

How Sustainable is your Business ??



# Your Sustainability Report

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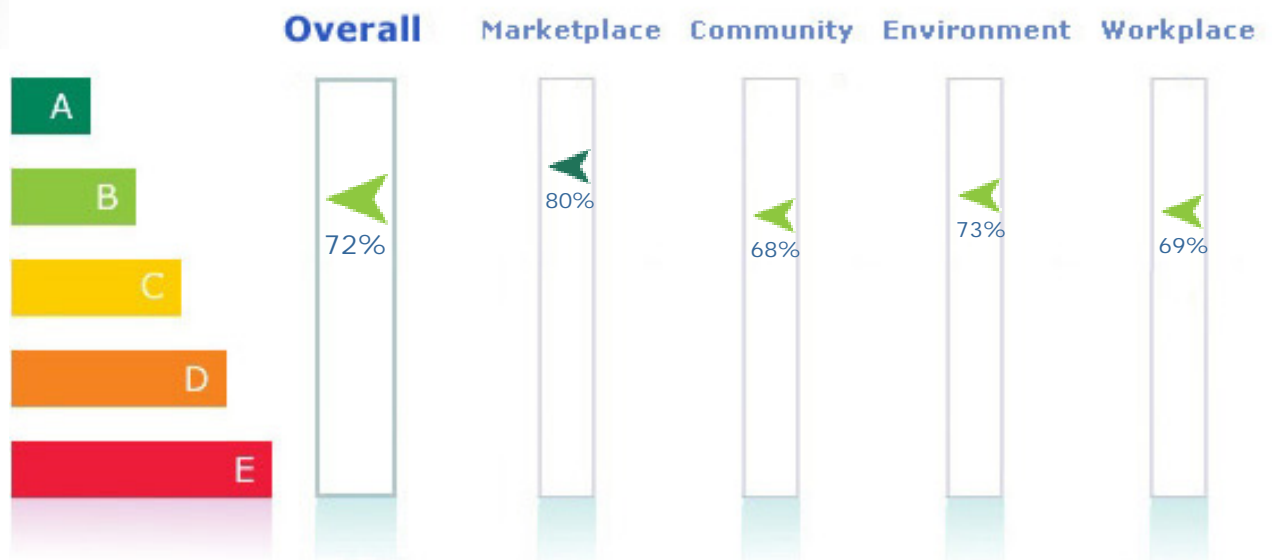
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## Your Results



...and how to interpret them.

From this quick look at what you are doing and how you are doing it we have tried to give you a simple rating. Of course this doesn't take into account everything you are doing, there may be some great things we haven't even considered but we hope it will give you an idea of where you are and some interesting ideas for further development.

## Your Results

### How Sustainable Is Your Business?

From your answers it is clear that you have incorporated into your general business practices many actions that will help your business be more sustainable in the future. You have a great story to tell your customers, suppliers and other stakeholders. You are likely to be ahead of many of your competitors and interested in taking the process further. You have the potential to become a Sustainable Business Champion!

## Where Are Your Greatest Strengths?

### Marketplace



Do consumers care about the environment and social issues? Does it reflect in what they will buy and how much they will pay?

Today 18 per cent of consumers classify themselves as 'positive greens' – they have a strong sense of environmental concern, are most likely to have bought local products and like to make sure they buy ethically. They will pay more for products that meet their aspirations and will change behaviour to meet these moral objectives.

A further 26 per cent of the population are also environmentally concerned - perhaps less driven to change but still keen to align themselves with products and services that without much added cost help them feel good about their choices.

Only 18 per cent of people are uninterested and unlikely to change.

Changing consumer ideas, government legislation driving change in buildings, waste disposal, carbon emissions and enormous amounts of media coverage are now offering great new opportunities for companies. Today in the South East over 23 per cent of companies are now offering 'green products or services' to their customers BUT the best are doing this with business credentials that match their offer! Customers understand GREENWASH and are quick to drop companies and products that they feel are pretending to care.

From the questions you have answered there are some great opportunities for you to generate new business in this growing marketplace and to make sure you meet the changing demands of some of your existing customers. You have made a good start on your own business practices but still need to embed these ideas more firmly into your business and make sure you market this approach to all your customers and suppliers. You have the potential to become recognised as a leader in Sustainable Business.

Consider setting targets with your suppliers for the environmental and social standards you want to meet.

### Community



Being a smaller company you are likely to be very much part of the community in which you are based – and actively contributing to it.

You are very involved in supporting the local community - a great achievement and one which you are obviously keen to continue. As a company you find benefits in your involvement and we can only commend your efforts. There are a great number of different ways that other businesses like yours have found to support the local community or charitable groups. The government offers tax benefits to charities through payroll giving and your work may also attract match funding, where the government or other bodies makes a contribution equal to yours. For more information on these areas and to learn about how other small companies support local causes, please call Business Link on 0845 600 9 006.

There are a great number of different ways that other businesses such as yourself have found to support the local community or charitable groups. There are also ways in which government offers tax benefits to charities through payroll giving and your work may also offer match funding opportunities. For more information on these areas and to pass on the experiences we have had of other companies who have come up with a number of different ways to support local causes please call business link on 0845 600 9006.

## Environment



Today 83 per cent of companies are actively recycling and working on minimising their waste. This is great. With major issues of climate change and global warming, rising cost prices for raw materials like oil and metals plus ever increasing amounts of waste with less and less space available in landfill, all companies and individuals are having to think much more carefully about how we affect the environment around us.

Concerned about the long term costs of climate change, government is increasingly using legislation to drive change. Every business has to pay a climate change levy; high carbon emissions cars are more heavily taxed with other carbon measures being considered for the future. The penalties for pollution and flytipping are considerable - all companies must now treat waste – no matter the size of business.

And more than this, customers want to buy from environmentally friendly companies!

But of course some of this change can mean added cost to business BUT there are a great number of no or low cost measures that every business can take too.

You evidently seek to be an environmentally-friendly business. You are doing a great job. Would you like to find out more about redesigning your product or service to minimise material use? Redesigning can have many benefits - it can help you cut waste, reduce raw materials, packaging and transport costs.

Why not count your Carbon Costs alongside your Profit and Loss? You can assess raw material usage, waste, energy, car/vehicle travel costs and water bills. It's becoming common practice in well run larger businesses. There are online calculators now available that can translate much of this into carbon units and allow you to produce a simple review of your carbon emissions.

## Workplace



The skills of you and your staff are some of the most valuable assets your business has. The people around you bring many skills to the business and when involved with company development, often come up with great ideas. Helping them to further develop themselves is important and can often result in the company being able to take on new business.

But it matters too that you help them achieve a good balance between working hours and their private life. In the south east today 72 per cent of short term sickness is from 'workplace pressure' and on average an employee is off ill 8.4 days per year. This is both expensive and demotivational for all concerned.

You are very committed to staff development and their wellbeing. This is likely to make you a sought after employer and have low levels of absenteeism.

Create an internal mentoring programme to support both new and existing staff. It can really help to embed a new employee or reduce workplace stress.

## Your Business

There are benefits for all businesses in taking on the environmental and social agenda, no matter how small. Increasingly there are new sales opportunities which smaller companies react to much more quickly than large corporations: small insurance companies are offering discounts to 'green customers', heating engineers are starting to offer solar thermal as part of their businesses, micro bakeries are producing local organic foods and in London a taxi firm started up with Prius cars to offer corporate customers a 'green ride' - it has grown rapidly!

As well as opportunities you need to think about some of the risks you face by not thinking about these issues. There is increasing legislation, such as waste treatment, that all companies must now undertake. It is also important that you keep in step with customer interests – selling a product that has a major impact on the environment will in the long term be difficult to sustain.

And finally there are cost savings to be made, which will often give you the chance to reduce your carbon footprint too.

Most companies can reduce their energy use by 10-20% with low or no cost measures and there are simple guides and templates to help you develop environmental policies to increase your customers and suppliers awareness of your work.

# Your Answers

Your results and report are based on your answers to our diagnosis. Remember, if you need to change or fine-tune any of these just alter your answers online at [www.howsustainableismybusiness.co.uk](http://www.howsustainableismybusiness.co.uk)

1. Do you set targets for the environment and social standards you want to meet and then make sure your suppliers know what you expect them to do to help?

Your Answer: Thinking About it

2. Do you ask your suppliers for a copy of their environment policy?

Your Answer: Yes

3. Do you ask businesses who supply you to have either an Environment Management System or BS85555 or ISO14001?

Your Answer: Yes

4. Do you deliberately buy from local companies?

Your Answer: Yes

5. Do you have a target for the value of goods and services you buy locally?

Your Answer: Thinking About it

6. In addition to cost, do you think about the benefits to the local economy when making buying decisions?

Your Answer: Yes

7. Do you communicate your ethical buying standards to others?

Your Answer: Yes

8. Do you communicate your preference for purchasing ethical goods to others?

Your Answer: Yes

9. Do you insist on ethical product or services when you buy?

Your Answer: Yes

10. Do you have a 'green business ethos' and do you use this to enhance your reputation and win new business?

Your Answer: Yes

11. Do you market some or all of your products or services as 'green'?

Your Answer: Yes

12. Do you look at how you can improve your company's 'green credentials'?

Your Answer: Yes

13. Do you carry out staff performance reviews?

Your Answer: No

14. Do you actively support staff with training during work time?

Your Answer: No

15. Do you have internal mentoring programmes in place?

Your Answer: No

16. Do you recruit locally and employ people from diverse backgrounds?

Your Answer: Yes

17. Do you have an equal opportunities policy?  
Your Answer: No
18. Do you actively promote your company as a fair and equal opportunities employer?  
Your Answer: No
19. Do you make staff wellbeing a key company priority?  
Your Answer: Yes
20. Do you have goals for staff health and safety above legal requirements?  
Your Answer: Thinking About it
21. Do you know your obligations under health and safety law and meet minimum standards?  
Your Answer: Yes
22. Do you keep all staff up to date with what is happening in the company?  
Your Answer: Yes
23. Do you actively seek staff feedback, perhaps through "an ideas box"?  
Your Answer: Yes
24. Do some or all staff contribute to your business direction and key decisions?  
Your Answer: Yes
25. Are your Directors fully aware of their responsibilities for the way the business affects the environment and the local community?  
Your Answer: Yes
26. Do you consider impacts on the environment and your community when making business decisions?  
Your Answer: Yes
27. In addition to financial considerations, do you quantify social and environmental impacts when you make decisions? This is the so-called Triple Bottom Line.  
Your Answer: Yes
28. Do you support and offer flexible work schedules when staff want or need them?  
Your Answer: Yes
29. Do you encourage working from home to reduce stress and travel time?  
Your Answer: Yes
30. Do you actively manage people who work from home by providing technology and support?  
Your Answer: Yes
31. Have you changed the way you do business to offer a service instead of a product i.e. lease, service and takeback product?  
Your Answer: Yes
32. Have you redesigned products or services to use less materials?  
Your Answer: Yes
33. Have you cut the amount of materials you use over the last 2 years?  
Your Answer: Yes
34. Are you trying to reduce your company's carbon footprint?  
Your Answer: Yes
35. Do you and your staff turn off all lights and equipment when not used?  
Your Answer: Yes
36. Do you monitor your energy usage and continually look for ways to reduce it?  
Your Answer: Yes
37. Do you monitor your waste costs and continually look for ways to reduce them?  
Your Answer: Thinking About it
38. Do you make sure your suppliers reduce the packaging on items they supply?  
Your Answer: Yes

39. Do you recycle materials in the office?

Your Answer: Yes

40. Do you encourage your staff to find other ways than their car to get to work?

Your Answer: Yes

41. Do you monitor your travel costs and set targets to reduce them?

Your Answer: Yes

42. Do you offer incentives to staff to use low emission cars?

Your Answer: No

43. Have you done something to help local wildlife - e.g. putting up bird boxes, planting etc?

Your Answer: Yes

44. Have you planted anything that encourages local wildlife?

Your Answer: Thinking About it

45. Have you encouraged wildlife in the design of your premises?

Your Answer: No

46. Do you use renewable technology where possible or have you implemented energy-saving technologies?

Your Answer: Yes

47. Do you use low energy lightbulbs?

Your Answer: Yes

48. When you buy new equipment, do you seek to buy the most energy efficient?

Your Answer: Yes

49. Do you run volunteering days for staff?

Your Answer: Thinking About it

50. Is your community involvement a big part of your business success?

Your Answer: Yes

51. Do you support a local charity?

Your Answer: Thinking About it