

Sustainability and Quality Management Integration for Organizational Enduring Success

Kurganov Dorov

Faculty of Road Construction, North-Eastern Federal University, 677000 Yakutsk, Russia
 Email: umen@bk.ru

Article Info	ABSTRACT
<p>Article history:</p> <p>Received : 12.10.2024 Revised : 27.11.2024 Accepted : 14.12.2024</p> <p>Keywords:</p> <p>Innovation Management; Leadership Strategies; Organizational Culture; Quality Enhancement; Strategic Development</p>	<p>The merging of sustainability principles and quality management practices to create key paradigm for business that goes a long way in ensuring long term excellence and resilience in today's fast paced, dynamic global business context. This foundational work examines the synergies between two critical domains of organization, exploring how to balance an organization's quality initiatives in light of sustainability goals towards integrated performance gains and long term value creation for all relevant stakeholders. In a world of environmental issues, social responsibility pressures and more heightened stakeholder expectations, today's forward thinking companies are coming to the realization that accounting for short term financial numbers is no longer good enough; they need to start taking into consideration higher order values such as social and environmental responsibility, as part of a broader discussion of their (dis)engagement with stakeholders at every level of the supply chain. An aligned approach, where sustainability objectives drive quality management systems, can set the companies on an interesting path of innovation, efficiency and competitive differentiation through new avenues. The evolution of the quality management philosophies is traced, the origin of the sustainability movement is tracked and the relation between these two areas is illuminated. In the following, we review some of the more practical approaches for integrating sustainability into core process as well as explore leadership impact in building a culture of continuous improvement and responsible stewardship and show some cases that have tried to marry quality excellence with sustainability principles. Overall, this comprehensive end of the guide gives the readers the opportunity to come out into a sophisticated view about how a successful merge of quality management and sustainability can transform organizational transformation, value creation in stakeholders and for business success in the long run in an increasingly growing world.</p>

1. The Evolution of Quality Management: From Product Focus to Holistic Excellence

The journey of quality management will never cease to grow and refine itself until it also becomes a journey of expansiveness as well as of refining itself, an embracing of the whole organizational system (rather than only to the improvement of product specifications). It's due to the growing recognition to excellence as a multidimensional phenomenon as well as it being resulted by the major business landscape and evolution.

1.1 Early Foundations: Statistical Quality Control

Modern quality management began with the work

of Walter Shewhart in the 1920s and 1930s. What was groundbreaking is the fact that it gave a more organized approach for quality improvement and that is the statistical process control laid by Shewhart. His concepts of assignable and nonassignable causes of variation were powerful tools that manufacturers were introduced to through control charts.

The early developments dealt mainly in reduction of defects and in conformity of product to specifications. Yet, ground breaking for that time, their forays were essentially limited to the manufacturing and only involved issues of technical quality.

1.2 Japan's Post War Quality Revolution

The turning point in Japan's new approach to quality was provoked by the American experts W. Edwards Deming and Joseph Juran after World War II. The teachings on statistical quality control and management principles provided fertile ground for Japan's rebuilding industries.

Japanese organizations adopted the concepts very enthusiastically, under guidance of organizations such as the Japanese Union of Scientists and Engineers (JUSE). After developing initial emphasis

on tools of statistics, they continued to preach a bold, all embracing philosophy of continuous improvement, employee involvement, and commitment of leadership.

They were born in the form of Total Quality Control (TQC) and Company Wide Quality Control (CWQC) during this period. And they took quality principles out of the factory floor and extended them throughout all of the organization and its personnel [1]-[4].

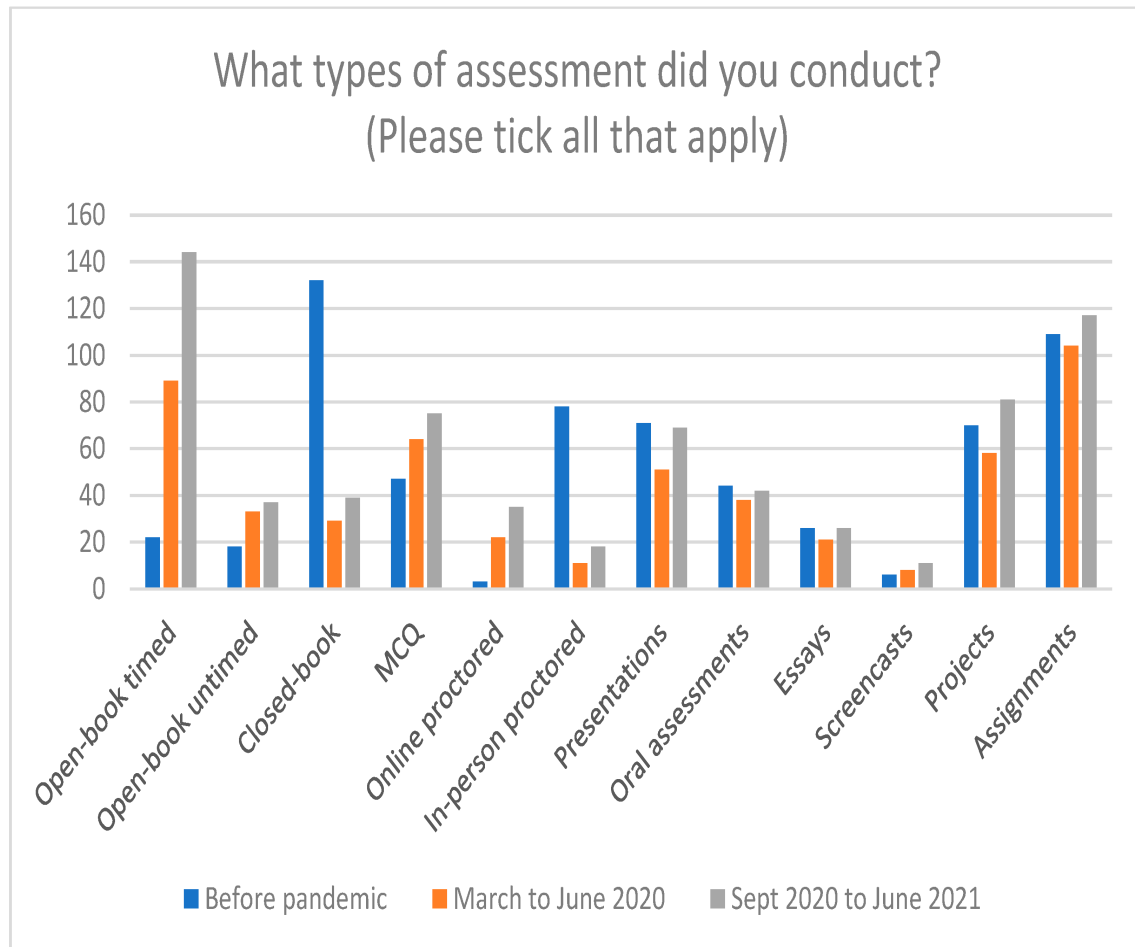


Fig 1. Malcolm Baldrige National Quality

From the late 20th century, there followed multiple business excellence models, of which in the United States the most well known is the Malcolm Baldrige National Quality Award and in Europe the European Foundation for Quality Management (EFQM) Excellence Model. These frameworks were based on TQM principles and they built them based on these principles, these frameworks gave a more structured approach for analysis of overall organizational performance and it also offers improvements. This addresses multiple stakeholders, customers, employees, shareholders and even society. Links with evidence of quality principles and strategic

planning and leadership practices. Both operational excellence and innovation capabilities. With the emergence of a critical paradigm that organizational culture and values are determining factors in sustainable performance of the sustainability principles and quality management practices, businesses are looking for sustainable performance in order to achieve long term excellence and resilience in this existing sophisticated global environment. Starting from this premise, this article is an extensive exploration of the synergies between these two important areas, which can help organizations achieve system improvements combining these

two important areas to facilitate high performance management and generate lasting value to multiple stakeholders.

Due to the prevailing imperative of an era characterised by pressing environmental concerns, social responsibility imperatives, and increased stakeholder expectations, forward looking companies are starting to recognise the need to focus less on short term financial metrics. The opportunity being mentioned here is about embracing the way of making quality management systems harmonize with the sustainability objectives so that the new opportunities of innovation, efficient operations, and differential competence can be opened up for business.

In this article, the evolution of quality management philosophies is analyzed, the origins of the sustainability movement are traced, and the connections with this movement are shown. We will examine practical ways of embedding sustainability considerations in all core business processes, examine leadership's role in promoting culture of continuous improvement and responsible stewardship, and present case studies of organizations that have married quality excellence with sustainability principles.

By the end of this entire book, readers will have a deeper understanding of how integrating quality management and sustainability can become a leading force of organizational change, creating value to stakeholders, and securing long-term business success in an increasingly complex and interdependent world [5]-[9].

2. The Rise of Sustainability: From VIP to Strategic Imperative

But the sustainability has undergone a phenomenal transformation from the isolated environmental concern to the inescapable necessity of the suitable business practice. The Heritage of the Sustainability movement is then outlined, and the development of the movement's heritage to become a paradigm of organizational strategy and stakeholder expectations is described.

2.1 Early Environmental Awakening

However, its more modern era of the sustainability movement can be traced to the highpoint of environmental awareness during the 1960s and 1970s. Among such works were 'Silent Spring' (1962) by Rachel Carson and the 'The Limits to Growth' (1972) by the Club of Rome — sounding the alarm on the environmental costs of continuing

unchecked industrial growth and resource depletion.

This was the time when other environmental regulations were also initiated by enacting agencies such as the United States Environmental Protection Agency (EPA) that came into being in the year 1970. A concern with pollution control and conservation, these early efforts helped to get the stage to a fuller understanding of the linkages between how people do things and how ecosystems work.

2.2 The Brundtland Report: Defining Sustainable Development

The 1987 publication of the Brundtland report, also known as Our Common Future, was seen as a major step in the way that sustainability thinking has developed. This landmark document of the World Commission on Environment and Development coined the term sustainable development as follows:

A development which provides what people need today without depriving the people of the future the chance to meet their own needs.

The definition expanded the concept to include all the environmental, economic development and social equity, instead of merely economic matters, all of which were seen to be inseparable (Gidwani 2002, p. 429). The Brundtland Report armed policy makers, business practices, and international cooperation with a holistic approach to sustainability that would influence policy making, business practices and international cooperation for decades to come..

2.3 International Frameworks and Global Summits

In 1992, Earth Summit in Rio de Janeiro was a historical moment in the global sustainability endeavors as the Rio Declaration on Environment and Development and agenda 21 was a comprehensive plan for the sustainable development and the United Nations Framework Convention on Climate Change (UNFCCC) were signed in Rio de Janeiro. As a follow up to this United Nations Conference on Environment and Development, the following are important outcomes:

The international commitment to the sustainable development principles was further reinforced following the global summits including the 2002 World Summit on Sustainable Development, Johannesburg, and the 2012 Rio+20 Conference.

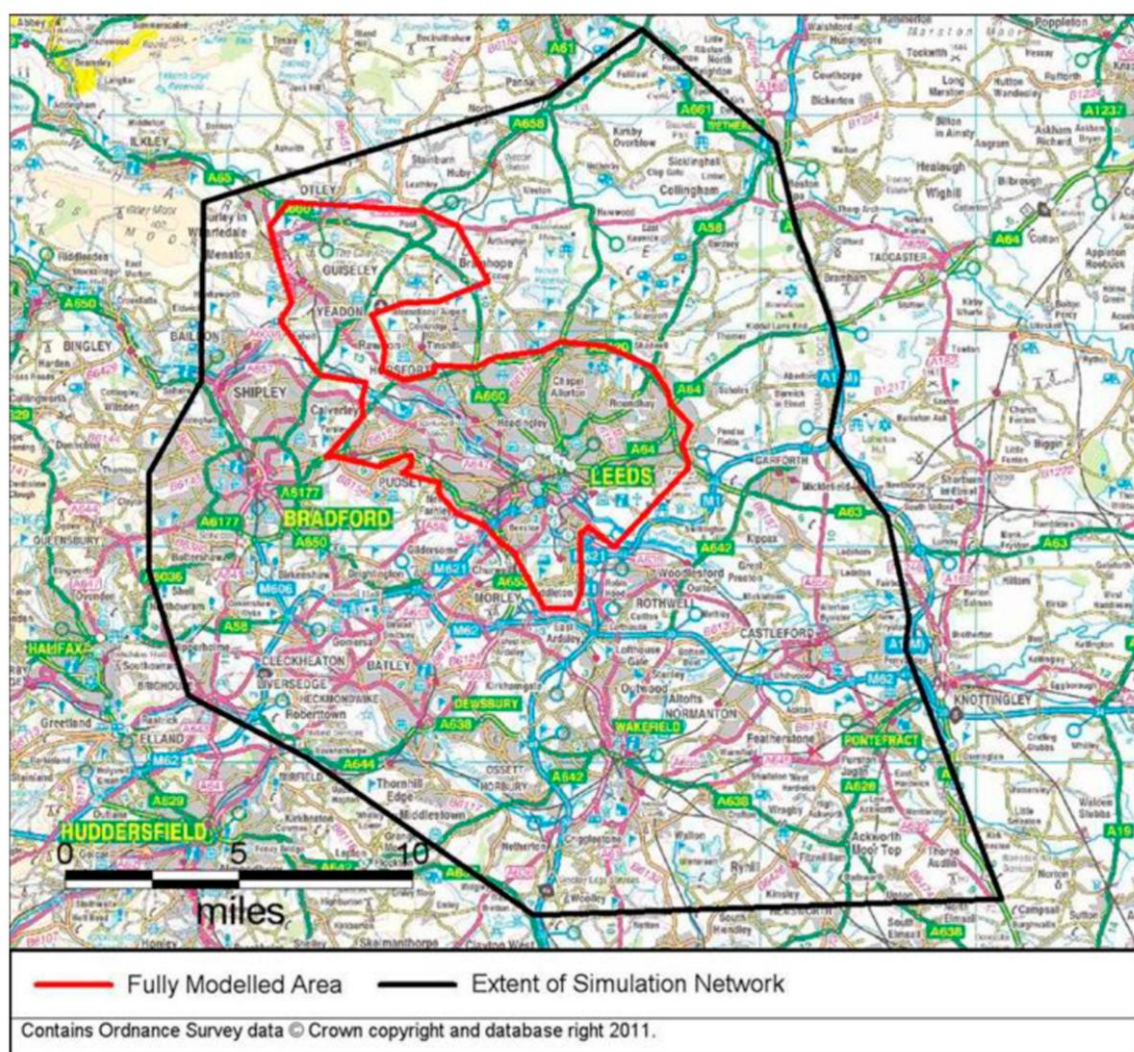


Fig 2. Triple Bottom Line and Corporate Sustainability

The awareness of these sustainability issues during this time was a historical period when businesses became aware of the risks as well as the opportunities environmental and social challenges can offer. Corporate sustainability served as a concept to bring companies to imagine what could be done with how they may impact their society and the environment beyond the simple profits.

In 1994 John Elkington introduced the 'Triple Bottom Line' which was a practical way of measuring businesses using the three dimensions: What this means is that sometimes spoken of as a 'People, Planet, Profit' approach is now used as an umbrella for how businesses should go about business strategy and its reporting with sustainability in mind.

United Nations Sustainable Development Goals

In 2015, the 17 Sustainable Development Goals (SDGs) were agreed upon by the UN 2030 agenda for sustainable development. These are a complete roadmap of our solution to problems of poverty,

inequality, climate change and environmental degradation on a global scale.

The SDGs have made their impact in global objectives marked in the business world and many of businesses have adopted the steps of making sustainability strategies and reporting aligned with these objectives. It has been there to contribute to the creation of a common language and a list of common priorities of work in sustainability across sectors and geographies [10]-[14].

3. Responsible Investment and ESG

Increasing strides have been taken by stakeholders trying to understand the importance of Environmental, Social and Governance (ESG) factors as surrogate for long term indicators of resilience and ability to generate lasting value in a company over past few years. It has become obvious that companies that are taking visible actions for building sustainability are preparing themselves to confront growing challenges and act upon growing opportunities and this led to ESG

being increasingly considered while investors go about their decision making process.

As a number of reporting frameworks and standards have been defined, such as the Global Reporting Initiative (GRI), the Sustainability Accounting Standards Board (SASB), the Task Force on Climate-related Financial Disclosures (TCFD), ESG investing has gained popularity. The purpose of these initiatives lies in increasing consistency and comparability of sustainability related information in order to help investors and other stakeholders better understand.

However, circular economy and systemic thinking are explored in this chapter, and the circular economy in particular as well as the benefits that can be gained from that, from different points of view.

The take on sustainability that circular economy offers is more holistic than the traditional linear “take-make-dispose” production and consumption model and therefore became a hot concept.

3.1 Stakeholder-Centric Approaches

However, modern quality management frameworks including EFQM Excellence Model emphasize the necessity of understanding and proper response to needs of varied stakeholders. Like sustainability thinking, the organization should think about the destruction of all stakeholders at large including employees, local communities, and future generations.

Data-Driven Decision Making

Quality management's focus of collecting, analyzing data and basing decisions on evidence creates a strong base for sustainability work.

Organizations can apply these principles to sustainability initiatives by:

Systems Thinking and Lifecycle Perspective

A holistic, systems-based approach to the understanding of the organization processes and their impacts is required for both quality management and for sustainability. Process mapping and optimization in quality management goes well with lifecycle thinking and circular economy principles of sustainability.

Leadership Commitment and Organizational Culture

Quality management and sustainability initiatives demonstrate two distinct but essential ways an organization can deliver superior performance. Both require strong leadership commitment, and support from the organization as a whole. Integrating these approaches allows leaders to:

3.2 Risk Management and Resilience

In the same way, we can use quality management's tools for assessment and mitigation of risks and be applied to sustainability related risks such as climate change impacts or resource scarcity. The integrated approach to risk management improves organizational resiliency by:

Innovation and Competitive Advantage

Quality management and sustainability integration can act as a good innovating catalyst. Organizations can challenge traditional assumptions and seek solutions that simultaneously improve quality without increasing environmental impacts and create social value.

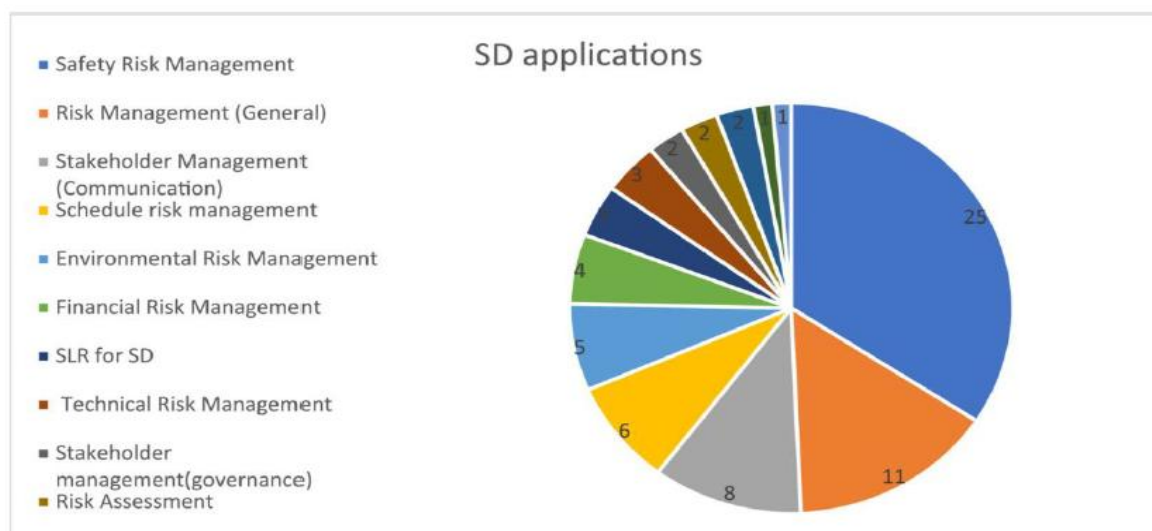


Fig 3. Operational Efficiency and Cost Reduction

This is in line with both the environmental sustainability focus on resource efficiency and quality management's focus on waste reduction

and process optimization. When combined, these approaches allow an organization to:

Enhanced Reporting and Transparency

Quality management system offers good data collection, analysis, and reporting. They can be utilized to improve the sustainability reporting and disclosure of an organization, by allowing:

Long-Term Value Creation

One of the biggest synergies between quality management and sustainability has to do with their commonality in finding long-term value creation. However, by integrating these approaches, organizations can do the following. Quality management and sustainability are synergies that give organizations a powerful framework for driving holistic performance improvements, as well as create lasting value. In the next part, we will discuss practical ways of applying these approaches within organizational structure and processes [15]-[19].

4. Strategies for Integrating Quality Management and Sustainability

Incorporating of quality management practices with sustainability principles does not have to happen cheaply, or in a haphazard manner. This section provides some of the principal strategies that organizations can deploy to join these two domains in a harmonious manner and facilitate the comprehensive performance improvements that this holistic strategy promises.

4.1 Align Vision and Strategy

Quality excellence and sustainability objectives together constitute a clear vision that might be the foundation for successful integration. This involves:

In this alignment process leadership is a vital component and is responsible to communicate this integrated vision within the organization, providing the commitment to its aspirations by performing actions and allocating its resources.

Integrate Sustainability in Quality Management Systems

An existing quality management system is generally robust for incorporating sustainability management. Organizations can:

This integration of sustainable development into everyday activity makes it a core activity rather than a standalone, separate activity.

Enhance Stakeholder Engagement

And both quality management and sustainability require a high level of knowledge of what stakeholder needs and expectations are. Improving your approach can be done by:

The result of this hyper engagement is innovation, trust, and that quality and sustainability work stays on point with ever changing stakeholder expectations.

4.2 Implement Integrated Management Systems

A number of organizations are changing by integrating the quality (or other conformance), environment, and social responsibility systems. This approach offers several benefits:

Leverage Data Analytics and Digital Technologies

New opportunities exist for integrating quality and sustainability efforts that arise from the advent of Industry 4.0 technologies. Organizations can:

Table 1: Key Integration Areas of Sustainability and Quality Management

Integration Area	Description	Organizational Benefit
Sustainable Process Design	Incorporating environmental factors into quality processes	Lower waste, improved efficiency
Supplier Sustainability Audits	Evaluating suppliers based on quality and environmental metrics	Stronger, ethical supply chain
Employee Engagement Programs	Training employees in quality and sustainability practices	Higher morale and continuous improvement
Eco-friendly Product Standards	Setting green benchmarks during product quality assessment	Enhanced brand reputation, regulatory compliance
Lifecycle Quality Monitoring	Assessing quality throughout product/service life cycle	Long-term customer satisfaction and retention

These digital tools provide a more accurate way of measuring and analyzing integrated quality and sustainability performance and provide the means to improve them.

Create a Culture of Responsibility and Innovation

Integration is only successful if the cultural environment supports both of these attributes, quality excellence and sustainability. Some of the strategies to cultivate this culture include:

With this cultural change empowerment, this shifts the responsibility for integration of the organization's quality and sustainability objectives

at the grassroots level all the way up to the director level.

Start thinking lifecycle and building a design to be circular economy friendly.

We extend the scope of analysis by integrating quality management with sustainability, which means that integrating the former with the later should take place beyond the traditional organizational boundaries. Organizations can:

A holistic approach that leads to simultaneous improvement of quality and sustainability across the entire product or service lifecycle.

Enhance Risk Management and Resilience

There is opportunity to integrate quality and sustainability approaches to create a formidable risk management capability of an organization. Strategies include:

Its integrated approach to risk management has greater organizational resilience to complex, integrated challenges.

4.3 Align Reporting and Disclosure Practices

The act of harmonizing quality and sustainability reporting helps facilitate more holistic performance evaluation and provides greater transparency. Organizations can:

This aligned approach of reporting makes it easier for stakeholders to get a good sense of the whole story about the organizational performance and value creation.

Continuously Evaluate and Adapt

Quality management integrated with sustainability is a process where it is still ongoing, and requires frequent evaluation and re-adjustment. Organizations should:

Committed to continuous evaluation and adaptation, this promise of integration of quality

and sustainability will remain up to date and relevant.

Organizations that adopt these strategies will be able to design and create a complete framework for integrating quality management in harmony with sustainability principles. This integrated approach not only promotes operational excellence, but also lays down a foundation to enable the organization to thrive for long term in the industry where business is becoming progressively complex and sustainability will be a key focus [20]-[23].

5. The Role of Leadership in Integrating Quality and Sustainability Excellence

The integrating of quality management and sustainability practices in an organisation depends very much on leadership. The second aspect that we explore in this section concerns the responsibilities leaders must play and the strategies they should take to drive this integration and create a culture of holistic excellence.

5.1 Articulate a Compelling Vision

A vision must be created and communicated that blends quality excellence with a sustainability goal. This involves:

But articulating this integrated vision acts as a north star that helps leaders make decision at all leadership level of the organisation and motivates the employees.

Lead by Example

Leaders need to treat principles of integrated quality and sustainability as their own actions and decisions. This includes:

Providing these examples of leadership send the message of the integrated approach as a must, and help others to do the same.

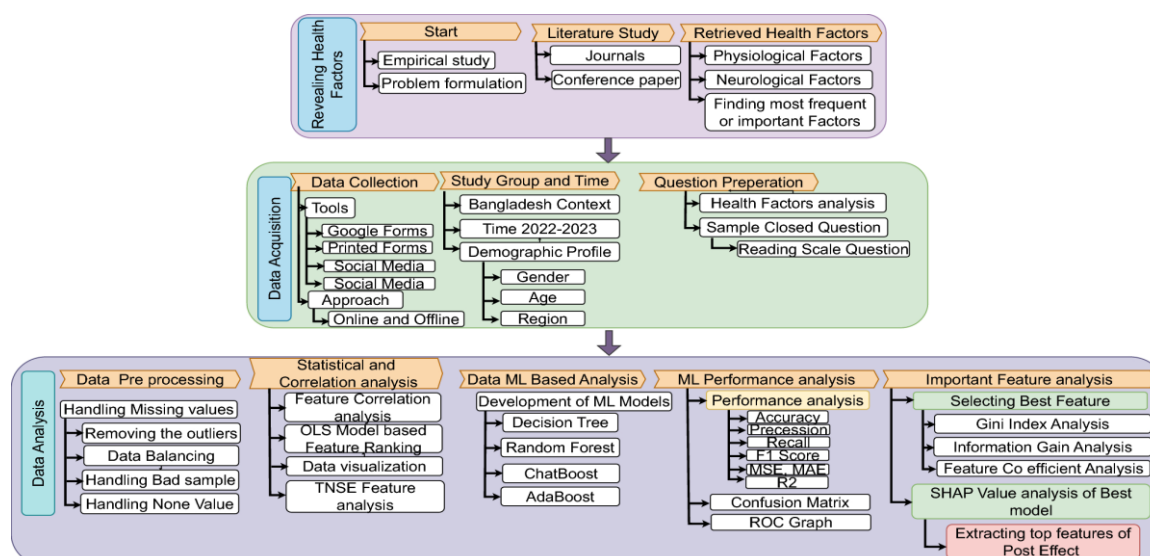


Fig 4. Allocate Resources and Build Capabilities

Integration is successful if resources are allocated and capabilities developed to promote integration. Leaders should:
Leaders commit resources towards this integration and collectively commit their support through providing the requisite resources that may lead to success.

5.2 Foster Cross-Functional Collaboration

The proper integration requires breaking down silos of Quality, sustainability and other functional areas. Leaders can facilitate this by:
By taking this collaborative approach, quality and sustainability account would be built into every aspect of all the organization's operations.

Table 2: Comparative Performance Metrics Before and After Integration

Metric	Pre-Integration Performance	Post-Integration Performance
Energy Consumption (kWh/year)	12,00,000	9,50,000
Product Return Rate (%)	4.8	2.1
Compliance with Environmental Standards	65%	98%
Customer Satisfaction Index (out of 100)	72	88
Operational Cost Savings (%)	5	18

Leaders must develop a systems view of quality, sustainability, and the overall business performance. This involves:

By thinking systems, leaders can discover synergies and avoid collateral damage in the pursuit of integrated excellence.

Drive Innovation and Continuous Improvement

This encourages the development of leaders who should create an environment conducive for innovation and continuous improvement in the quality as well as sustainability domains. Strategies include:

The organization's commitment to innovation and continuous improvement leaves this organization at the cutting edge of integrated quality and sustainability. Leaders successfully navigate these challenges and begin to develop trust and credibility toward integrated excellence. Integration of quality management and sustainability cannot be performed without the leadership. By bringing these principles and strategies to life, leaders can build a culture of holistic excellence that helps positioning their organizations for long term success in a complicated and sustainability based business atmosphere [22]-[29].

5.3 Measuring and Reporting Integrated Performance

Accountability of improvements and value is driven by effective measurement and reporting of integrated quality and sustainability performance. In this section, key strategy and best practice are presented for developing robust measurement systems and communicating integrated performance. They enable higher quality and sustainability performance to be achieved while uncovering more accurate, timely, and actional

insights into integrated quality and sustainability performance.

Adopting Integrated Reporting Frameworks

There have emerged several frameworks and standards that can support integrated reporting of financial, quality and/or sustainability performance. In other words, the reporting practices of organizations should align with set frameworks like: LCAs play an important role in driving integrated product improvement and differentiating products in the market place.

6. CONCLUSION

Integration performance against industry peers and best in class organizations can act as good source of insight and continuous improvement. Strategies include. Communication that is effective in getting the stakeholder's understanding and support to integrated quality and sustainability efforts. Or, organizations should try to align the performance metrics to the tangible value creation. This might involve: Thus, measurement systems are committed to continuous refinement to keep measurement systems in synch with organizational priorities and stakeholder expectations. Ultimately, integrated performance measurement's success ultimately depends on the culture that supports a data driven decision making and continuous improvement culture. Leaders. The integration of quality and sustainability excellence is to be accelerated by embedding measurement and improvement into the organizational culture. By practicing integrated quality and sustainability, and effective measurement and reporting of it, it will be possible to drive continuous improvement, ensuring accountability and demonstrating value to stakeholders. Organizations can improve their

ability to create enduring value based on integration of quality management and sustainability practices by the appropriate implementation of robust measurement systems, adoption of integrated reporting frameworks, and effective communication of performance.

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