



# SUSTAINABILITY

THE SMALL  
BUSINESS  
ADVANTAGE

[www.signalbizhub.org](http://www.signalbizhub.org)

# Sustainability

the (small) business  
advantage

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Founding Partner

Bordon Hub 11<sup>th</sup> September 2019





# terrafiniti®

- Sustainability/CSR experts and advisers
- We help you attain ambitious social & environmental goals
- Recognised and published thought leaders





# Introduction

- What is sustainability and why does it matter?
- Why does sustainability matter for business?
- What are the business benefits?
- What do I focus on and what actions can I take?





# What is sustainability?

Is it...

- about the environment?
- about social issues?
- for governments?
- for citizens/consumers?
- for large corporates?
- for small companies?
- anything else?





# What is sustainability?

*“...development which meets the needs of the present without compromising the ability of future generations to meet their own needs.”*

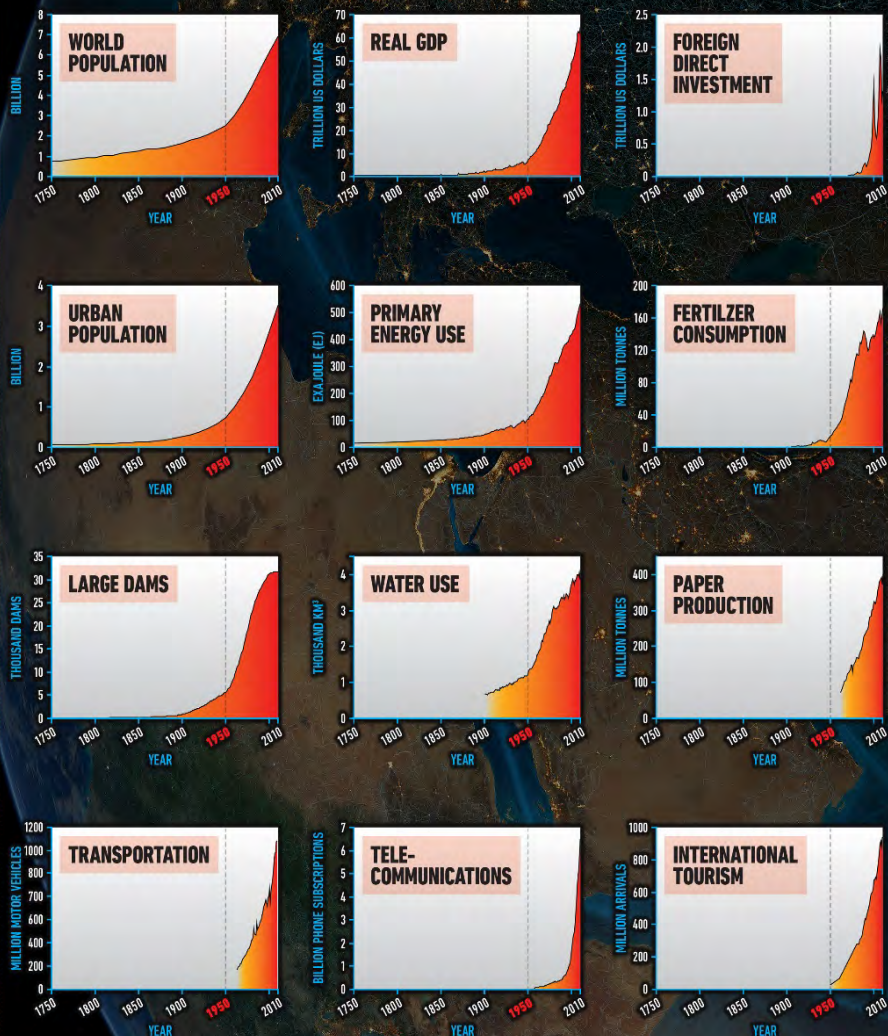
The Brundtland Commission, 1987



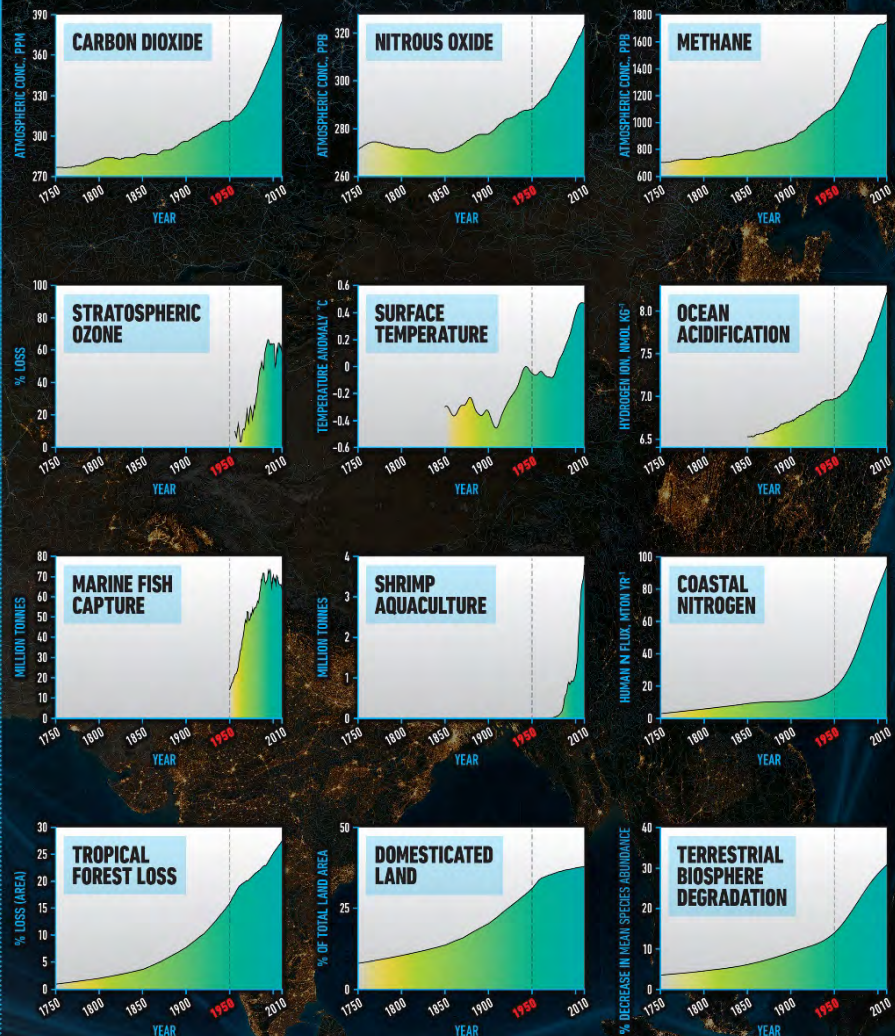


# THE GREAT ACCELERATION

## SOCIO-ECONOMIC TRENDS



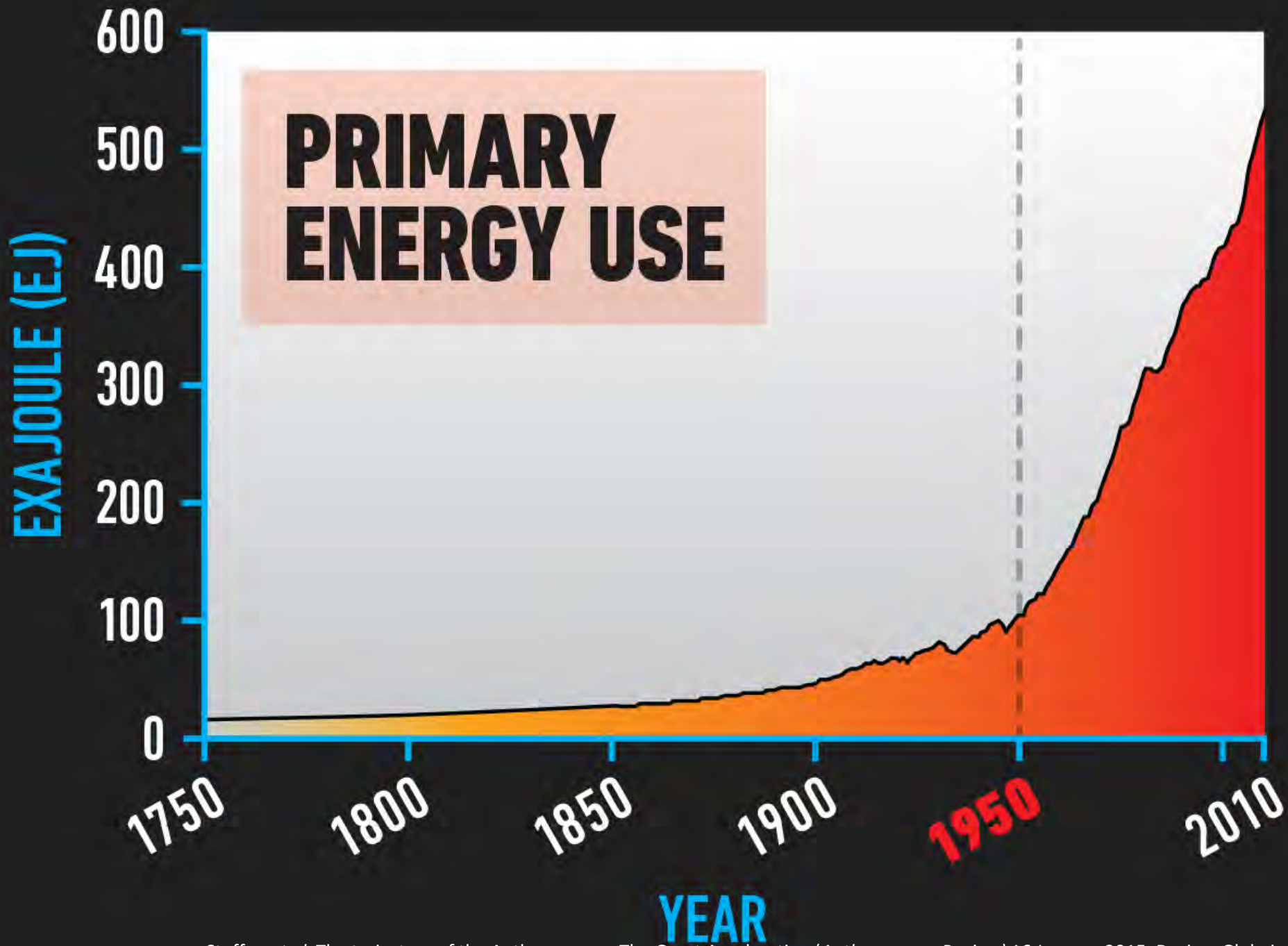
## EARTH SYSTEM TRENDS



REFERENCE: Steffen, W., W. Broadgate, L. Deutsch, O. Gaffney and C. Ludwig (2015), The Trajectory of the Anthropocene: the Great Acceleration, Submitted to *The Anthropocene Review*.

MAP & DESIGN: Félix Pharand-Deschênes / Globaia







MILLION TONNES

# PAPER PRODUCTION

OECD BRICS Others

400  
300  
200  
100  
0

1750

1800

1850

1900

1950

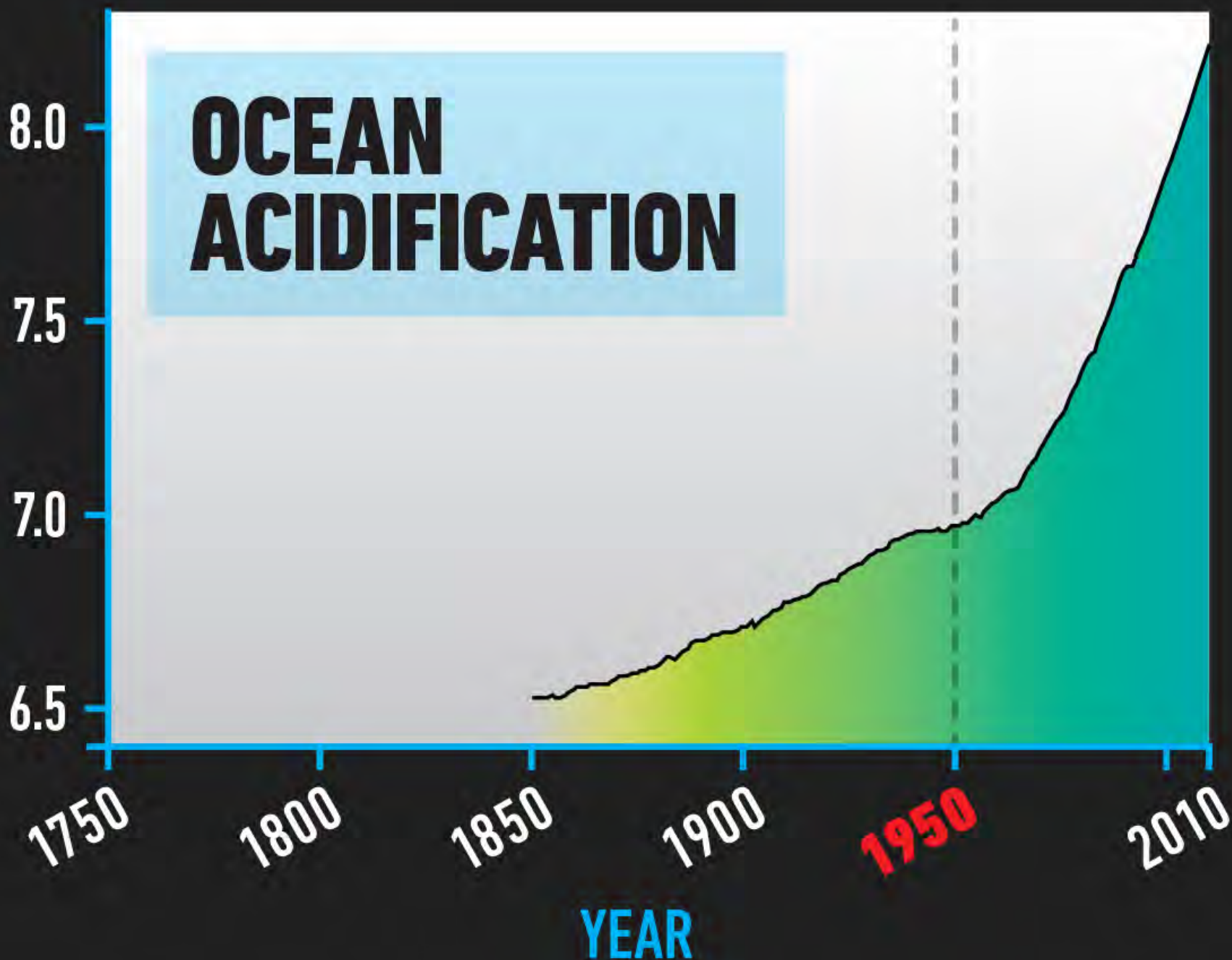
2010

YEAR

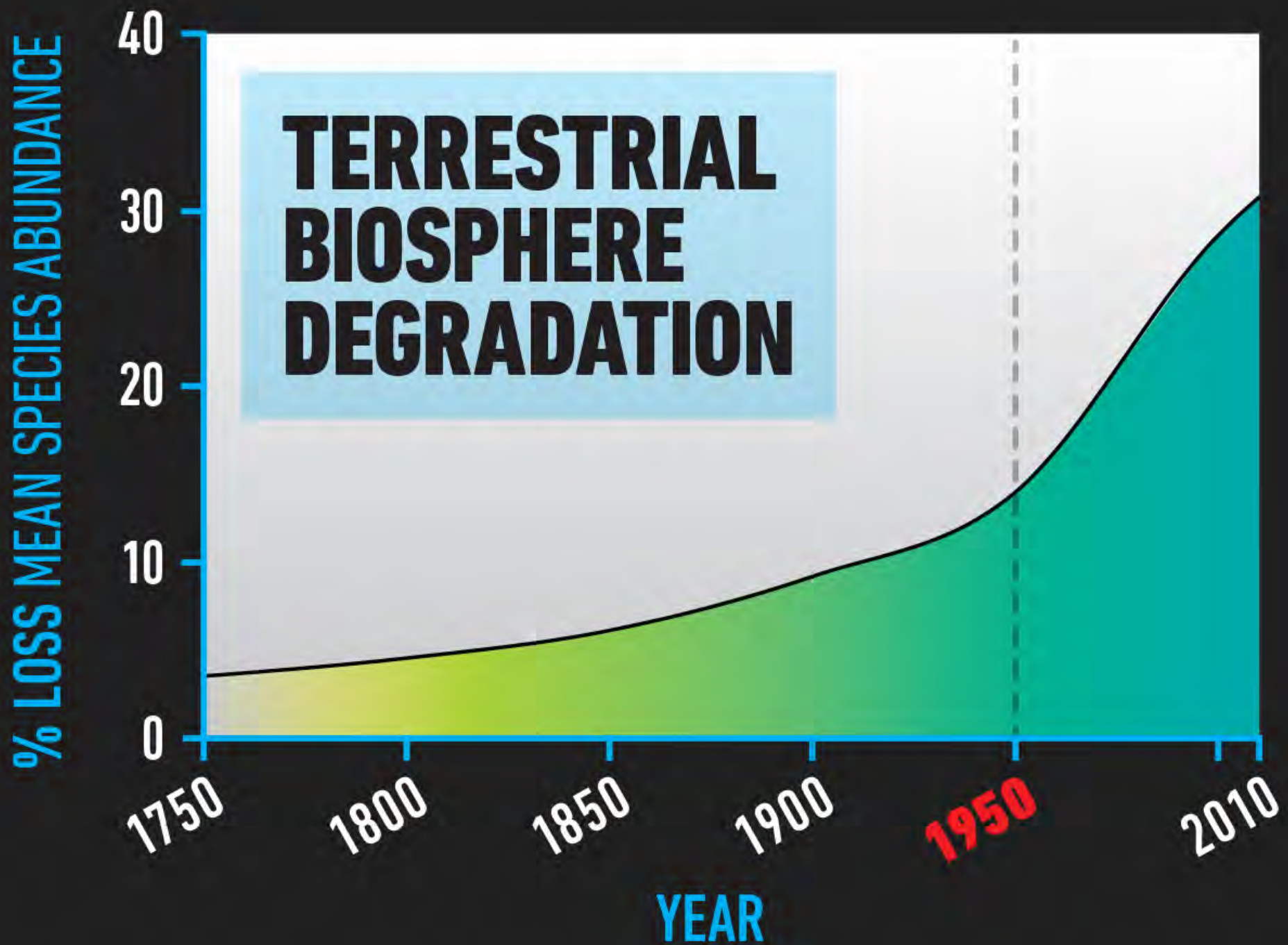


HYDROGEN ION, NMOL KG<sup>-1</sup>

# OCEAN ACIDIFICATION









# Global sustainability impacts

## **Climate change**

- Average warming on current pledges by 2100 2.9 degrees – ‘safe’ limit less than 1.5 degrees
- Estimated 140 million climate refugees by 2050

## **Air pollution**

- 90% of the world’s population breathe dirty air
- In the UK 28,000 - 36,000 people die as a result of air pollution every year

## **Land use change**

- Deforestation and land conversion mean 7.3 million hectares of forest are lost a year



# Global sustainability impacts

## **Species loss & extinction**

- WWF estimate 70 species go extinct every day
- In the last 40 years there's been a 60% overall decline in vertebrate populations i.e. number of animals

## **Soil degradation & loss**

- 12 million ha lost a year
- Losses to erosion, over-grazing, pollution, monocultures, compaction

## **Consumption impacts**

- Growing affluence & consumption lead to ever growing impacts
- Water, food, minerals, wood, marine resources, pollution/toxics

# Responses - global social goals



## Sustainable Development Goals





2 ZERO HUNGER





1 NO POVERTY

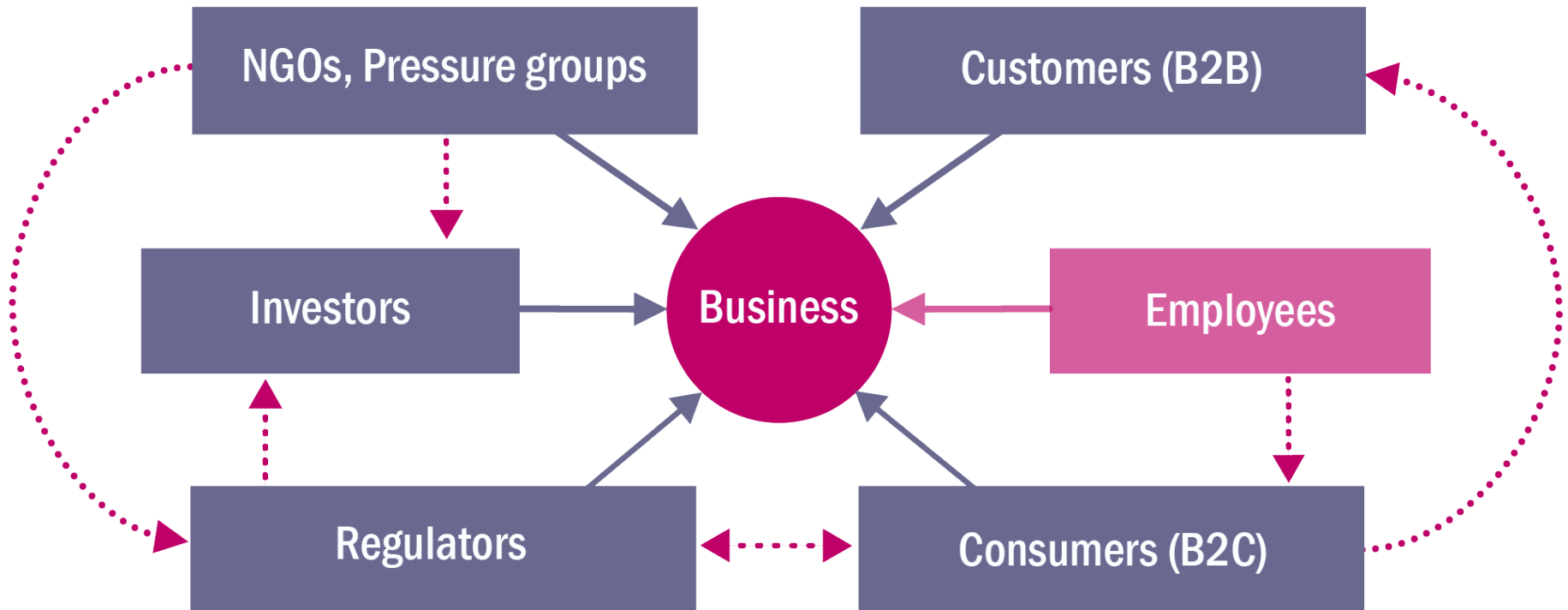




**Why does  
sustainability  
matter for  
business?**



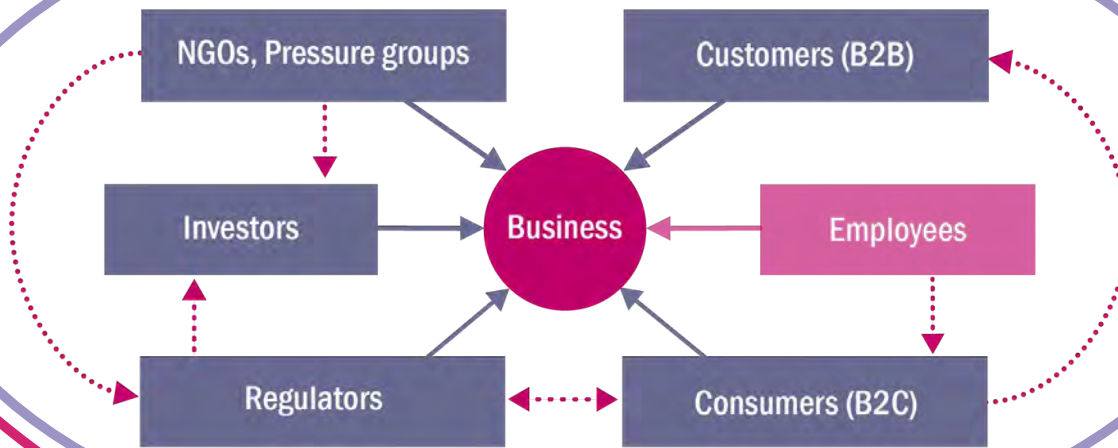
# Why does sustainability matter for business?






▲ Environmental pressures

▲ Societal expectations

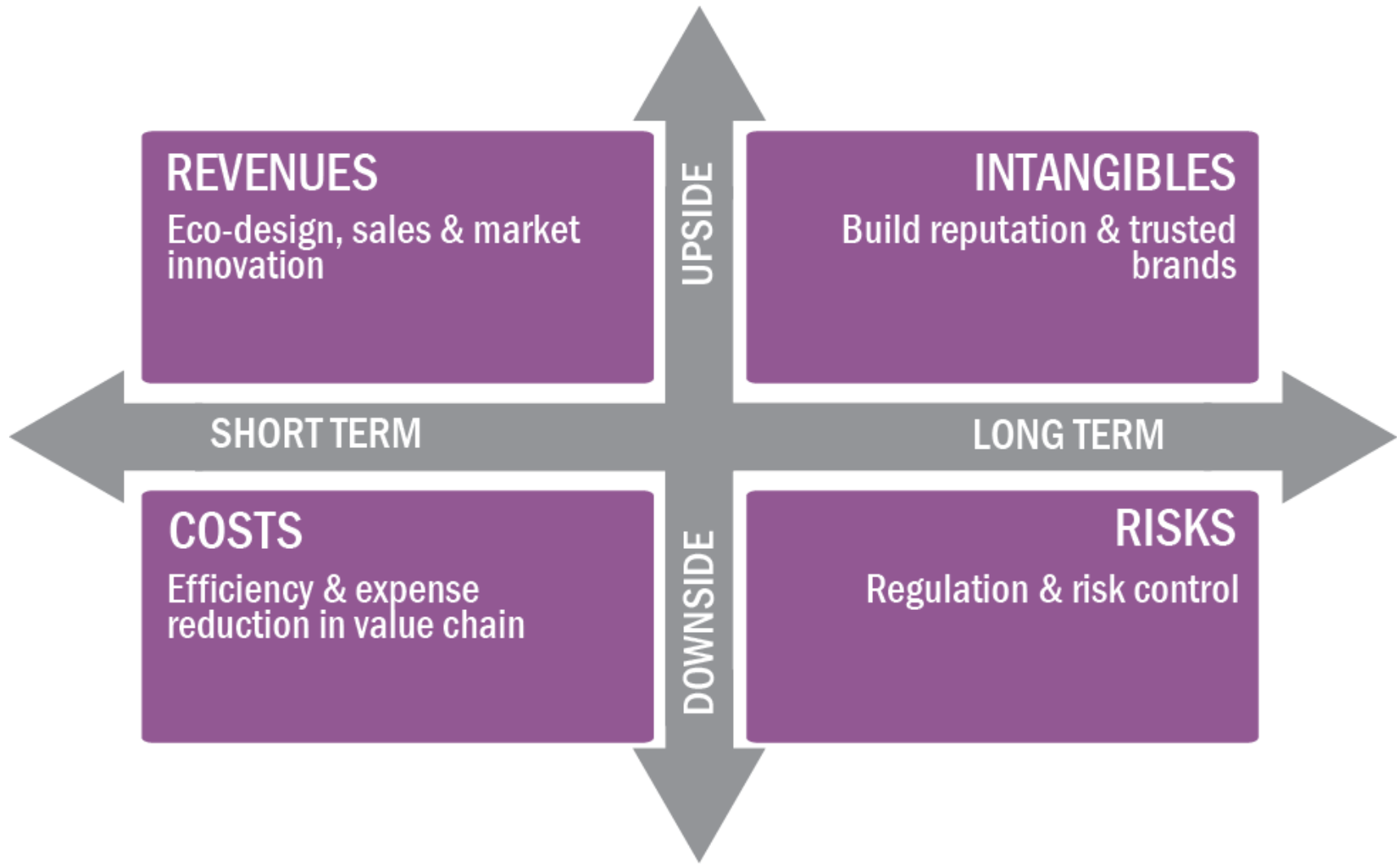


The background of the image is a blurred financial market chart, likely a candlestick chart for a currency pair. At the top, a data box shows 'GBPUSD M15' with a current price of '1.45053', a change of '-1.00', and a previous price of '1.4506'. A yellow trend line is visible across the chart. The text 'Where can businesses find value in tackling sustainability?' is overlaid in white on a dark grey rectangular background.

Where can  
businesses  
find value in  
tackling  
sustainability?



# Business case – dimensions of value



Source: Green to Gold How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build Competitive Advantage Daniel C. Esty & Andrew S. Winston

# Business case – dimensions of value



## A strong business case

With 7 billion people on our planet, the earth's resources are increasingly strained. Sustainable, equitable growth is the only acceptable model for our business. But growth and sustainability are not in conflict.

Our four-point framework shows how sustainability drives value in our business.



Unilever

Source: <https://www.unilever.com/sustainable-living/our-strategy/about-our-strategy/>



# Why does sustainability matter for business?

Values, purpose, ethics ?

Some of the most 'sustainable' companies have taken a leadership position based upon an ethical approach

*We have a choice to make during our brief visit to this beautiful blue and green living planet: to hurt it or to help it.*

**Ray Anderson – Founder & Chairman  
Interface Inc.**



## The Activist Company

We believe the environmental crisis has reached a critical tipping point. Without commitments to reduce greenhouse gas emissions, defend clean water and air, and divest from dirty technologies, humankind as a whole will destroy our planet's ability to repair itself. At Patagonia, the protection and preservation of the environment isn't what we do after hours. It's the reason we're in business and every day's work.

**patagonia®**





**What can I do?**



# What can I do about it?



## **UNDERSTAND issues**

All organisations are at risk from the environment in which they operate in addition to the risk they also pose to that environment - and society.

Different dimensions of risk should be considered.



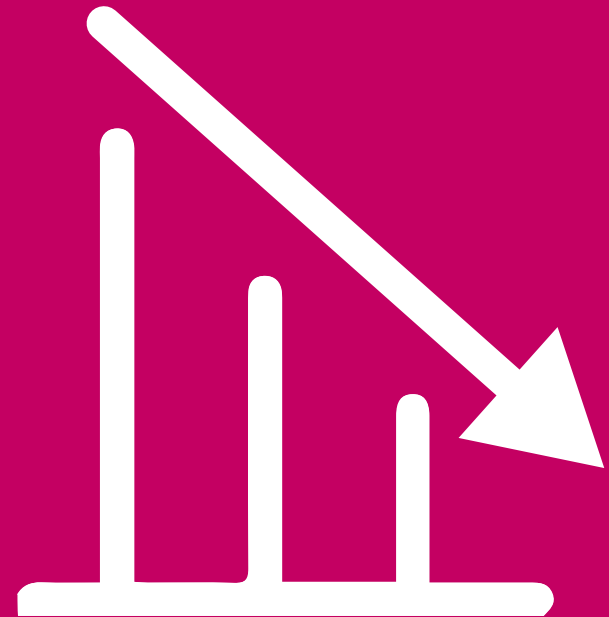


# What can I do about it?

## **AVOID / REDUCE**

Use less stuff - materials, energy and water.

This saves money,  
... it also reduces  
dependencies and risk.



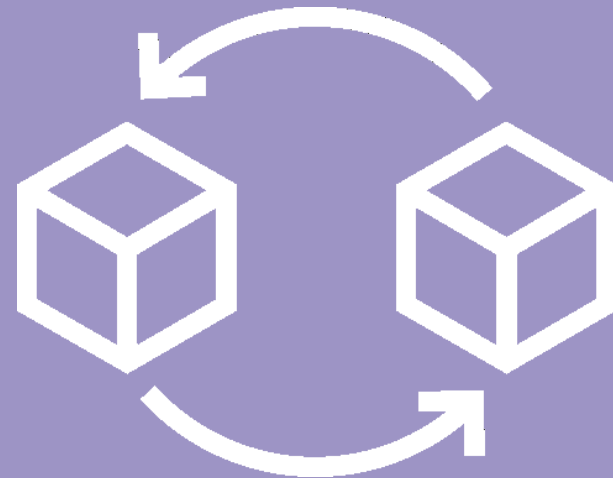
# What can I do about it?

## **SWAP - use different stuff**

Prioritise materials from renewable sources.

Look for things that are/can be re-used.

If you have to use scarce (or 'dirty') materials use less and prioritise a stewardship approach.





# What can I do about it?

## **Keep it SAFE**

Do your products or services create pollution in any form?

Remove/reduce activities processes and products that give rise to persistent, poisonous or problematic (to people or the natural environment) substances.



# What can I do about it?

## **EQUITY - play it fair**

Do your products and services rely upon the contribution and labour of others?

Examine your value chain & develop a systematic plan to address unfair practices.







# What can I do about it?

**UNDERSTAND**

**AVOID**

**REDUCE**

**SWAP**

**SAFE**

**EQUITY**

*happy, nurturing care*  
***tops day nurseries***  
*for the hours you need*



Case study





- **Glitter ban** – hit local news headlines as killjoys but pulled off PR coup when explained why
- **Customer survey** – 86% customers wanted Tops to look at sustainability
- **Explore outside in nature** – largest ‘touchpoint’ is educating children



- **Printing** – changed printers, created printing policy and changed from colour to B&W for internal use, stopped printing welcome packs - £40k annual savings
- **Travel** – bought electric cars for staff use, sign-written – almost cost neutral compared to expenses
- **Energy** – turn off stickers, LED lights, energy audits, 7 day timers (15% savings overnight). Solar in 7 sites



- **Disposables** – stopped using gloves & aprons to serve food, no gloves for nappies. No plastic cutlery, cups, plates, balloons, or wipes
- **Cleaning** – buy conc. liquids in bulk, refill larger reusable containers
- **Waste reduction** – food waste anaerobically digested, changed collection patterns – to when needed







# SUSTAINABLE BUSINESS ESSENTIALS

The bottom line on sustainability,  
business value and why *real* corporate  
social responsibility matters

REVISED  
& UPDATED

Joss Tantram | Dr Dominic Tantram

Available at

**amazon**



terrafiniti®

[dominic@terrafiniti.com](mailto:dominic@terrafiniti.com)

[terrafiniti.com](http://terrafiniti.com)





# Sustainability

## developing your position

After the break...

- We'll go through the steps you need to develop a sustainability approach and 'policy' in your business
- The key steps you need to take
- what you should include

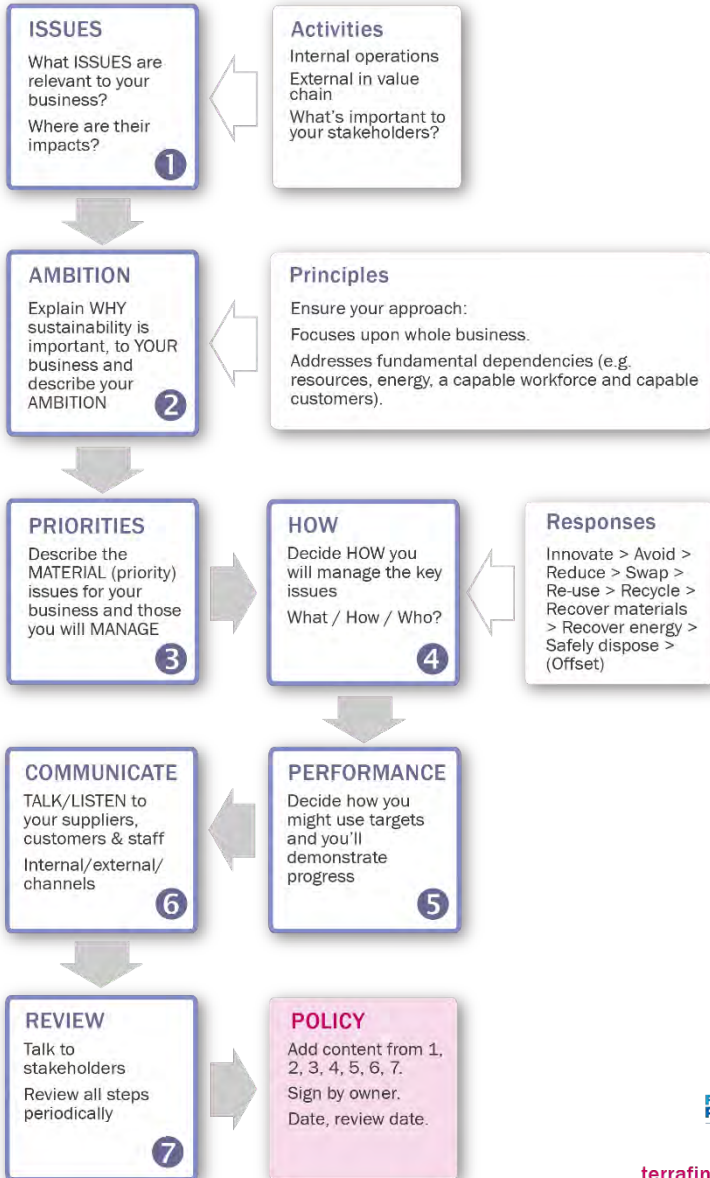




# Sustainability – best practice



# DEVELOPING A SUSTAINABILITY APPROACH - POLICY

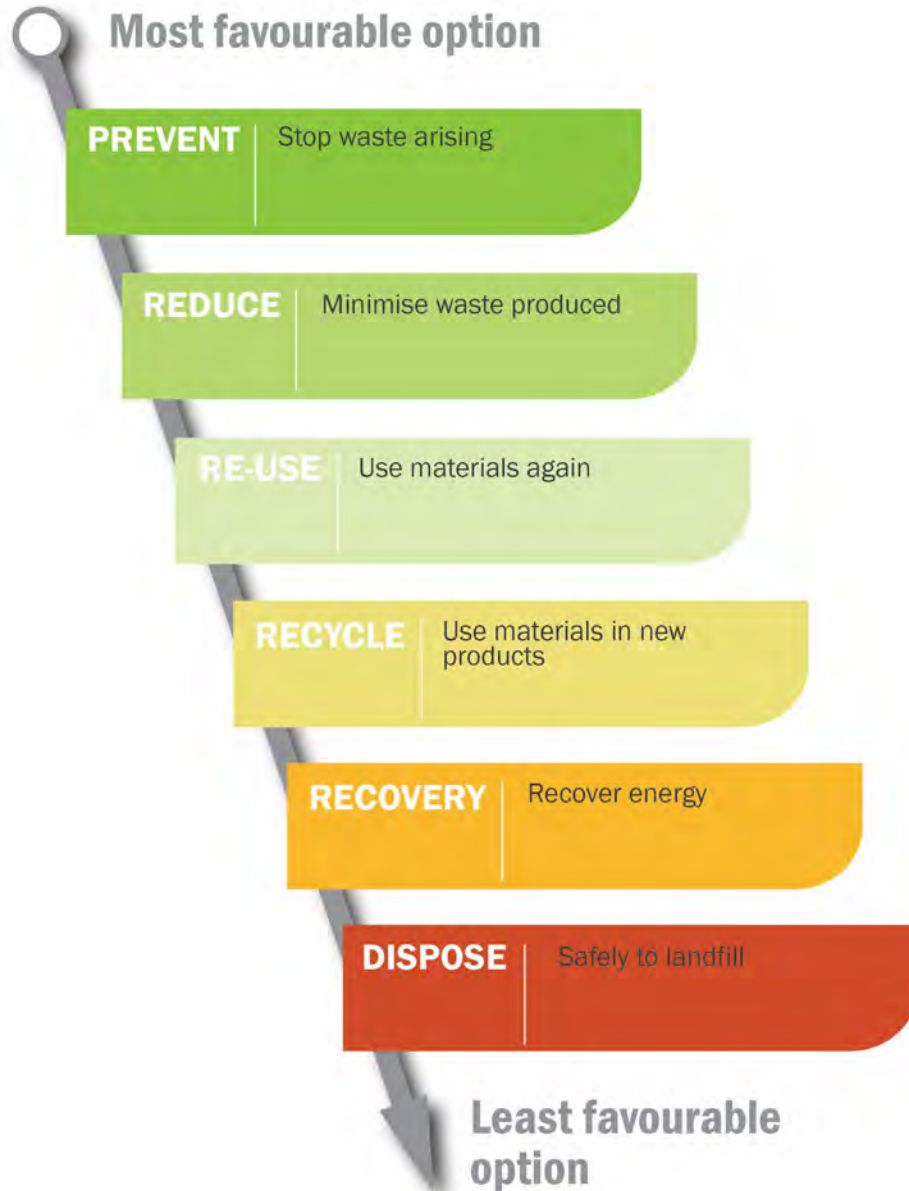


# Handout...

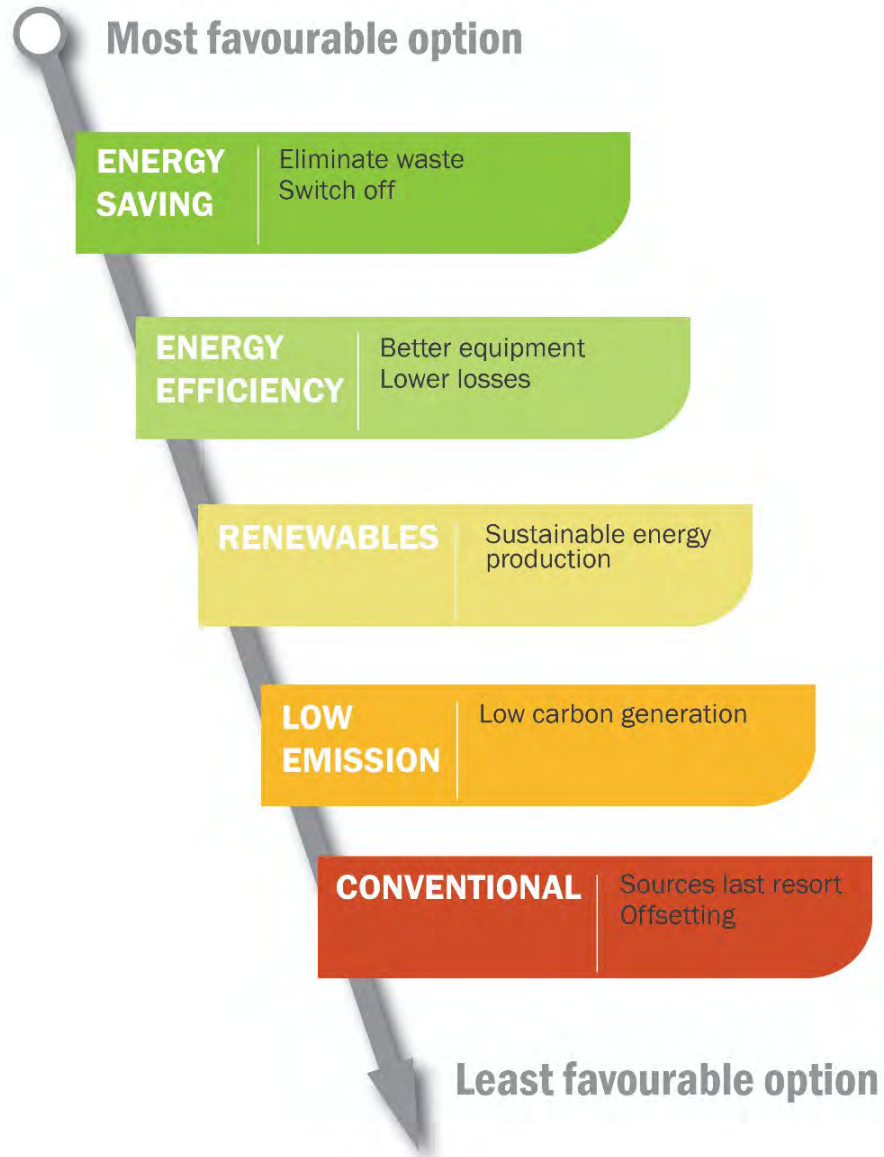




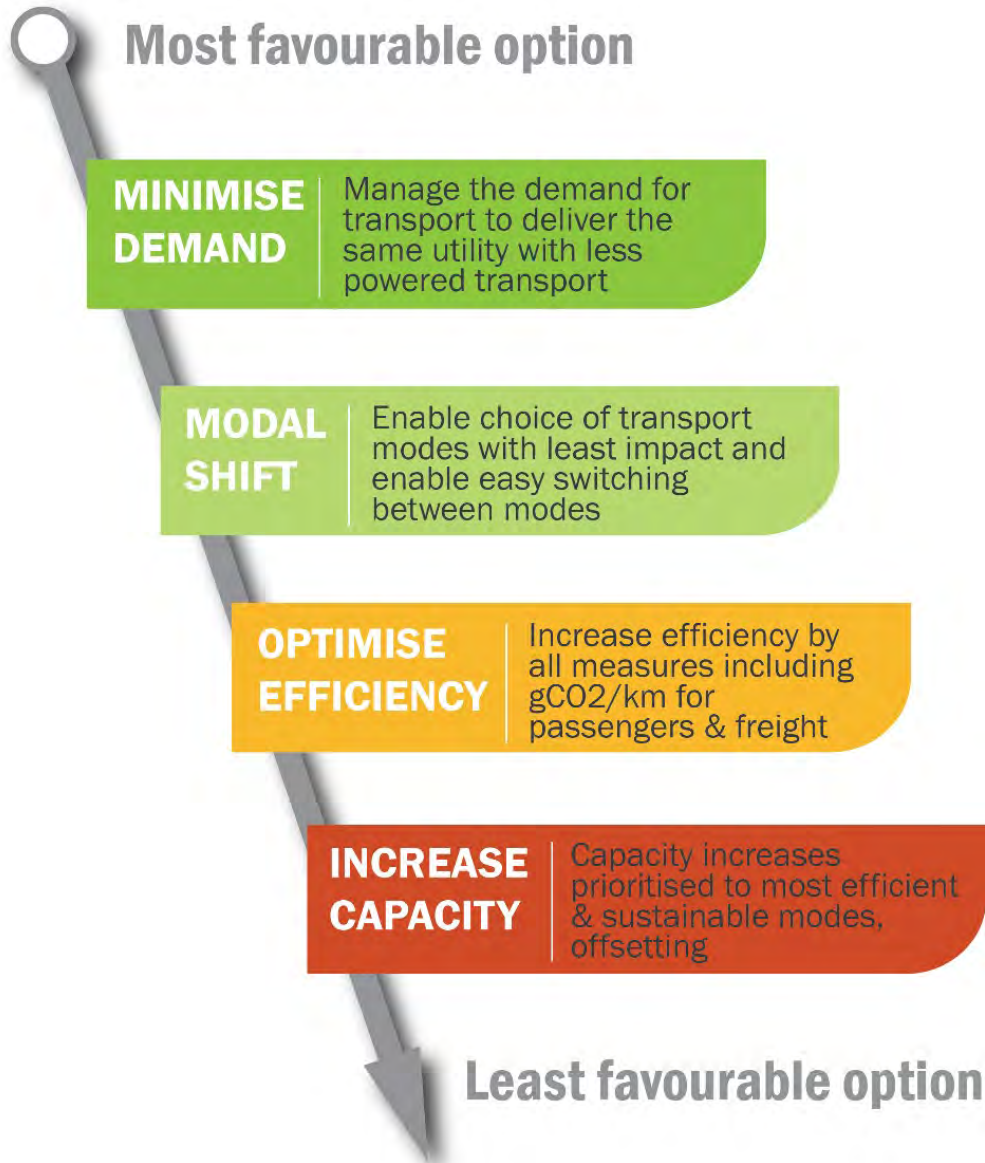
# Waste 'hierarchy'



# Energy 'hierarchy'

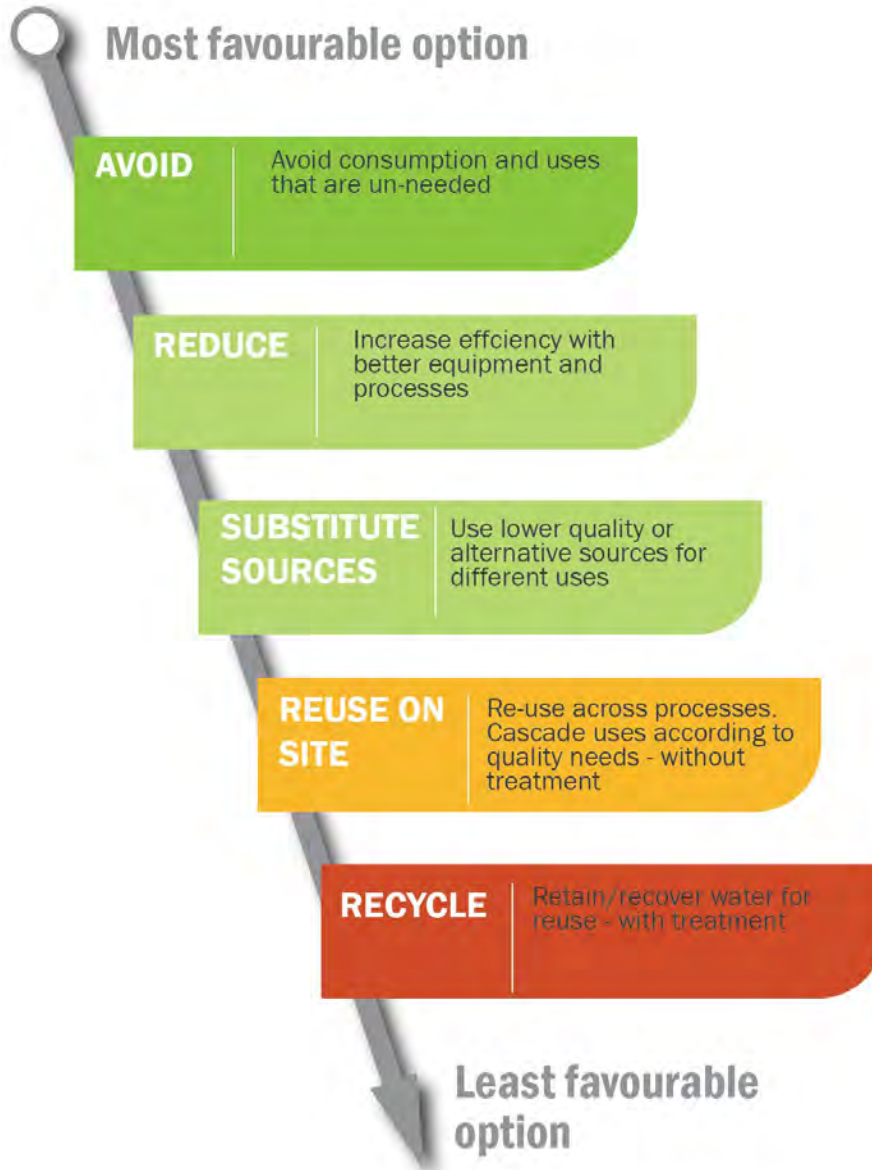


# Transport 'hierarchy'





# Water 'hierarchy'



# Approach **FOCUS**

