

DELIA QUIGLEY - BUSINESS CONSULTANT

Supporting Business In A Time Of Environmental Change

FACT SHEET 1 – THE BUSINESS BENEFITS OF BEING GREEN

Most people are aware that we all face challenges from climate change, but most people also feel these are too big and too complex for us to imagine or to cope with.

As individuals we feel more comfortable doing something practical that makes a positive impact, even if it's on a small scale. We look to see what we can do at home – recycling household waste, switching off lights, and walking to the corner shop – but most people don't carry this over into their work place. Surveys show that 78% of us think environmental problems impact on their daily lives, but only 10% of businesses see reducing their environmental impact as being important – but....

There are several benefits to being green! Here are just a few...

Using less energy saves money. Reducing waste saves money.

Being green leads to business opportunities that can lead to new markets or increase market share.

When staff feel that the company they work for is acting responsibly to reduce its negative environmental impact – their morale improves. This is because work is now 'in tune' with their personal concerns.

When staff morale improves:

- they are more likely to stay in their jobs.
- productivity goes up.
- they think more innovatively about how they work (they have ideas to improve how they work leading to better quality, less waste, quicker production etc)
- accident rates drop.

All businesses must comply with certain rules, regulations and legislation – and some businesses must meet stringent regulations and legislation specific to them and/or to where they work. Failure to comply can lead to fines, penalties and even closure or imprisonment. Ignorance is no defence – so being green improves your awareness and makes you more likely to be legally compliant.

Being green improves the company image – provided it isn't just 'greenwash'! Customers and clients are becoming increasingly demanding... businesses that can't demonstrate how green they are, are starting to lose out.

For more information, to discuss your needs, or to arrange a consultation... contact:
info@deliaquigley.co.uk call or fax 01492 547401