



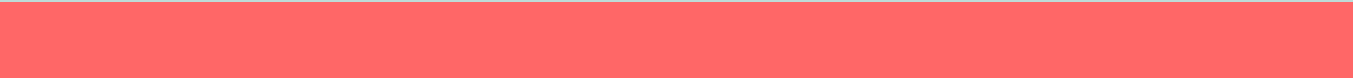
# TOP 5 SUSTAINABLE BUSINESS TIPS



## TO IMPLEMENT INTO YOUR BUSINESS



*A guide to creating and  
maintaining sustainable  
business practices in your  
organisation*



---

# SUSTAINABLE BUSINESS TIPS

---

## **TIP #1: GO FOR A GREEN SUPPLY CHAIN**

### **HERE'S WHY IT'S WORTH THE INVESTMENT**

While implementing sustainable practices within your organisation is essential for longevity, it's important to ensure your entire supply chain is aligned with the same values.

Enquire with your current producers and suppliers about their business operations, as well as how they view the concept of sustainability within their organisation. This could include elements you feel encompasses your company values, such as fair trade, workers' rights and environmental impact.

If you don't feel comfortable with the answers, perhaps consider their impact on your business and whether they are the right supplier or partner for you.

---

# SUSTAINABLE BUSINESS TIPS

---

## **TIP #2: CONSTRUCT POLICIES AND PROCEDURES**

### **HERE'S WHY IT'S WORTH THE INVESTMENT**

When it comes to environmental sustainability in the workplace, the challenge to minimise your carbon footprint can be overwhelming. Developing clear sustainability policies and procedures is one way to make sure your organisation has a well-rounded understanding of their responsibility to engage in environmentally-friendly work practices.

These policies and procedures can incorporate mandatory practices like powering down equipment at the end of the day and enabling energy savings settings on all computers and desktops. Minimizing printing and putting recycling initiatives into place can also be implemented into these policies to ensure the organisation is working as a team towards a greener workplace.

---

# SUSTAINABLE BUSINESS TIPS

---

## **TIP #3: FIND & FOCUS ON YOUR SPECIALTY AREA**

### **HERE'S WHY IT'S WORTH THE INVESTMENT**

for a sustainable business to thrive, it's important to identify and focus on your area of expertise. This in turn makes you an element in a bigger ecosystem and creates the opportunity for you to become a part of many ecosystems working to achieve a larger outcome.

Instead of looking to dominate in all areas, identify your mission and the subsequent actions you are taking to drive the incremental value of your organisation. By honing in on your area of expertise, you are more likely to increase the quality of your product or service, create long-standing partnerships and develop greater connections better aligned with your objectives.

---

# SUSTAINABLE BUSINESS TIPS

---

## **TIP #4: CREATE INCENTIVES FOR SUSTAINABILITY**

### **HERE'S WHY IT'S WORTH THE INVESTMENT**

While developing sustainable policies and procedures is a great way to ensure employees are engaging in sustainable practices, you can also further encourage participation via monthly challenges or incentives. This gives employees a personal reason to invest in these procedures, while providing them with an end goal to the positive changes they are taking.

Experiment with monthly challenges, each of which can be taken on individually or as a team. This could include zero use of one-time plastics, carpooling/public transport use, cutting personal waste or food wastage minimisation.

---

# SUSTAINABLE BUSINESS TIPS

---

## **TIP #5: ALWAYS INVEST IN GROWTH**

### **HERE'S WHY IT'S WORTH THE INVESTMENT**

Finally, in today's fast-paced world of business, it's important to realise that growth and comfort cannot co-exist. Shifts in technology are changing the way in which we connect and conduct business on a global scale. While the concept can be overwhelming, this also provides you with a greater opportunity to innovate and create new avenues for growth. With the scope of business practice now opened up to an international audience

For greater sustainability, organisations should also focus on delivering value in innovative ways for their customers. This could include practices such as app use incentives, producing and distributing digital material to potential clients and offering online deals and specials via social media.