**Efficiency, Productivity & Sustainability**

Efficiency, productivity & sustainability are key aspects of a business achieving improved international competitiveness.

1. Define each term:

* Efficiency
* Productivity
* Sustainability

1. Select a business of your choice (recommend using the one you chose for your CSR case study).
2. Explain how an initiative of your chosen business has addressed efficiency, productivity & sustainability and as a result improved their global competitiveness. In doing so, address the following points.
   1. Situation of the business prior to initiative being implemented
   2. What the initiative is/was
   3. How the initiative addressed efficiency
   4. How the initiative addressed productivity
   5. How the initiative addressed sustainability
   6. The situation of the business after the initiative has been implemented
   7. How the business’s global competitiveness has improved as a result.