

# Seven Simple Steps to a Sustainability Culture

## Intro –

### It's Good for Business

A pro-active approach to the environment makes great business sense.

Why else would Mars be spending \$1 billion on their 'Sustainable in a Generation' plan?



It's true that the business case has to be clear. But the planet can't wait.

**Here's the good news!** The business case IS clear!

Embedding a Sustainability Culture has many, many commercial advantages, which sit alongside the benefit to this wonderful place we call home. Here are some;

- Retaining a motivated workforce in an increasingly difficult recruitment arena
- Reducing utility costs where there is constant pressure on profit
- Attracting a loyal customer base who demand products with conscience
- Safeguarding procurement and raw materials with Brexit looming

### More good news!

The planet has the capacity to heal, but WE have to 'do our bit' to reverse the damage we are inflicting. These Seven Simple Steps will explain how ...

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#### *Sustainability;*

*It's not a whole new world  
Let's look after the one we've got*



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## Step One – Get the Boss on Board!



### **The Decision Maker**

If you are the boss and you're reading this e-book, that's great.

You have already started on the journey to reduce your organisation's environmental impact.

There are a raft of tangible commercial reasons to take sustainability in the workplace seriously.

Like, for example, the money you can save by installing more efficient, energy saving measures. Reducing your carbon footprint and you reduce your energy bills too or how about reducing your water usage – good for the environment and for you, that's lower water charges.

### **Added Benefits**

An embedded culture of sustainability means that everyone thinks about how their actions affect the planet and all of our futures. There are added benefits to this shift in mind-set. In Step 4, I'll explain how engaging everyone in the business has a positive motivating effect bringing real value to both the organisation and the people within it.

### **Not the Boss?**

Of course, there are always things you can do to create a positive ripple effect around you, whatever your role is. But if you want to make significant changes within your workplace, these are unlikely to happen without 'buy in' from at least one of the senior leadership team. They may be more convinced if they read these Seven Steps.

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## Step Two – Work out What You Already Do Which is ‘Green’

### Have You Already Started?

Have a look around the sites and the office. You may be pleasantly surprised. Your teams may have started doing many ‘green’ activities. Perhaps there has been investment into energy saving lighting or the waste is being recycled.

These actions are a good foundation, but you may not have thought of bringing them together as the starting blocks of a sustainably conscious culture.



## Step Three – Create a Plan

### Long Term Vision

Just as you do with any other part of the business, some strategic planning, vision and SMART goals are required. The trick is to pursue eco-friendliness as an integral part of the over-riding business plan and not as a bolt on.

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## **The Three P's**

The name for this is The Triple Bottom Line; People, Planet, Profits. A solid plan takes stock of all these factors. If you want to know more about how this works, get in touch (contact details in the footer.)

## **Step Four – Involve Everyone**

### **At Work is as Significant as At Home**

When investigated what people on the ground are doing (back in Step Two) to be more environmentally conscious, you may have noticed what drives them. Generally everyone wants to 'do their bit' for the world and people are beginning to understand that this is every bit as important at work as at home.

### **Engagement and Purpose**

Developing a Sustainability Culture means engaging everyone so that their actions to reduce environmental impact become part of everyday behaviour. By sharing this common sense of purpose, you will also create a happier, more productive place to work.

### **Wellbeing**

This greater sense of wellbeing leads to increased staff loyalty and retention. In turn, the costly process of recruitment is reduced.

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## Step Five – Measure and Share

### Measure

People want to know how much they have improved and reduced their environmental impact. As mentioned in Step Three, sustainability is a business process, so ‘people’ refers to more than your newly motivated workforce. All your stakeholders have an interest in the metrics.



Benchmarking along the way incorporates accountability. This is valuable for stating how far you have come, overall and in different areas and enables transparency in reporting.

#### **‘Greenwashing’**

Making opaque claims – known as ‘greenwashing’ is to be avoided. Genuine, candid measurement builds trust among your audiences.

### Share

This is a separate point really, but ‘Eight Simple Steps...’ didn’t have quite the same ring to it, so consider this one as your bonus.

Once you have measured the reduction in your environmental impact, make sure your strategy includes a plan to share your achievements. Green stories make great content for your website, social media, PR, not to mention your internal marketing programme.

Remember; the people in your organisation should be the first to know. Never put them in the awkward position of hearing their successes from your customers (or worse, competitors).

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## Step Six – Review Your Achievements

### Goals

Back at Step Three, you set some goals. How far have these been achieved? Now you can consider what needs to be done to reach these goals or, even better, what are the next set of goals?

Now that everyone is motivated, perhaps you can move to ‘greening’ more challenging aspects of the business practices. Remember, you can’t eat the whole elephant at once.

## Step Seven – Get Started!

### Creating an Environmentally Sustainable Culture is not an Overwhelming Task

Don’t worry if you haven’t got;

- the in-house resources
- the time or
- the know-how.

If you have got the inclination to take responsibility for your organisation’s environmental footprint, we can make the change happen. There’s no need to re-invent the wheel.

At Coral Mountain, we have spent our time and energy developing a process to deliver these steps. It’s called **THE FOUR ‘A’ SERVICE.**

Our flexible plan is designed to deliver a Sustainability Programme which fulfils all these steps – it couldn’t be easier!

**Call (0113) 289 2208 or email [improve@coralmountain.co.uk](mailto:improve@coralmountain.co.uk) to arrange a conversation over a cup of coffee. It’s time to get started – the planet can’t wait.**

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