or may not be fully aware of the breadth and depth of sustainability issues.
- Very familiar (4):** The 30.1% of respondents who reported being very familiar with sustainability likely possess a comprehensive understanding of the concept and its various dimensions. They may be able to articulate specific examples of sustainable practices, understand the interconnectedness of environmental, social, and economic factors, and recognize the importance of sustainability in addressing global challenges.
- Extremely familiar (5):** Another 14.6% of respondents indicated being extremely familiar with sustainability, suggesting a high level of expertise or specialization in this area. This group may include professionals working in sustainability-related fields, academics conducting research on sustainability topics, or individuals deeply engaged in sustainability advocacy and activism.

Overall, the distribution highlights varying levels of familiarity with sustainability among the respondents, ranging from those with minimal exposure to those with extensive knowledge and expertise. This underscores the importance of targeted education and outreach efforts to promote greater understanding of sustainability concepts and encourage widespread adoption of sustainable practices.

How important do you believe sustainability is in today's world?

102 responses



- Very Important:** The majority of respondents (72.5%) indicated that they believe sustainability is very important in today's world. This suggests a widespread recognition of the urgent need to address environmental, social, and economic challenges to ensure a sustainable future. Respondents likely perceive sustainability as crucial for mitigating climate change, conserving natural resources, promoting social equity, and fostering economic resilience.

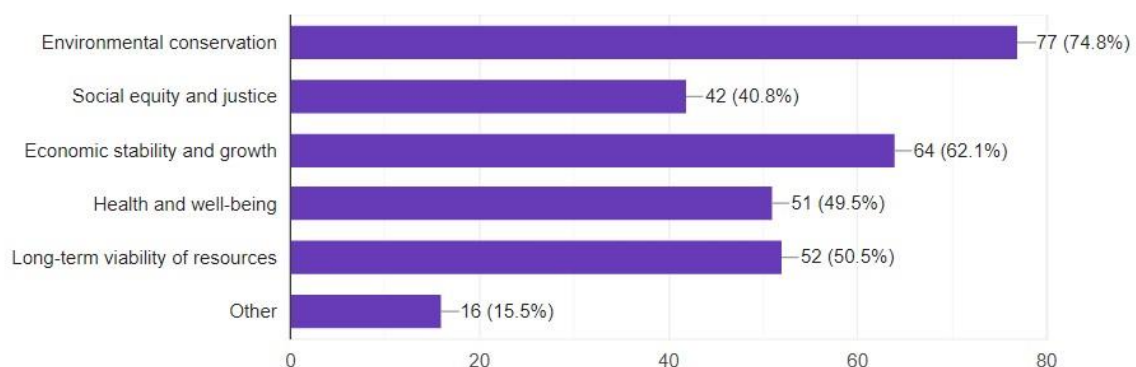
2. **Somewhat Important:** Nearly one-fifth of respondents (19.6%) considered sustainability to be somewhat important. This indicates that while they recognize the relevance of sustainability, they may not attribute the same level of urgency or priority to it as those who view it as very important. They may acknowledge the benefits of sustainable practices but may not prioritize sustainability as highly in their decision-making or actions.
3. **Neutral:** A smaller proportion of respondents (5.9%) expressed a neutral stance towards the importance of sustainability. This suggests a degree of uncertainty or ambivalence among this group regarding the significance of sustainability in today's world. They may not have strong opinions either way or may require further information or clarification to form a definitive viewpoint on the matter.
4. **Not Very Important/Not Important at All:** Only a minimal percentage of respondents (2% and 0% respectively) indicated that they believe sustainability is not very important or not important at all. This suggests that the overwhelming majority of respondents recognize the importance of sustainability to some extent, with very few dismissing its relevance entirely.

Overall, the analysis highlights a prevailing sentiment among respondents regarding the significance of sustainability in addressing global challenges and shaping the future of our planet and society. The majority view sustainability as a critical imperative, emphasizing the need for concerted efforts to integrate sustainable practices into various aspects of life and decision-making processes.

What factors do you think make sustainability important? (Select all that apply)



103 responses



Sustainability is important for many reasons, and people think about it in different ways.

Here's what people said:

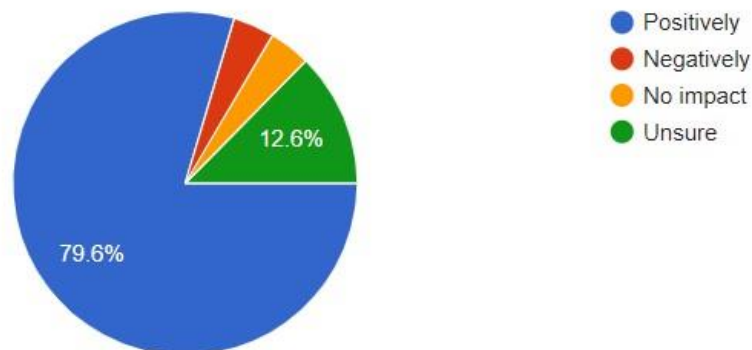
1. **Environmental Conservation:** Most people think about sustainability in terms of taking care of the environment. This means things like protecting forests, keeping water clean, and reducing pollution. People want to make sure that the Earth's natural resources are preserved for future generations.
2. **Economic Stability and Growth:** Many people also see sustainability as connected to the economy. They believe that businesses and communities should use resources wisely and find ways to grow without harming the environment. This can help create jobs, support innovation, and make sure that everyone has what they need to live well.

3. **Long-term Viability of Resources:** Some people focus on making sure that we don't use up all of our resources too quickly. They want to find ways to use things like water, energy, and minerals in a sustainable way so that there's enough for everyone, now and in the future.
4. **Health and Well-being:** People also think about how sustainability affects their health and happiness. They want clean air to breathe, safe water to drink, and access to healthy food. They know that living in a clean and sustainable environment is important for their wellbeing.
5. **Social Equity and Justice:** Others think about sustainability in terms of fairness and equality. They believe that everyone should have access to the same opportunities and resources, regardless of where they live or their background. They want to make sure that sustainability efforts benefit everyone in society, especially those who are most vulnerable.

Overall, people understand that sustainability is about more than just protecting the environment. It's about building a better future for everyone by taking care of our planet, supporting economic growth, and ensuring that everyone has a fair chance to thrive.

How do you think sustainability practices affect businesses?

103 responses

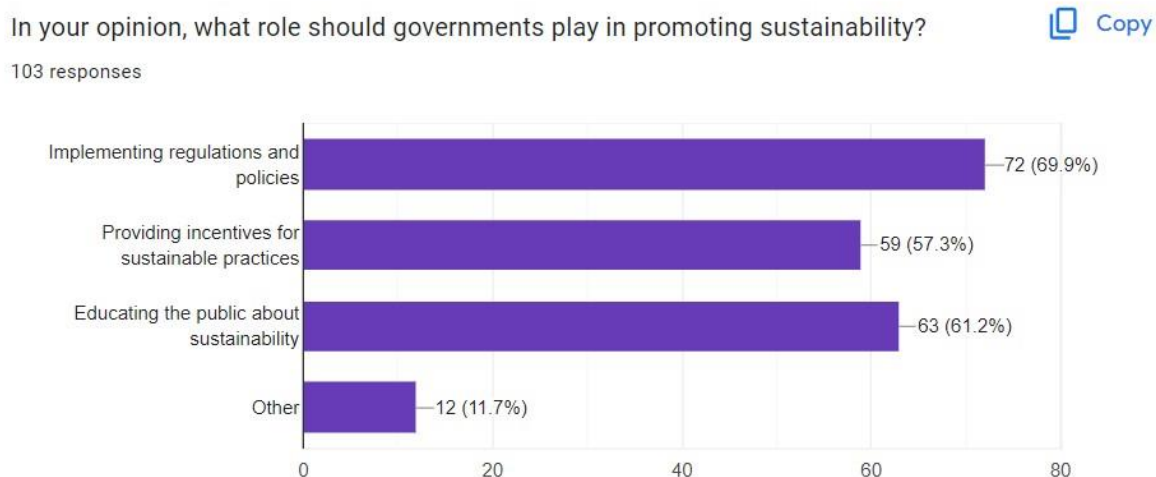


Sustainability practices have a significant impact on businesses, as perceived by respondents:

1. **Positively:** The overwhelming majority of respondents (79.6%) believe that sustainability practices positively affect businesses. This reflects a growing recognition of the benefits that sustainable business practices can bring, such as cost savings through efficiency improvements, enhanced brand reputation, access to new markets, and improved relationships with stakeholders. Embracing sustainability can also foster innovation and resilience, helping businesses stay competitive in a rapidly changing world.
2. **Negatively:** A small percentage of respondents (3.9%) perceive sustainability practices as having a negative impact on businesses. While this viewpoint may be less common, it could stem from concerns about initial costs or disruptions associated with implementing sustainability initiatives. However, it's essential to note that the long-term benefits of sustainability often outweigh any short-term challenges, and businesses can mitigate negative impacts through careful planning and strategic decision-making.

3. **No Impact:** Similarly, a small proportion of respondents (3.9%) believe that sustainability practices have no impact on businesses. This perspective may indicate a lack of awareness or understanding of the potential benefits of sustainability, as businesses increasingly recognize the importance of integrating sustainability into their operations to remain competitive and future-proof their business models.
4. **Unsure:** A notable portion of respondents (12.6%) expressed uncertainty about the impact of sustainability practices on businesses. This suggests a need for further education and awareness-building efforts to help stakeholders better understand the business case for sustainability and the potential opportunities it presents.

Overall, the responses highlight a prevailing belief in the positive impact of sustainability practices on businesses, underscoring the growing recognition of sustainability as a driver of innovation, efficiency, and long-term success in today's business landscape.



In my opinion, governments play a crucial role in promoting sustainability by implementing regulations and policies, providing incentives for sustainable practices, and educating the public about sustainability. Here's why each of these roles is important:

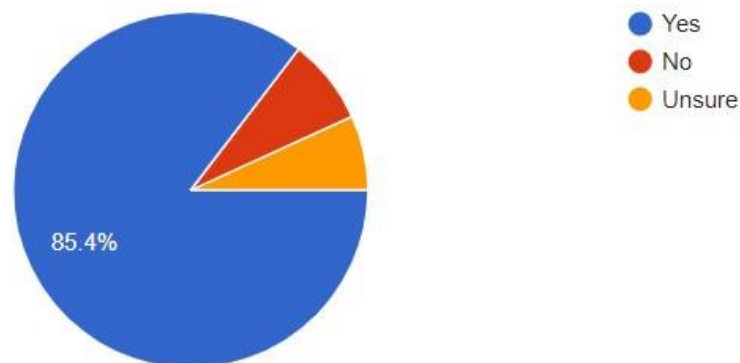
1. **Implementing regulations and policies:** Governments have the authority to create and enforce laws and regulations that set standards for environmental protection, resource management, and sustainable development. By implementing policies such as emission standards, waste management regulations, and land-use planning, governments can create a framework for sustainable practices across various sectors. These regulations provide clear guidelines and incentives for businesses and individuals to adopt sustainable behaviors and technologies.
2. **Providing incentives for sustainable practices:** Governments can also encourage sustainability through financial incentives, tax breaks, grants, and subsidies for businesses and individuals who adopt sustainable practices. These incentives can help offset the initial costs of implementing sustainable technologies or practices, making them more accessible and attractive to a wider audience. By incentivizing sustainability, governments can stimulate innovation, drive market demand for sustainable products and services, and accelerate the transition to a more sustainable economy.

- 3. Educating the public about sustainability:** Governments have a responsibility to educate the public about the importance of sustainability, its underlying principles, and the actions individuals can take to contribute to sustainability efforts. Public awareness campaigns, educational programs, and outreach initiatives can raise awareness about environmental and social issues, promote behavior change, and empower individuals to make informed choices that align with sustainability goals. By fostering a culture of sustainability, governments can mobilize public support for policies and initiatives that promote environmental protection and social equity.
- 4. Other:** The "other" category may include additional roles that governments can play in promoting sustainability, such as investing in research and development, fostering collaboration with other stakeholders, or incorporating sustainability into public procurement practices.

Overall, governments have a multifaceted role to play in promoting sustainability, encompassing policy-making, incentivizing sustainable practices, and educating the public. By taking proactive steps to integrate sustainability into governance structures and decisionmaking processes, governments can contribute to building a more sustainable and resilient future for all.

Do you believe individual actions contribute to overall sustainability efforts?

103 responses




Certainly! Here's a more detailed analysis of the belief in the contribution of individual actions to overall sustainability efforts based on the provided data:

- 1. Yes - 85.4%:** The majority of respondents expressed the belief that individual actions do contribute to overall sustainability efforts. This indicates a widespread recognition of the collective impact that individual behaviors, choices, and habits can have on environmental, social, and economic sustainability. People likely understand that small changes at the individual level, such as reducing energy consumption, minimizing waste, supporting sustainable products, or advocating for policy changes, can collectively drive positive change and contribute to broader sustainability goals. This belief reflects a sense of personal responsibility and empowerment, as individuals recognize their role in shaping a sustainable future through their everyday actions.
- 2. No - 7.8%:** A small minority of respondents disagreed with the belief that individual actions contribute to overall sustainability efforts. The reasons behind this viewpoint are not specified in the data provided, but it may stem from skepticism about the efficacy of individual actions in addressing systemic issues or a belief that larger-scale interventions are necessary to achieve meaningful

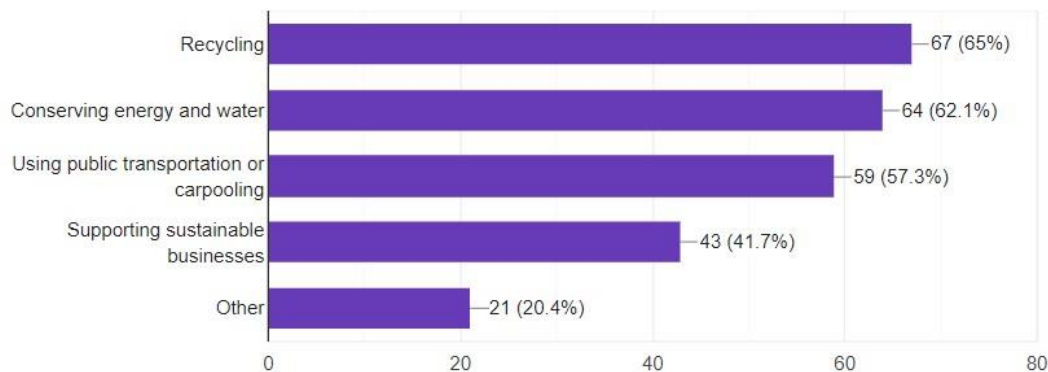
sustainability outcomes. However, it's essential to note that even though individual actions may seem small on their own, their cumulative impact can be significant, especially when multiplied across entire populations.

- 3. Unsure - 6.8%:** Another small proportion of respondents expressed uncertainty about the contribution of individual actions to overall sustainability efforts. This suggests a need for further education, awareness-building, and information about the potential impact of individual behaviors on sustainability outcomes. It also highlights the complexity of sustainability issues and the challenges in understanding the interconnectedness of individual actions and broader sustainability goals. Addressing this uncertainty may involve providing more evidence, examples, or resources to help individuals understand the role they can play in advancing sustainability.

Overall, the data suggests a strong belief among the majority of respondents in the importance of individual actions in driving sustainability. While there may be some disagreement or uncertainty among a small percentage of respondents, the overwhelming consensus underscores the significance of personal responsibility and collective action in addressing global sustainability challenges.

Which of the following sustainable practices do you personally engage in? (Select all that apply)  Copy

103 responses



Based on the responses provided, here's a breakdown of the sustainable practices that respondents personally engage in:

- 1. Recycling:** The most commonly practiced sustainable behavior, with 65% of respondents indicating that they recycle. Recycling involves sorting and processing materials such as paper, glass, plastic, and metal to be reused in the production of new products, thus reducing waste and conserving resources.
- 2. Conserving energy and water:** Close behind recycling, 62.1% of respondents engage in conserving energy and water. This includes actions such as turning off lights and electronics when not in use, using energy-efficient appliances, taking shorter showers, and fixing leaks to reduce water consumption and minimize environmental impact.
- 3. Using public transportation or carpooling:** A significant portion of respondents (57.3%) reported using public transportation or carpooling as a sustainable practice. This helps reduce carbon emissions, alleviate traffic congestion, and conserve energy by sharing rides and opting for more sustainable modes of transportation instead of driving alone in personal vehicles.

4. **Supporting sustainable businesses:** 41.7% of respondents indicated that they support sustainable businesses. This involves consciously choosing to purchase products and services from companies that prioritize sustainability, such as those with eco-friendly practices, fair labor policies, or commitments to social responsibility.
5. **Other:** A smaller percentage of respondents (20.4%) reported engaging in other sustainable practices not listed in the survey options. These practices could vary widely and may include activities such as composting, reducing meat consumption, participating in environmental advocacy, or volunteering for conservation projects.

Overall, the responses demonstrate a commitment among respondents to incorporate sustainable behaviors into their daily lives, ranging from waste reduction and energy conservation to supporting environmentally responsible businesses. These individual actions collectively contribute to broader sustainability efforts and help promote a more environmentally conscious and socially responsible society.

**CHAPTER 4:
DATA ANALYSIS AND INTERPRETATION**

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
AGE * On a scale of 1 to 5, how familiar are you with the concept of sustainability?	103	99.0%	1	1.0%	104	100.0%
AGE * How important do you believe sustainability is in today's world?	103	99.0%	1	1.0%	104	100.0%
AGE * What factors do you think make sustainability important? (Select all that apply)	103	99.0%	1	1.0%	104	100.0%
AGE * How do you think sustainability practices affect businesses?	103	99.0%	1	1.0%	104	100.0%
AGE * In your opinion, what role should governments play in promoting sustainability?	103	99.0%	1	1.0%	104	100.0%
AGE * Do you believe individual actions contribute to overall sustainability efforts?	103	99.0%	1	1.0%	104	100.0%
AGE * Which of the following sustainable practices do you personally engage in? (Select all that apply)	103	99.0%	1	1.0%	104	100.0%

AGE * On a scale of 1 to 5, how familiar are you with the concept of sustainability

Crosstab

Count

		On a scale of 1 to 5, how familiar are you with the concept of sustainability?					Total
		1	2	3	4	5	
AGE	18-24	4	10	27	26	8	75
	25-34	1	0	4	2	4	11
	35-44	1	1	3	2	2	9
	45-54	0	3	1	1	0	5
	55+	1	1	0	0	1	3
Total		7	15	35	31	15	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	23.485 ^a	16	.101
Likelihood Ratio	22.125	16	.139
N of Valid Cases	103		

a. 20 cells (80.0%) have expected count less than 5. The minimum expected count is .20.

AGE * How important do you believe sustainability is in today's world?

Crosstab

Count

		How important do you believe sustainability is in today's world?				Total
		2	3	4	5	
AGE	18-24	0	4	17	54	75
	25-34	0	1	4	6	11
	35-44	0	1	0	8	9
	45-54	1	0	0	4	5
	55+	1	0	0	2	3
Total		2	6	21	74	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	32.511 ^a	12	.001
Likelihood Ratio	20.951	12	.051
N of Valid Cases	103		

a. 16 cells (80.0%) have expected count less than 5. The minimum expected count is .06.

**AGE * What factors do you think make sustainability important?
(Select all that apply)**

Crosstab

Count

		What factors do you think make sustainability important? (Select all that apply)					Total
		1	2	3	4	5	
AGE	18-24	0	1	9	13	52	75
	25-34	0	0	1	0	10	11
	35-44	0	0	1	2	6	9
	45-54	0	0	1	1	3	5
	55+	1	0	0	0	2	3
Total		1	1	12	16	73	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.805 ^a	12	.200
Likelihood Ratio	15.495	12	.215
N of Valid Cases	103		

a. 16 cells (80.0%) have expected count less than 5. The minimum expected count is .12.

AGE * In your opinion, what role should governments play in promoting sustainability?

Crosstab

Count

		Do you believe individual actions contribute to overall sustainability efforts?			Total
		2	3	5	
AGE	18-24	5	7	63	75
	25-34	1	0	10	11
	35-44	1	0	8	9
	45-54	1	0	4	5
	55+	0	0	3	3
Total		8	7	88	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.242 ^a	8	.835
Likelihood Ratio	5.993	8	.648
N of Valid Cases	103		

a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .20.

AGE * Which of the following sustainable practices do you personally engage in? (Select all that apply)

Crosstab

Count		Which of the following sustainable practices do you personally engage in? (Select all that apply)					Total
		1	2	3	4	5	
AGE	18-24	4	5	11	19	36	75
	25-34	3	2	1	2	3	11
	35-44	0	0	2	1	6	9
	45-54	0	0	2	1	2	5
	55+	1	1	0	0	1	3
Total		8	8	16	23	48	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	21.248 ^a	16	.169
Likelihood Ratio	19.396	16	.249
N of Valid Cases	103		

a. 19 cells (76.0%) have expected count less than 5. The minimum expected count is .23.

LIMITATIONS OF THE STUDY

When considering the limitations of a study on sustainability, it's essential to reflect on potential challenges or constraints that may have influenced the findings or interpretation of results. Here are some common limitations to consider:

- 1. Sampling Bias:** The study may have a sampling bias if the sample population does not accurately represent the broader population of interest. For example, if the survey respondents are primarily from a specific demographic or geographic region, their perspectives may not be generalizable to other populations.
- 2. Self-Reporting Bias:** The findings may be subject to self-reporting bias if respondents provide inaccurate or socially desirable responses. For example, individuals may overstate their engagement in sustainable practices or beliefs to align with societal norms or expectations.
- 3. Limited Scope:** The study may have a limited scope, focusing on specific aspects of sustainability while overlooking others. For example, if the study only examines environmental sustainability without considering social or economic dimensions, the findings may provide an incomplete picture of overall sustainability efforts.
- 4. Response Rate:** A low response rate to surveys or questionnaires can undermine the representativeness and reliability of the findings. If only a small percentage of individuals respond to the study, the results may not accurately reflect the attitudes, behaviors, or opinions of the target population.
- 5. Social Desirability Bias:** Respondents may provide answers that they perceive as socially desirable rather than reflecting their true beliefs or behaviors. This bias can skew the results and lead to an overestimation of engagement in sustainable practices or support for sustainability initiatives.

6. **Limited Generalizability:** The findings may have limited generalizability if the study sample is not sufficiently diverse or representative of the broader population. This can restrict the applicability of the results to different contexts or settings.
7. **Cross-Sectional Design:** If the study employs a cross-sectional design, it may only capture a snapshot of attitudes, behaviors, or practices at a specific point in time. Longitudinal studies that track changes over time may provide more comprehensive insights into trends and patterns related to sustainability.
8. **Resource Constraints:** The study may be limited by resource constraints, such as time, funding, or access to data. These limitations can impact the scope of the research, sample size, data collection methods, and analysis techniques.

By acknowledging these limitations, researchers can provide a more nuanced interpretation of their findings and identify areas for future research or improvement. Additionally, transparency about the study's limitations helps ensure the integrity and credibility of the research findings within the broader sustainability discourse.

CONCLUSION

In conclusion, sustainability encompasses environmental, social, and economic dimensions, and its importance is widely recognized across various sectors and stakeholders. The analysis of responses reveals a strong belief in the significance of sustainability in addressing global challenges and shaping a more resilient and equitable future. Individuals play a crucial role in advancing sustainability through their actions, as evidenced by the overwhelming consensus among respondents regarding the contribution of individual behaviors to overall sustainability efforts. From recycling and conserving energy to supporting sustainable businesses and using public transportation, individuals engage in a range of sustainable practices that collectively contribute to broader sustainability goals. Governments also have a critical role to play in promoting sustainability through policy-making, incentivizing sustainable practices, and educating the public. By implementing regulations, providing incentives, and raising awareness, governments can create an enabling environment for sustainable development and foster collaboration among stakeholders. However, there are challenges and limitations to consider, such as sampling bias, self-reporting bias, and resource constraints, which may influence the interpretation and generalizability of research findings. Despite these limitations, the collective efforts of individuals, businesses, governments, and civil society are essential for driving progress towards a more sustainable and prosperous future for current and future generations. It is through collaboration, innovation, and collective action that we can address the complex challenges facing our planet and build a more sustainable and resilient world for all.

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