

MENU

MfE, n.d.[a]

SEARCH

Home (/) » [Simply sustainable: A straightforward guide to sustainable business practices \(/publications/sustainability/simply-sustainable-straightforward-guide-sustainable-business-practices\)](#)

< [VIEW ALL PUBLICATIONS \(/PUBLICATION-SEARCH\)](#)

Simply Sustainable: A straightforward guide to sustainable business practices

Successful Businesses Are Sustainable Businesses

Leading Businesses

It's no secret that a successful business is one that has the ability to change in order to meet market demands.

Any business listening to today's market knows that customers, staff and investors are becoming more and more interested in sustainability and our impact on the environment. Companies are adopting new processes and analysing the impact they're having on the future. By examining your own organisation and developing sustainable business practices, you will not only build a modern business — in tune with your customers — but many of these practices will improve efficiency and save your business money and enhance your business reputation.

Defining sustainability

With all the different messages surrounding the concept of sustainability, it is often hard for businesses to understand its meaning and discover its benefits.

In essence, sustainability is about meeting the needs of today, without adversely impacting on the needs of tomorrow. In fact, the key messages of sustainability actually tie in with what are generally considered to be 'sound' business practices, such as building efficiency, minimising waste and maximising resources. After all, anyone in business knows that a more efficient operation saves money and cuts costs. By simply refocusing your view of business and examining how you operate, you will be on the way to developing a sustainable business.

Sustainable Businesses Are Competitive Businesses

A competitive edge

Customers and investors are increasingly looking beyond the balance sheet before making a choice about where to place their business.

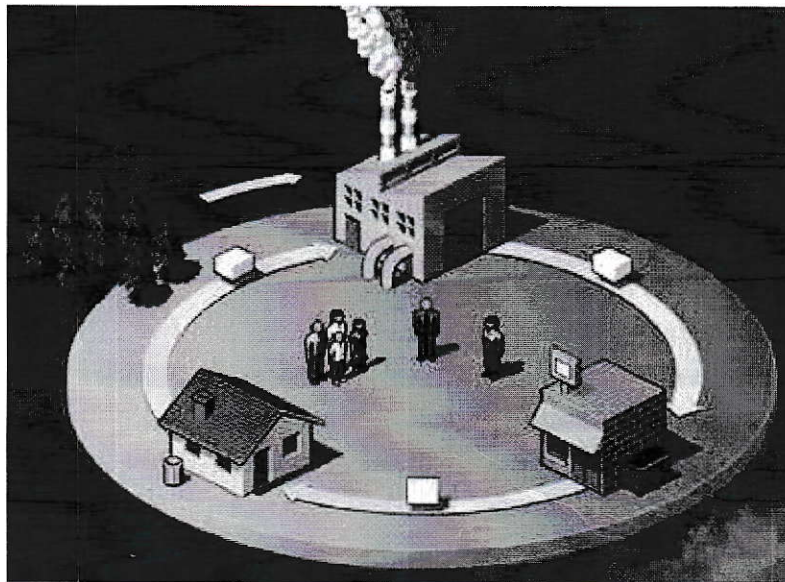
Creating cleaner business practices can strengthen and build your brand, giving you a stronger identity and a reputation that you can be proud of and promote to customers. This may help to build your market share and even open up new markets.

Market leverage

Many large businesses are conscious of enhancing their corporate image and are increasingly choosing suppliers with environmental, social and cultural values and practices that match their own.

Consumers are actively selecting and paying more for products that they believe are less harmful to the environment. Government is also applying environmental criteria when selecting a supplier. Throughout this leaflet the Ministry for the Environment has pulled together different discussions and information on where and how sustainable business practices can deliver positive results.

The emerging model



In order to start to develop sustainable business practices, you must take an overview and assess how your business fits into the entire business process — from manufacture to end-user.

This leaflet works hand in hand with Simply Sustainable, an online toolkit developed by the Ministry for the Environment. Simply Sustainable provides you with in-depth information, links to other resources, hint, tips, quick wins and case studies. Explore through the model online and see how you can make a positive impact.

How To Develop A Sustainable Business

Strategy — A key business driver