



Supporting Members Starting Out On Sustainability

Article One: Why Start Out On Sustainability?

There is a very strong business case to become more sustainable with some of the rationale being:

- a) Reach More Customers (Increase Your Market Share): Many more buyers, both businesses and individuals are seeking out more sustainable brands or service providers.
- b) Cut Costs: Sustainability is efficiency, potentially saving you money in a number of areas such as energy and waste disposal costs. Additionally, looking more long-term, legislation is coming that will hold businesses more accountable for the waste that they produce.
- c) Attract and Retain Staff: Job hunters, particularly millennials, place importance on the fact that their future employer is socially and environmentally responsible.
- d) Enjoy Your Work Enjoy Your Life: Experience tells us that doing the right thing makes us feel better, leading to a better healthier life and helping you to feel good about your business.

Getting Started.

There are three steps to follow on your sustainability journey:

1. Identify where you want to go:
 - a) Aspiration – where you want to go and why – are you driven by:
 - I. Compliance
 - II. Efficiency
 - III. The Market
 - IV. Engaged Employees
 - b) Shaping Your Future:
 - I. Where are we now – do we have our own programme – are we leading change?
 - II. Where do we want to go – improve our own sustainability – educate others (key stakeholders and anyone affected by or engaged with our business)
 - III. Talk 'with' your Team not 'at' your Team regarding your sustainability journey to achieve their engagement / buy-in
 - c) Make Sustainability Everybody's Responsibility:
 - I. Leaders set the example
 - II. Know your employees – who is already keen to help and where are the sticking points?
 - III. Promote learning – share information, knowledge, resources, the reasons why and the benefits
 - IV. Make it fun

2. Understand Your Emissions and Impact:

Most of us don't understand how our current business model impacts the environment. Sustainable Business Network <https://sustainable.org.nz/> along with business.govt.nz business.govt.nz/ have developed a suite of online tools and resources to help businesses to calculate their emissions and learn how they can take some simple steps to improve their sustainability. Please use these tools to help you to understand your current situation and how you can reduce any negative impacts on the environment:

<https://www.tools.business.govt.nz/climate/>

3. Create and Execute Your Plan:

To help you to create and execute your own sustainability plan please visit

<https://sustainable.org.nz/take-action/create-a-climate-action-plan/>

Adapted from Sustainable Business Network - Starting Out On Sustainability