

10 steps to take on your sustainable business journey

There are many benefits to knowing the business impact of climate change and making sure sustainability is built into your DNA. These include boosting profitability, improving investor confidence, enhancing reputation, attracting and retaining talent and increasing business resilience. There's a clear business case for it. Customers, clients and employees increasingly want to be operating with sustainable businesses.

Here is the Business Builder checklist to give you the best start possible:

1



The first step is to set your mind moving forward in the right direction. Educate yourself and your employees on the climate crisis and how they – and you as a business – can make a difference. Measures without an understanding of the 'why' behind them will never be truly successful.

2



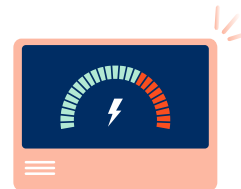
Start with easy changes, such as shifting to compostable or recycled packaging. Use LED bulbs, they consume 80% less electricity than traditional incandescent bulbs. Install eco-chillers and fridges. Move to glass bottles of milk and buy loose tea instead of tea bags. Ban paper and plastic cups in the office – either purchase reusable mugs and glasses or ask staff to bring in their own.

3



Switch to 100% renewable energy. If the origin of the energy supplied to you is 100% renewably sourced, you will make an immediate impact as your carbon emissions for electricity will be zero.

4



Use an energy monitor. Being able to see the instant effect of turning lights and equipment off helps to reinforce reduction opportunities. This measure alone could shave 10% – 20% off your annual energy bill.

5



Turn off computer screensavers – they don't do anything to conserve power. Set machines to go into hibernation mode after the same period of time instead.

6



Maximise the building's natural temperature by moving office furniture – keep equipment near windows for cooling and move desks away from draughty areas.

7



Ensure web/cloud hosts are reliable and sustainable. Check your provider's shared hosting offering because this is the most eco-friendly. It requires the least amount of resources to run.

8



Create a travel policy that reduces mileage in favour of virtual meetings. Reduce the need to travel, avoiding unnecessary journeys. Explore alternative means of travel, reducing CO2 and congestion while potentially making better use of travel time. Reduce vehicle use and optimise fuel efficiency.

9



Investigate financial assistance. Talk to your bank about sustainable education or packages of support. Explore the Sustainable Innovation Fund, a government initiative to develop new sustainable opportunities for businesses in any sector, helping the UK meet its ambitions to cut carbon emissions to net zero by 2050.

10



If you take steps towards improving your environment, make sure you tell everyone about it. Consumers increasingly want to know more about a company's stance on environmental and social issues. A recent report found that 63% of European consumers consider a brand's promotion of sustainability to be an important purchasing factor.