The Political Institute of Action Research

# The Impact of Sustainable Business Models on the Wider St Andrews Community

## How do sustainable business models contribute to the environmental and economic health of St Andrews?


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## EXECUTIVE SUMMARY

- Data collection included interviews, surveys, and secondary research to address the research question holistically.
- Organized interviews with local food and drink businesses, and explored their sustainable practices, motivations, and challenges. An online survey targeting the University of St Andrews community captured consumer opinions and behavioural patterns related to sustainability.
- Small businesses showcase incremental sustainability efforts, while larger chains use their scale to implement systemic changes.
- Businesses are increasingly shifting towards sustainable packaging, such as biodegradable and recyclable materials, driven by consumer demand for eco-friendly options.
- Local businesses like The Criterion focus on waste segregation, while chains like Nando's and Fairmont adopt food repurposing and composting strategies.
- Effective packaging and waste management practices positively impact St Andrews' environmental and economic health. By reducing waste and recycling, businesses align with community values and environmental goals.

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## 1.0 INTRODUCTION

Sustainability is commonly defined as 'meeting the needs of the present without compromising the ability of future generations to meet their own needs' (United Nations, 2015). It can be broken down into three core components: environmental, economic, and social sustainability.

In an era where environmental sustainability has become a global imperative due to accelerated rates of climate change, the town of St Andrews offers a unique viewpoint into the challenges and opportunities present in promoting sustainable business models. This report investigates the sustainability efforts of local food and drink businesses in St Andrews, examining how these practices impact the local economy, environment, and consumer behavior. This research was motivated by a growing recognition of the need for businesses to adopt sustainable practices, not only to meet regulatory requirements and consumer expectations but also to positively contribute to their communities and the environment.

St Andrews, known primarily as a prestigious university town and the home of golf, attracts a diverse population of students, residents, and tourists. This unique demographic mix presents both a challenge and an opportunity for local businesses to implement sustainable practices that appeal to a wide audience. This report explores various aspects of sustainability, including sourcing, packaging, waste management, and local economic impact. By focusing on these areas, this research aims to provide a comprehensive understanding of how local businesses are contributing to the broader goal of reaching net zero emissions and promoting environmental stewardship.

### 1.1 Research Methods

In achieving the research objective, a mixed-methods approach was employed to capture both qualitative and quantitative data. The methods were designed to gain a comprehensive picture of sustainability in local businesses, along with consumer opinions and behaviour patterns.

To gather primary data, a number of local businesses across the food and drinks sector in St Andrews were contacted. Structured interviews were organized, covering all aspects of the research question to gain insight into the sustainable practices adopted by businesses, along with the motivations for implementation and any challenges.

An online survey was also conducted in order to gain insight into consumer opinions and behaviours, enhancing engagement with the research question. The survey was circulated among the University of St Andrews community via social media and university-wide emails, in order to obtain a broad sample. The data collected was analysed to identify trends and correlations.

To complement the primary data, secondary data was collected through a number of scholarly databases such as Google Scholar, Jstor, and the University of St Andrews online library. Sources such as local government reports, local and national statistics, and further studies were consulted to aid in contextualising the findings from primary research, enabling a broader exploration of the research objective.

## 2.0 Discussion

### 2.1 Sourcing

Product sourcing is an important factor in sustainability. Sourcing is a broad definition, but it can range from employee sourcing to product sourcing. Generally, the more local a product or employee is, the more sustainable. Nonetheless, there are many factors to consider; namely, for product sourcing, evaluating how organic, local, ethical, and renewable products are is important to achieve a more sustainable business. Additionally, understanding how the business participates in a circular economy is important to a sustainable economy: a sustainable business must support the local economy, which will lead back into itself.

One of the largest supermarket chains in St Andrews, Marks and Spencer (M&S) has published a sustainability report on its website. This is included on branding for many of their products and bags: their “Plan A” initiative, stating that “there is no Plan B”. This initiative focuses on a broad range of environmental and social sustainability goals, with an emphasis on sourcing products in a way that minimizes environmental impact and promotes ethical practices. M&S has set ambitious targets for sustainable sourcing across its product lines, ensuring that key materials like cotton, palm oil, and timber come from certified sustainable sources (Marks and Spencer, 2024). Beyond raw materials, M&S works closely with suppliers to uphold animal welfare standards, support fair labour practices, and reduce the carbon footprint in its supply chains. Through its Plan A initiative, M&S is one of many British supermarkets that have published detailed sustainability reports and promote their sustainability initiatives online and throughout their stores. You can read sustainability reports from almost every major supermarket in the United Kingdom on their websites, such as Tesco, Sainsbury’s, Aldi, or Morrisons. Nonetheless, M&S has positioned itself as a leader in responsible sourcing.

Additionally, many non-profit organizations have positioned themselves in the world of sustainable sourcing, such as the Rainforest Alliance. The Rainforest Alliance is an international non-profit organization focused on promoting environmental, social, and economic sustainability. Through its certification program, the Rainforest Alliance works with farmers, foresters, and businesses to improve agricultural practices, conserve biodiversity, and product ecosystems (Rainforest Alliance, 2024). The certification ensures that products such as coffee,

tea, cocoa, and bananas are grown in ways that support sustainable farming, reduce deforestation, promote fair labour practices, and protect wildlife habitats (Rainforest Alliance, 2024). Organizations such as Rainforest Alliance indicate a significant upward trend in the growing concern about sustainable product sourcing; you can find a Rainforest Alliance certification in many supermarkets, from large chains such as M&S and Tesco, to smaller shops like St Andrews' Naturity.

Naturity, a local "bio-shop" in St Andrews, is a sustainability-focused small business, selling environmentally friendly products. The owner, Carina Metayer-Neubert, decided to start the business after seeing a lack of sustainability-focused small businesses in the area. According to her, it is easier as a sustainable small business to help promote other local small businesses, who might be afraid to approach larger chains such as M&S or Tesco (Appendix C). Additionally, ~90% of her products are sourced in the UK, with the vast majority being sourced in Scotland. She says that in business, it is important to always prefer local products, which helps promote economic sustainability. Although large chains and certification organizations like M&S have become significantly environmentally focused recently, it is easier for smaller businesses to promote sustainability, as the strength of the local St Andrews economy is more impactful towards their business health. Nonetheless, there is a significant upward trend in terms of sustainability in sourcing, from small to large businesses.

## 2.2 Packaging and Waste Management

When examining sustainable business models and their contributions, it is important to consider the packaging and waste management practices used by businesses in St Andrews. If these practices are implemented effectively, they can have a significant positive impact on both the environmental and economic health of the community.

The global packaging market is continuously expanding. In recent years, consumer preferences have shifted, particularly among younger generations who are increasingly aware of their environmental impact. In response, businesses are making efforts to move away from non-recyclable materials and towards more recyclable multilayer flexible packaging options (Stark and Matuana, 2021, p. 1). Bio-based materials and biodegradable alternatives have also gained popularity as substitutes for petroleum-based and non-biodegradable packaging across various industries worldwide (D'Almeida and de Albuquerque, 2024, p. 2). Additionally, traditional waste management frameworks, often summarised as "flame, flush, or fling", are now seen as outdated and have had a significant unsustainable impact on our society (Seadon, 2010, p. 1639). There has been a notable shift towards solid waste management, which emphasises

sustainability through the principles of “reduce,” “reuse,” and “recycle” (Das et al., 2019, p. 658). By adopting these approaches in both packaging and waste management, we can help reduce the damage being done to our environment.

According to the student survey we conducted, 62% of students reported that single-use packaging negatively influences their shopping choices (Appendix A). Additionally, in an interview with an employee from The Criterion in St Andrews, they mentioned that they utilise packaging methods such as paper takeaway boxes and paper straws as more sustainable alternatives to traditional plastic materials (Appendix C).

When examining local chains in St Andrews, Starbucks promotes the use of reusable cups through extensive marketing efforts. They have also updated the lids on their plastic cups so that straws are no longer necessary (Ma, 2023, p. 11).

These findings highlight the increasing consumer awareness among students and residents when deciding where to shop in St Andrews. Moreover, the practices at The Criterion illustrate how small changes can be implemented, even if they do not primarily sell packaged food. In contrast, larger chain businesses like Starbucks have the capacity to drive significant change by mass-producing alternative lids and reusable cups for distribution, not just locally, but on a global scale.

When examining waste management, important findings emerged from the research conducted in St Andrews. In a student survey asking, “Do you consider the carbon footprint of goods when choosing what to purchase?” The responses were evenly divided, with 38% answering both “yes” and “sometimes” (Appendix B). This indicates that some students pay attention to their carbon footprint when making purchasing decisions. Additionally, in an interview with an employee from The Criterion, they shared that their waste management strategies include separating glass, cardboard, and general waste (Appendix D). This approach helps to reduce contamination and improves the efficiency of recycling by ensuring that materials are well sorted.

When examining the waste management practices in the business sector, companies like Fairmont have implemented comprehensive recycling and waste strategies. For instance, they donate and repurpose leftover food and cooking oil (Hasek, 2007). Nando’s employs similar approaches, focusing on waste segregation, with over 80% of their restaurants utilising recycled materials. Additionally, about 20% of their locations send organic waste for composting or anaerobic digestion (Nando’s Australia | PERi-PERi Chicken, n.d.).

The waste management practices of both local and chain businesses demonstrate their responsiveness to consumer and societal demands for more sustainable waste management solutions. These efforts not only help to reduce

environmental damage but also enhance the sustainability roles of various stakeholders. For example, The Criterion's waste segregation practices show that even small businesses can significantly contribute to lowering landfill waste and minimising contamination, thereby making recycling processes more efficient. Conversely, larger chains like Fairmont and Nando's can create a more substantial impact through their comprehensive strategies, including repurposing materials, recycling cooking oil, and diverting organic waste for composting. By adopting these practices, businesses are actively reducing their carbon footprint and contributing to a circular economy.

This alignment between consumer behaviour and business strategies highlights the significance of effective packaging and waste management as fundamental components of sustainable business operations, generating both environmental and economic benefits.

### 2.3 Economic Sustainability

Abdelkafi and Tauscher (2016) define sustainable business models as those which provide value to (i) the customer and (ii) the natural environment. The primary goal of the former is to generate a profit, whilst the latter encompasses the key principles of environmental sustainability described in the introduction. While much of this paper has discussed the environmental impact of businesses, it is equally important to consider economic sustainability in the context of sustainable business models. Economic sustainability refers to business practices that generate profit whilst also supplying sustainable value to stakeholders, thereby building a relationship with them and allowing further profits to be accrued (Elliott, 2005). A company employing an economically sustainable business model must focus on generating sufficient revenue and distributing this responsibly to be considered truly sustainable.

Reviewing the profits of a business is a difficult task purely because businesses are reluctant to disclose or discuss their revenue in great depth. Whilst data on profits for chain companies in St Andrews is freely available online, local businesses tend to refrain from publishing information. This disparity makes it difficult to compare the economic performance of chain and local businesses in St Andrews. Irrespective of the revenue generated, profits accrued by a sustainable business must be redistributed and reinvested not only into the company but into the local area to be considered truly sustainable.

Reinvesting in the local area means hosting events, giving back to customers, donating to charity and collaborating with other local small businesses. This fulfils the tenets of economic sustainability because it supplies value to

stakeholders in a sustainable manner while also allowing the business to build a relationship with the customer, leading to further profits. Our research has found that 75% of surveyed students at the University of St Andrews believe that a business reinvesting in the local area influences them to shop there. Thus, the more a business reinvests, the more profit it is likely to receive as a result of the consumer's conscious choices.

Chain businesses in St Andrews generally do not engage or participate in local events. Taking Starbucks as an example, much of its engagement with local customers comes from the My Starbucks Rewards program. Fisher (2016) notes that Starbucks had a 26% rise in annual profits when introducing the My Starbucks Rewards program. This demonstrates how Starbucks generates large profits and engages customers. Because of the company's global scope, Starbucks operates many nationwide and international initiatives that economically impact St Andrews. For example, their newest campaign was a collaboration with the environmental charity Hubbub to fund 100 new community green spaces across the UK, each one lying an average distance of 2 km from a Starbucks store. In contrast, local businesses in St Andrews participate in many local events each year, thereby reinvesting in the community. For example, in 2023, the local low waste shop Naturity was a part of the 'Spot on My Apples' Organic festival, which aimed to 'bring together people who care about where the things that fill their lives and homes and tables come from' (Naturity Instagram, 2023).

Starbucks does not use locally sourced ingredients or invest in local businesses. Their supply chain is global, and though they invest in equitably and fairly sourced ingredients, they do not economically support St Andrews in particular (Lee, 2007). In contrast, local businesses tend to support each other. The owner of Naturity stated that the company's goal is 'to promote Scottish items as much as possible', and 'support local farmers and local businesses' (Appendix C). An employee from the local pub, The Criterion, said that products are sourced from 'local breweries and distilleries as well as global brands' and that the business uses 'local produced and meat' (Appendix B). This shows how local businesses in St Andrews try to connect and support each other, providing value and reinvesting in each other.

In summary, while chain businesses like Starbucks may engage customers and generate substantial profits through global initiatives, local businesses in St Andrews demonstrate a greater commitment to economic sustainability by actively reinvesting in their community. This local reinvestment builds stronger relationships with customers and promotes further economic growth within the area, aligning with the principles of sustainable business models.

## 2.4 Towards Net Zero: Pursuing Emissions Reductions in the Food and Drinks Industry

The food and drinks industry is one of the greatest contributors to global greenhouse gas emissions, with food systems accounting for over 33% of worldwide emissions (United Nations, 2021). The industry is becoming increasingly energy intensive, often spanning global value chains, and reducing emissions from food production is considered to be one of "the greatest challenges in the coming decades" (Sovacool et al, 2021; Ritchie, 2019).
Within an organisation's value chain, greenhouse gas emissions can be classified into three different scopes: Scope One emissions are direct emissions from sources controlled or owned by the relevant organization, Scope Two emissions are indirect emissions from "purchased electricity, steam heating, or cooling", and Scope Three emissions are all other emissions from the broader value chain, for example, the emissions required to produce a product bought from a supplier (Hertwich and Wood, 2018).

Across all industries, the reduction of greenhouse gas emissions and adoption of renewable energy sources has emerged as a clear priority in the move towards a more sustainable future, with governments across the world setting ambitious targets to reach net zero emissions before 2050, in line with the Paris Agreement.

Reducing scope one emissions by rethinking energy use is integral in sustainable business practices, cutting down on emissions by improving energy efficiency and reducing energy consumption through avenues such as vehicle use, boilers, or cooking facilities. The Rufflets hotel in St Andrews, which is currently pursuing the prestigious B-Corp accreditation for high social and environmental standards, is leading the way in reducing scope one emissions in a sustainable manner (Rufflets, 2024). Rufflets conducted a full audit of their energy usage in 2007 and continue to do so on an annual basis in order to analyse areas for improvement, placing a strong business-wide emphasis on reducing their emissions, and offsetting remaining emissions annually (Rufflets, 2024). As the first hotel in Scotland to secure carbon neutral status, Rufflets also frequently invest in eco-business projects linked to Scotland and tourism, which explore ways to reduce carbon emissions across the industry (Rufflets, 2024).

Reducing scope two emissions involves looking at business-wide energy sources, and employing strong decision - making to ensure that these are the least carbon-intensive sources possible, for exampl e , by switching from traditional fossil fuel energy sources to renewable energy. Transitioning to renewable energy can often incur higher upfront costs, which can be difficult to

absorb, particularly for smaller enterprises. However, many businesses in St Andrews have made efforts to reduce scope two emissions, displayed for example by the Fairmont Hotel, which produces 60% of its own energy from renewable sources, reducing reliance on energy produced from other sources (Fairmont, 2024). Furthermore, this move promotes energy independence and local renewable energy initiatives, creating a positive effect on the local economy and environment.

Scope three emissions, indirect emissions from supply chains, are harder for end distribution businesses to control, requiring strong “collaboration” with suppliers to ensure sustainability, and often challenging a balance between profitability and sustainability in decision-making regarding sourcing and procurement (Perrett, 2022; Royo, 2020).

Local sourcing is often regarded as one of the best ways to reduce scope three emissions, with some estimates that global food-miles are responsible for up to 20% of the emissions related to global food systems (Salam Asif et al, 2022; Li et al, 2022). Balgove Larder, an independent farm shop one mile away from St Andrews, vocally advocates for the potential that businesses hold in “leading” sustainable futures (Balgove Larder, 2024). Balgove Larder takes a “holistic” approach to reducing its emissions through decisions to support local farmers and suppliers by prioritising local sourcing, a decision which invests in both the local environment and local economic prosperity (Balgove, 2024).

Balgove Larder displays further responsibility in reducing scope three emissions through prioritising the use and sale of seasonal produce, a practice which requires less energy intensive farming techniques, and drastically reduces reliance on artificial fertilisers, which are responsible for 5% of total global greenhouse gas emissions (Gao and Serrenho, 2023). Increasing focus on more seasonal and responsibly farmed consumption is part of a wider shift towards a more “sustainable diet”, which was reflected in local St Andrews consumer behaviour when 74% of survey respondents answered that they always or sometimes consider the carbon footprint of food and drink goods when making consumer choices (Appendix A).

Another aspect of reducing emissions in food and drinks supply chains is moving towards plant-based eating, with studies showing that changing to a plant-based diet can reduce global agricultural emissions by 61% while also increasing carbon capture, along with often being the cheaper option and beneficial for public health (Leiden University, 2022). This shift is displayed in a number of local business choices, for example the University of St Andrews’ catering facilities have increased plant-based options by 50% since 2019, and the

ive Acres restaurant in St Andrews prioritises sustainable diets by adopting a "seed to plate" ethos in both their restaurant and farm shop, with a fully vegetarian menu that changes weekly based on the produce that they have available from their own market garden farm (University of St Andrews, 2024; Five Acres, 2024).

While net zero is "in reach" of the food and drinks industry, it is clear that emissions reductions in the food and drink industry is a challenging and multifaceted issue, requiring strong business planning across a number of different aspects of strategies. The businesses examined exemplify the potential for change in the industry, but not all were forthcoming with information on current emissions or initiatives for emissions reduction.

Many local businesses in St Andrews have made efforts to reduce their environmental impact, but consumer choices remain a significant factor in achieving sustainability goals, and there is often a gap between intention and action which presents both a challenge and opportunity for growth (El Haffar et al, 2020). Raising awareness of the differing carbon footprints related to consumer choices and how to pursue a more sustainable diet is paramount to pursuing real change, which will in turn drive an increasing number of businesses towards sustainable practices.

**2.5 Tourism**

The 150th Open in St Andrews generated over 300 million pounds for the Scottish economy. Although a large portion of this profit was due to worldwide broadcast of the historic golf tournament, a record-breaking 290,000 fans flocked to St Andrews to attend the event (The Open, 2023). Although these are staggering numbers, St Andrews is no stranger to tourism; long hailed as The Home of Golf, St Andrews receives hundreds of thousands of tourists every year, eager to explore the history, culture, and beaches of Fife. Although popularly criticized for unsustainable practices and intense carbon emissions, tourism can be economically and environmentally sustainable for St Andrews. Prioritization of locally owned and ethically sourced businesses can promote St Andrews as a tourist destination while preserving the cultural, environmental, and economic vibrancy of the town.

Tourism is largely acknowledged as an environmentally unsustainable practice. Flights, eating out, Airbnbs, and other travel practices result in substantial individual carbon footprints. In 2010, global tourism was estimated to have produced about 1.12 GtCO2e, accounting for 2.5-3 per cent of global CO2 emissions (Lenzen et al., 2018). When the scope of emissions is expanded to include emissions tied to tourist consumption, including supply chain, infrastructure, and indirect energy usage, Lenzen et al. estimate tourism emissions to be around 2.9 GtCO2e, an entire gigaton greater than measures of only direct-tourism emissions (Ibid.).

In addition to carbon intensity, tourism can result in significant biodiversity loss, waste production, pollution, and land use disagreement (Tenenbaum, 2000). Pertaining to St Andrews, golf is not ecologically insignificant; utilization of chemical pesticides and overuse of water in sustaining attractive golf courses can exacerbate health issues for local populations, drought, and ecosystem disruptions (Joyce, 1998).

However, tourism is also acknowledged for its positive economic and cultural impact on host countries. Tourism has the capacity to stimulate rural economies by creating demand for local agricultural and consumer products, as well as motivate infrastructure and development projects, recirculating local and visitor capital into productive economic growth (Engelhardt, 2005). Additionally, when done mindfully, tourism can encourage cultural preservation with respect to local people, heritage, and the environment (Ibid.).

Returning to the conversation on local food and drink businesses, tourism has markedly positive impact on local and sustainability conscious restaurants; consumption of local and regionally produced foods contributes to economic, cultural, and environmental preservation by supporting sustainably-run businesses (Wani, Dada, & Shah, 2024). Because it is more environmentally sustainable to run a business locally and prioritize regional and ethical sourcing, and tourists are more likely to attend businesses that offer culturally or locally significant dishes,  thoughtful tourism can contribute to the economic, cultural, and environmental sustainability of a destination (Ibid.).

In St Andrews, businesses that rely on tourism reflect admiration for the domestic and international popularity of St Andrews. An employee from The Criterion reflected on the way the business relies on tourists during high season, and aims to attract tourists by offering merchandise and unique Scottish spirits (Appendix B). A posting on the website of a local fish and chips shop, Tailend, suggests similar; in reflecting on lessened business in the wake of Covid-19, they state, “Tourism in St Andrews this year has not been what it once was, but we are grateful to everyone who did manage to visit and step through our doors” (Tailend website, n.d.).

Local businesses in St Andrews can profit off of the tourism industry by charioting Scottish dishes, drinks, and merchandise while upholding ethical and sustainable practices, such as regionally sourcing foods and employing locals (Wani, Dada, & Shah, 2024). Hospitality businesses also benefit from these processes. The Rufflets hotel in St Andrews boasts a dining experience that provides “wellbeing through nourishing food”, offering homegrown and locally

sourced meals, and even advertising photos of the hens whose eggs provide their guests with breakfast (Rufflets website, n.d.). The prioritization of connecting tourists with nature and emphasizing a farm-to-table dining model depicts the process by which tourism businesses can utilize sustainability to promote business.

Because tourists are primarily visiting St Andrews to experience the history and culture of this unique golf-university town, promotion of locally sourced and culturally significant dining and drinking experiences can encourage thoughtful and ecologically/culturally conscious travel to benefit the environmental and economic health of St Andrews.

## 3.0 Recommendations

With regard to the carbon footprint of the food and drinks industry in St Andrews, it is clear that businesses need to continue to prioritise the reduction of emissions through all avenues, covering scope one, scope two, and scope three, following the influence of those businesses that are already leading the way. From our analysis, it is clear that the issues surrounding emissions have resounding links to other aspects of sustainability, from sourcing to local economic development, and that addressing these challenges requires a collaborative approach across supply chains, as well as raising consumer awareness to drive forward change.

## 4.0 Conclusion

Through analysis of primary and secondary research surrounding locally owned and chain businesses in St Andrews, our research makes clear the impact patronage of locally owned and sustainably run food and drink businesses holds for the economic and environmental vitality of our town. Local, ethical, and environmentally conscious sourcing and waste management are practices in local businesses which benefit both consumer and business while reducing environmental damage to the town. Low-emissions approaches to food and drink models which prioritize lifecycle energy efficiency are effective measures to lower environmental impact. Additionally, analysis of environmental considerations in food and drink business models regarding economic sustainability and tourism in St Andrews makes clear that ethical, sustainable practices reflect positively on the experience of locals and tourists alike, and preserve the economic prosperity of the town.

Prioritization of ethical, local, environmentally conscious practices in all aspects of food and drink businesses in St Andrews has a markedly positive impact on the economic and environmental sustainability of the town. We conclude this paper with the recommendation that although sustainability in St Andrews has experienced significant growth in popularity in recent years, there is still work to be done to lower the local environmental impact of food and drink businesses, while preserving the economic vitality of the town. There is a need for more pointed research regarding specific supply chain and lifecycle environmental practices of business models to gain further understanding of how global and transnational processes present in the food and drink industry affect St Andrews' economic and environmental health.

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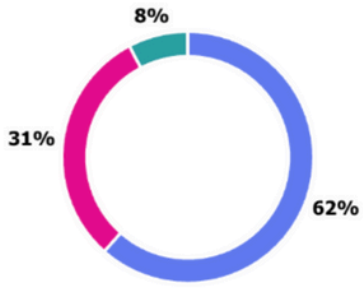
## 6.1 Appendix A – Consumer Opinion and Behaviour Survey

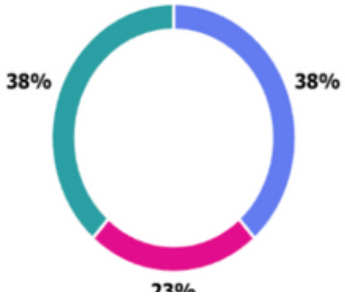
11. Does the use of single-use packaging negatively impact your shopping choices?

| | |
|---|---|
| Yes | 8 |
| No | 4 |
| Unsure | 1 |




12. Do you consider carbon footprint of goods when choosing what to purchase?

| | |
|---|---|
| Yes | 5 |
| No | 3 |
| Sometimes | 5 |




## 6.2 Appendix B – Interview with Employee of the Criterion, St Andrews

What sustainable packaging practices, if any have you implemented, and what were the motivating factors behind these choices?

1 response

Paper takeaway boxes, paper straws

What waste management strategies have you implemented specifically for packaging materials?

1 response

Separate glass, cardboard and general waste

How does tourism in St Andrews affect your business?

Many tourists come for meals and drinks, especially in high season everything is full

Does your business aim to attract tourists? If not, who would you consider to be your main demographic?

Mix of local regulars and tourists, open to everyone, cater towards tourists with merch (hats, glasses, bags, ball markers, hoodies, etc)

### 6.3 Appendix C – Interview with the Owner of Naturity, St Andrews

Notes from interview with Carina Metayer-Neubert, owner of Naturity, a sustainability-focused 'bio-shop' in St Andrews.

Her thoughts:

- Sustainability is very important as a business owner
- From building her shop with sustainable wood to reusing crates for displays she thinks sustainability is important even in the build of her store
- Services such as refilling stations are important to her to reduce plastic waste
- Selecting brands that align with her mindset and mission is also important
- She believes that "we all win" in sustainability, better for the planet, our bodies, the economy, etc.
- She has based her business on similar "bio-shop" businesses in Germany and France, she says thought that there was a severe lack of that kind of business in the area
- She thinks one important advantage of being a small business is that local suppliers feel more comfortable to promote their products, unlike big chains such as Tesco

Product Sourcing:

- Most of her products (~90%) are made or manufactured in the UK, their main suppliers are in Glasgow
- Not all products can be made/farmed locally, such as dates she sells which are from Palestine, but she aims to support local famers and local businesses
- She also pays attention to the quality of the food, over 90% of her products are organic and a majority made by small businesses, she also believes regenerative farming is important
- Many of her products which can be local are, such as veggies
- She also aims to promote small businesses even outside of the UK, such as traditional German apple pressing producers
- Her goal is to promote Scottish items as much as possible, she will always prefer a local or Scottish item when given a choice

Sustainability in terms of customers:

- She thinks that it is a significant upwards trend in sustainability, almost even exponentially
- She thinks that many people are searching for sustainability and organic products as it becomes more important and necessary
- Tourism is not a big factor in her business, her customer base is mostly locals and students

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The Political Institute
of Action Research

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