

SUSTAINABLE DEVELOPMENT



What on Earth do you want my business
to do about it?



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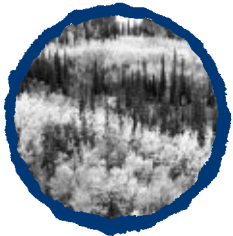
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What on Earth do you want my business to do about it?

This booklet is aimed at any business that wants to understand and apply the idea of sustainable development. The booklet is aimed at those who want to get into action, for anyone who wants an answer to the question “sustainable development – what on earth do you want my business to do about it?”

Section 1 explains some background to the ideas of sustainable development and what these have got to do with business.

Section 2 is a directory of contacts for some of the key organisations that can help your business with sustainable development.

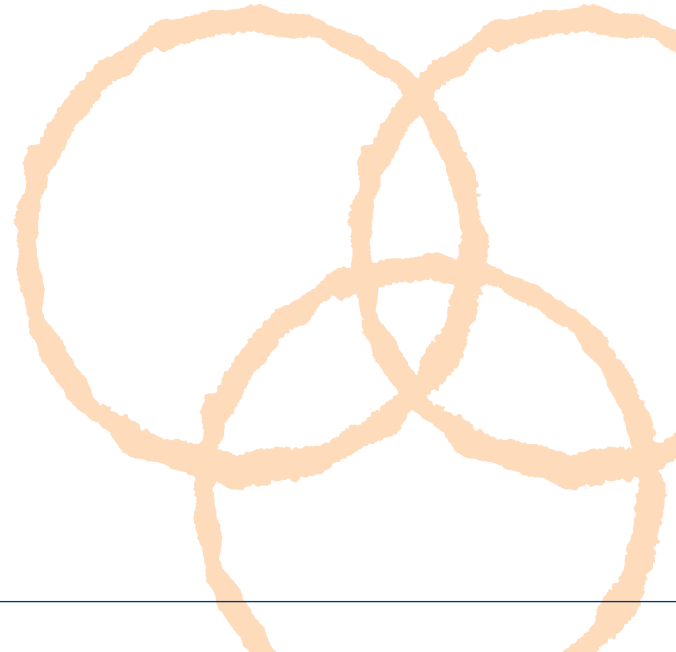


What do we mean by sustainable development?

The common definition offered is the so-called Brundtland definition:

“Sustainable development is development which meets the needs of the current generation without compromising the ability of future generations to meet their needs.”

This definition, although philosophically satisfying, does not lend itself to action and so further definitions have emerged.

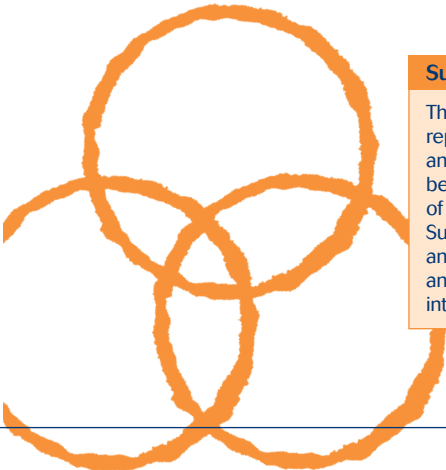


The “Triple Bottom Line”

The needs of the current generation

If we look carefully at “*the needs of the current generation*” we find that they fall into three broad categories:

- 1 We all have **economic** needs, for example a good job, money to pay the bills and feed ourselves.
- 2 We all have **social** needs, for example, friends and family, leisure time, good health and education.
- 3 We all have **environmental** needs, for example, places to go for walks, clean air to breathe, access to countryside and natural beauty.



Sustainable development

Three overlapping circles representing economic, social and environmental needs can be used to represent the idea of sustainable development. Sustainable development is simply an approach to making choices and decisions, which meet these interconnected needs.

Our impact on future generations?

It can be easy to convince ourselves that we have little or no impact on this great planet of ours or on future generations. However, everything we do has some kind of impact and it is the collective impact of all our choices and decisions that is creating problems for our planet. Similarly, it is our collective choices and decisions that are the key to changing things.

For example, when we choose which type of light bulb to use this has many consequences. The bulb uses energy, probably from burning fossil fuels, which contribute to climate change and global warming. Some bulbs use more energy than others and so our choice has an environmental impact. The bulb and the energy it consumes cost money. This has an economic impact on the bottom line of the business and the finances of the people we choose to buy these goods from. This simple light bulb may also have a social impact – proper lighting is essential for health and safety.

Whatever other example we choose we find that our choices always have impacts on the environment and our planet, impacts on our finances and the economy and impacts on the health and well-being of people.

Put simply sustainable development is about making choices and decisions which are mindful of our social, economic and environmental needs and impacts.

Managing these choices and decisions in business is sometimes known as the **Triple Bottom Line**.

What's in this for my business?

The world we live in and do business in is changing. Changing consumer values, changing legislation and changing customer expectations mean that business performance is judged not just by the services and products you provide and profits you make but also by the impacts your business has on human and social well-being and on the natural environment on which we all depend for life.



There is substantial evidence that companies that take an active approach to sustainable development enjoy positive benefits. The nature of these rewards varies for different businesses but include:

- **Improved resource efficiency leading to reduced costs and increased profitability.** If you're not convinced visit www.envirowise.gov.uk for hundreds of well-documented case studies of companies that have saved thousands of pounds through improved resource efficiency.
- **Winning new customers and keeping valued existing customers.** Many large companies will not do business with a supplier if they feel that there is a risk that their reputation will be tarnished by a poor environmental or social track record. Many large companies have committed themselves to the "triple bottom line" of sustainable development. It is only a matter of time until these pressures affect business of all sizes. Large companies are looking to their suppliers to

demonstrate social responsibility and good environmental practice. Companies that ignore the 'triple bottom line' are increasingly likely to lose orders from the large companies or public sector bodies that they supply.

- **Attracting and retaining talented staff.** There are many drivers of staff satisfaction but an increasingly important driver is the values of the company and whether it lives up to those values.
- **Increased innovation and development of new products.** Companies that have taken the message of sustainable development to heart have often found that this new way of thinking opens up new opportunities for better service delivery and innovative products. For many examples of this see www.4sight.org.uk

- **Reduced risk.** Actively managing the environmental and social impacts of the business can help avoid potentially embarrassing errors and costly damage to your reputation.
- **Future proofing.** The UK government is showing an increasing interest in sustainable development and is introducing new laws and taxes to encourage shifts in business practice. These include the carbon tax on companies that use energy from fossil fuels and producer responsibility, which already covers packaging and electronic goods. Managing the triple bottom line makes good long-term business sense.



The twelve points below form a practical checklist for how sustainable development can be embedded in your business. By asking what you could be doing more effectively in each of the twelve categories below you can identify opportunities to make your business more sustainable.

Corporate social responsibility

Being a good employer – how does your business take care of its staff including issues such as staff development, dealing with equalities and health and safety?

Being a good neighbour – what impact does your business have on the local community?

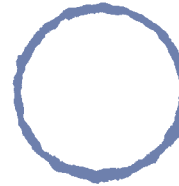
Being a good global citizen – does your business purchase goods from abroad? What impact do these goods have where they are made?



Protection of the natural environment

Pollution control and prevention and mitigation – how can your business ensure that its goods and services do not contribute to pollution?

Protection of habitats and biodiversity – do your business activities destroy wildlife habitats either indirectly or directly?



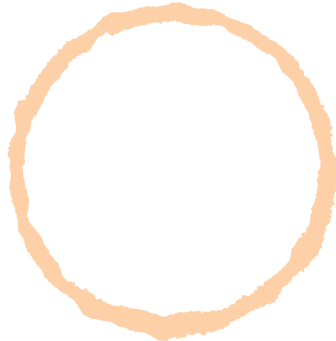
Efficient use of resources

Waste minimisation – have you eliminated waste throughout your business? It's easy to be complacent. For example see www.envirowise.gov.uk for many examples of companies that have saved thousands of pounds through rigorous waste minimisation campaigns.

Product and process design – can you design your product or process so that the product uses renewable materials or is easy to recycle at the end of its life?

Energy production and use – can you reduce energy use in your business or switch to using less polluting renewable sources?

Transport and travel – transport is a major source of greenhouse gases and creates traffic congestion. Can you reduce the need to travel or help employees use less polluting means of travelling?

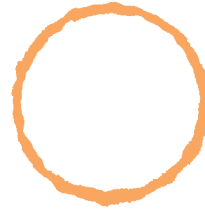


Economic development

Financial management – how effective are your systems for managing the finances of the business such as budgeting, financial controls, financial reporting etc?

Purchasing and procurement – what impact do your purchasing decisions have on your triple bottom line?

Sales and marketing – the all important in any business, winning and keeping customers.



So what can my business do?

The organisations and websites listed at the back of this booklet can help you get into action with sustainable development. There are literally hundreds of things you could do. The most useful and practical things for your business to do will depend on the nature of your business. The checklist in the previous section will help you identify the main areas you need to focus on.



A few of the practical things companies have done to put sustainable development into practice

- Given staff time off to do community work
- Introduced flexible working hours
- Enabled working from home
- Introduced parental leave
- Tackled the long hours culture
- Tackled racism
- Tackled sexism
- Improved access
- Staff training and development
- Supported the local community
- Supported charitable causes
- Fair trading
- Ethical investment
- Responsible procurement
- Reduced use of toxic chemicals
- Reduced solvent use
- Carbon offsets (tree planting etc)
- Reduced use of non-renewable materials
- Use of sustainable timber
- Habitat management
- Noise reduction
- Reducing local pollution
- Reducing litter
- Reducing traffic congestion
- Mass balance techniques
- Re-use/remanufacture of products
- Lean manufacturing/processes
- Reduce/re-use/recycle
- Use of recycled materials
- Industrial ecology
- Waste exchange
- Bio-mimicry
- Design for re-use/recycling/remanufacture
- Use of energy efficient equipment and processes
- Use of low energy content products
- Renewable energy use
- Travel planning
- Low/zero emissions vehicles
- Vehicle sharing
- Car pooling
- Environmental management systems
- SD Checklists
- SD Appraisals
- Inclusive meetings
- Stakeholder engagement

Directory of organisations that can help your business get into action with sustainable development

- Envirowise
- Business Link
- Business in the Community
- Environ
- Leicester Energy Agency
- Working Families
- Institute of Sustainable Development, De Montfort University
- Action Energy
- The Environment Agency
- CREST, Loughborough University
- Complete Wasters
- Energy Saving Trust
- East Midlands Business and Environment Club
- Clean Vehicles Website
- Department of Trade and Industry
- The SIGMA Project
- Sustainable Development online
- Leicestershire County Council
- Hinckley and Bosworth Borough Council
- Melton Borough Council
- Harborough Borough Council
- North West Leicestershire District Council
- Rutland County Council
- Oadby & Wigston District Council
- Charnwood Borough Council
- Blaby District Council

ORGANISATION: Envirowise

WHAT THEY OFFER: Offer free advice to SME's including free visits to the business, a helpline, loads of information on its website. The focus for Envirowise is on resource efficiency (waste and resource use).

CONTACT DETAILS: Address:

Tel No: 0800 585 794

Website: www.envirowise.gov.uk

ORGANISATION: Business Link

WHAT THEY OFFER: Provide general business advice for SME's and a signposting service for environmental issues

CONTACT DETAILS: Address: Charnwood Court, 5b New Walk, Leicester. LE1 6TE

Tel No: 0800 600 9006 (National)
0845 070 0086 (Leicestershire)

Website: www.businesslink.gov.uk & www.blleics.co.uk

ORGANISATION: Business in the Community

WHAT THEY OFFER: Have a "Community mark" for SMEs working in their community and provide advice, support and signposting on sustainable development issues and Corporate Social Responsibility

CONTACT DETAILS: Address: 3rd Floor, 30 – 34 Hounds Gate, Nottingham. NG1 7AB

Tel No: 0115 911 6666

Website: www.bitc.org.uk/eastmidlands

ORGANISATION: Environ

WHAT THEY OFFER: Provide free environmental review, report and advice and follow up visits to assess progress. On-site training on Waste Reduction, Energy Management, Environmental Management, and Staff Environmental Awareness. Free telephone support. Office Waste Recycling Service. Also run the Environ Business Club.

CONTACT DETAILS: Address: Parkfield, Western Park, Leicester. LE3 6HX

Tel No: 0116 222 0222

Website: www.environ.org.uk

ORGANISATION: Leicester Energy Agency

WHAT THEY OFFER: SME Energy Advice Centre provides free energy advice to SME's and signpost to grants and loans for energy efficiency measures and renewables.

CONTACT DETAILS: Address: The Energy Efficiency Centre, 2-4 Market Place South, Leicester. LE1 5HB

Tel No: 0116 299 5128 & 0116 262 4698

Website: www.energyagency.co.uk

ORGANISATION: Working Families

WHAT THEY OFFER: Offer advice and support to employers about carer leave, flexible working and other issues about the work – life balance.

CONTACT DETAILS: Address: 1-3 Berry Street, London. EC1V 0AA

Tel No: 020 7253 7243

Website: www.workingfamilies.org.uk

- ORGANISATION:** Institute of Sustainable Development, De Montfort University
- WHAT THEY OFFER:** Training and Environmental Consultancy to SME's in Leicestershire. Some training is free, but also there is a commercial service.
- CONTACT DETAILS:** **Address:** De Montfort University, The Gateway, Leicester. LE1 9BH
Tel No: 0116 257 7963 (Contact is Paul Fleming)
Website: www.iesd.dmu.ac.uk/short_courses/ccp/agenda

- ORGANISATION:** Action Energy
- WHAT THEY OFFER:** Free energy advice for SMEs including free visits, interest free loans, and grants as well as an information service.
- CONTACT DETAILS:** **Address:** 1-3 Berry Street, London. EC1V 0AA
Tel No: 0800 585 794
Website: www.actionenergy.org.uk

- ORGANISATION:** The Environment Agency
- WHAT THEY OFFER:** Can provide advice and information for business, in particular on relevant regulations for your business.
- CONTACT DETAILS:** **Address:** Trentside Offices, West Bridgford, Nottingham. NG2 5FA
Tel No: 0115 945 5722
Website: www.environment-agency.gov.uk/business/

- ORGANISATION:** CREST, Loughborough University
- WHAT THEY OFFER:** Research and promotion of renewable energy technology, offer support and advice to business.
- CONTACT DETAILS:** **Address:** AMREL, Loughborough University, Loughborough, Leics. LE11 3TU
Tel No: 01509 223 466
Website: www.lboro.ac.uk/departments/el/research/crest

- ORGANISATION:** Complete Wasters
- WHAT THEY OFFER:** A community volunteer project providing recycling and re-use of office equipment, mobile phones and office furniture.
- CONTACT DETAILS:** **Address:** The barn, Church Lane, Ratby, Leicester. LE6 0JF
Tel No: 0116 251 7652
Website: www.completewasters.co.uk

- ORGANISATION:** Energy Saving Trust
- WHAT THEY OFFER:** Has advice for Business on its website and runs programmes such as "Powershift"; providing advice and grants for clean fuel vehicles, and wider energy issues.
- CONTACT DETAILS:** **Address:** The Energy Saving Trust, 21 Dartmouth Street, London. SW1H 9BP
Tel No: 020 7222 0101
Website: www.est.org.uk/business (includes Power Shift)

ORGANISATION: East Midlands Business and Environment Club

WHAT THEY OFFER: Runs seminars, meetings, exhibitions and visits of interest to business - with an environmental bias. It also operates a Studentlink scheme, which helps undergraduates and postgraduates to find paid or voluntary placements with local companies.

CONTACT DETAILS: **Address:** Unit 1, Business Park, Technology Drive, Nottingham
Tel No: 0115 922 9282

ORGANISATION: Clean Vehicles Website

WHAT THEY OFFER: A website with a significant amount of advice and support concerning clean fuel vehicles.

CONTACT DETAILS: **Website:** www.clean-vehicles.com

ORGANISATION: Department of Trade and Industry

WHAT THEY OFFER: Website is an information resource and signposting service on Corporate Social Responsibility and the Environment.

CONTACT DETAILS: **Website:** www.dti.gov.uk/sustainability

ORGANISATION: The SIGMA Project

WHAT THEY OFFER: This is an online framework and guide to incorporating sustainable development into business. The project is a partnership between the British Standards Institutes, Forum for the Future and "AccountAbility". Training is also offered to support this "Assurance Scheme".

CONTACT DETAILS: **Website:** www.projectsigma.com

ORGANISATION: Sustainable Development online

WHAT THEY OFFER: An online searchable database of websites covering all aspects of sustainable development.

CONTACT DETAILS: **Website:** <http://sd-online.ewindows.eu.org/>

ORGANISATION: Leicestershire County Council

WHAT THEY OFFER: Signposting and advice on environmental and social issues for business.

CONTACT DETAILS: **Address:** Sustainable Development Officer, Leicestershire County Council Community Services Dept., County Hall, Glenfield, Leicester. LE3 8TE
Tel No: 0116 265 7242
Website: www.leics.gov.uk

ORGANISATION: Hinckley and Bosworth Borough Council

WHAT THEY OFFER: Signposting and advice on environmental and social issues for business.

CONTACT DETAILS: **Address:** Hinckley & Bosworth Borough Council, Council Offices, Argents Mead, Hinckley, Leics. LE10 1BZ
Tel No: 01455 238 141
Website: www.hinckley-bosworth.gov.uk

ORGANISATION: Melton Borough Council

WHAT THEY OFFER: Signposting and advice on environmental and social issues for business.

CONTACT DETAILS: **Address:** Melton Borough Council, Nottingham Road, Melton Mowbray, Leics. LE13 0UL
Tel No: 01664 502 502
Email: reception@melton.gov.uk

ORGANISATION: **Harborough Borough Council**

WHAT THEY OFFER: Signposting and advice on environmental and social issues for business.

CONTACT DETAILS: **Address:** Council Offices, Adam & Eve Street, Market Harborough, Leics. LE16 7AG
Tel No: 01858 821 176
Website: www.harborough.gov.uk

ORGANISATION: **North West Leicestershire District Council**

WHAT THEY OFFER: Signposting and advice on environmental and social issues for business.

CONTACT DETAILS: **Address:** Council Offices, Coalville, Leics. LE67 3FJ
Tel No: 01530 454 545

ORGANISATION: **Rutland County Council**

WHAT THEY OFFER: Signposting and advice on environmental and social issues for business.

CONTACT DETAILS: **Address:** Council Offices, Catmose, Oakham, Leics. LE15 6HP
Tel No: 01572 722 577
Website: www.rutland.gov.uk

ORGANISATION: **Oadby & Wigston District Council**

WHAT THEY OFFER: Signposting and advice on environmental and social issues for business.

CONTACT DETAILS: **Address:** Council Offices, Station Road, Wigston, Leicester, Leics. LE28 2DR
Tel No: 0116 288 8961
Website: www.oadby-wigston.gov.uk

ORGANISATION: **Blaby District Council**

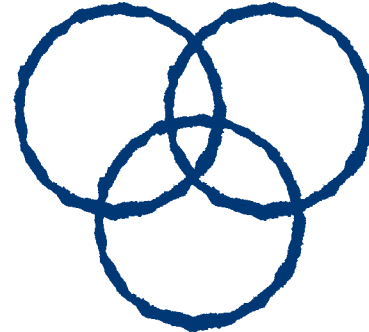
WHAT THEY OFFER: Signposting and advice on environmental and social issues for business.

CONTACT DETAILS: **Address:** Council Offices, Narborough, Leicester, Leics. LE9 5EP
Tel No: 0116 275 0555
Website: www.blaby.gov.uk

ORGANISATION: **Charnwood Borough Council**

WHAT THEY OFFER: Signposting and advice on environmental and social issues for business.

CONTACT DETAILS: **Address:** Charnwood Borough Council, Policy and Economic Regeneration Unit, Southfield's, Loughborough, Leics. LE11 2TR
Tel No: 01509 634 504
Website: www.charnwood.gov.uk



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