

21 Steps to a More Sustainable Business

The World Business Council on Sustainable Development describes sustainability as “the continuing commitment of business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families, as well as of the local community and society at large.”

Be Environmental

1. Use local and environmentally-friendly products and services and encourage others to do the same
2. Reduce energy waste—turn off equipment not in use
3. Encourage communication via email and read emails on screen
4. Use only 100% post consumer processed chlorine free papers and always print both sides
5. Create an environmental policy and encourage participation by your employees
6. Replace all disposable items with reuseable ones
7. Discourage the use of faxes when email is an alternative

Be Social

1. Offer flexible work schedules based on what your employees need
2. Provide transportation incentives such as free bus passes or car pooling
3. Match employee contributions to RRSPs, tuition funds or other savings programs
4. Pay employees fair wages and benefits
5. Create a social policy
6. Provide professional development training
7. Hire low income individuals

Be Economically Feasible

1. Leverage your strengths using appropriate communication tools
2. Reward valuable suppliers with loyalty
3. Do market research regularly—know your stakeholders
4. Write articles in trade publications, newspapers and magazines that reach your audience
5. Set priorities and manage your time judiciously
6. Give back to the community and leave a legacy
7. Give your employees a thorough understanding of your products and services