

HOW TO INCORPORATE SUSTAINABILITY INTO YOUR BUSINESS

As more consumers and investors expect companies to embrace environmental and social responsibility, sustainability is becoming an increasingly important topic for **businesses all over the world**. Here are a number of effective measures and corporate strategies you can use to bring your operations up to scratch, for the benefit of both the environment **and your bottom line**.



STRATEGY

You can:

- ✔ Craft a mission statement that reflects your commitment to social responsibility and environmental performance. This can help keep everyone in the business accountable for upholding these values.
- ✔ Adopt a triple bottom line (TBL) accounting framework which benchmarks both business and employee performance against financial, social and environmental key performance areas (KPIs).
- ✔ Take a holistic view of business development activities, to ensure that savings in one part of the business aren't cancelled out by additional costs or environmental impact in another.
- ✔ Partner with non-profit organisations. This can help to position you as a leader in sustainable business practices, while also helping raise public awareness of social and environment causes.

OPERATIONS

You can support energy efficient practices, for example by:

- ✔ Switching to energy-efficient office appliances, equipment and light bulbs.
- ✔ Outsourcing information technology and telecommunications (IT&T) services and infrastructure to an eco-conscious cloud services provider.
- ✔ Having virtual meetings replace extensive business travel.
- ✔ Switching to an energy retailer that supports clean energy and decarbonisation.

TIP:

You can seek free business energy advice from the government's [Business Energy Advice Program \(beap\)](#).

PRODUCTION

- ✔ By taking steps such as reducing freight distance, sourcing sustainable materials and reducing material waste, you can incorporate sustainability into your supply chain.
- ✔ Target customers who are inclined to buy on value, including value related to impact on the environment, rather than just price – and make sure your offering supports these values.
- ✔ Aim to benchmark your production methods and processes against those of the most sustainable companies in your sector, while constantly looking for opportunities to further improve your productivity and efficiency.

REDUCE WASTE

- ✔ Switch to 'green' and biodegradable products without excessive packaging.
- ✔ Consider duplex printing and document digitalisation.
- ✔ Implement a recycling program for paper and cardboard packaging, bottles, cans, printer cartridges, IT equipment, office furniture and organic waste.
- ✔ Install water-efficient taps and dishwashers, and recycle grey water for rinsing or watering outdoor plants.



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