

Introduction

Caring for the Planet is 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?



At Coral Mountain, we agree that the business case has to be clear. The planet can't wait so we must find ways to include environmental matters in both short and long term planning.

Here's the good news! The business case is clear!

Embedding a Sustainability Culture has many, many commercial advantages. Here are some of the financial benefits to building a sustainable business which helps protect the earth which provides for our needs;

- 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 as the world becomes more unpredictable.

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 ...

Sustainability;

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



(0113) 289 2208
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Step One – Get the Boss on Board!

The Decision Maker



If you are the boss reading this e-book, that's great; You have started on the journey to reduce your organisation's environmental impact.

There are many tangible financial 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 means you reduce your energy bills too. Consider reducing other resources too, like water consumption – good for both the environment and lower water charges.

Added Benefits

Embedding a 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, you will see how engaging everyone in the business has a positive motivating effect bringing real value to both the organisation and its people.

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 more likely to happen with 'buy in' from at least one of the Senior Leadership Team. They may be more convinced if they read these Seven Steps, so please share it with them.

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

Have You Already Started?

Take 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 consolidating them into starting blocks for a sustainably conscious culture.



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Step Three – Create a Plan

Long Term Vision

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

The Three 'P's

True organisational sustainability involves what is known as The Triple Bottom Line or the Three 'P's; 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.)

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Step Four – Involve Everyone

At Work is as Significant as At Home

When investigated what people on the ground are doing to be more environmentally conscious, (back at Step Two), 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 in the workplace, where many hours are spent, 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. It has been proven that a by-product of this process is that 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 processes of recruitment and training are reduced.

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Step Five – Measure and Share

Measure

People like to know how much they have improved and see how their environmental impact has reduced. As stated in Step Three, sustainability is a business process, so ‘people’ goes beyond your newly motivated workforce. All your value chain stakeholders have an interest in the metrics and they use them to support purchasing decisions.



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

‘Greenwashing’

Making opaque claims – known as ‘greenwashing’ is to be avoided. Unsurprisingly, sharing 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 celebrate and share your achievements. Sustainability 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 employees 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? At this point 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, you can move to 'greening' more challenging aspects of the business practices. Prioritising actions is important because you 'can't eat the whole elephant at once'.



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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 to arrange a conversation over a cup of coffee. It's time to get started – the planet can't wait.

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