



## PLASA Guide to Sustainability

With widespread awareness of climate change increasing, forward-looking businesses are adapting their policies and practices to reflect the latest environmental concerns and to generate improved profit margins. PLASA has put together a list of some of the key elements to start thinking about when first taking on sustainable practices for your business.

**Set Goals** - Identify your aims, whether your goal is to cut costs or to be environmentally responsible, or both.

**Start Small** - Look at reducing energy, even if it's as simple as turning off computers, printers or lights, fitting timer/sensor switches or reducing the heating a degree or two.

**Aim High** - Longer-term, plan to switch to energy efficient systems and then progress to purchasing energy-saving products.

**Reduce, Reuse, Recycle** - Examine your use of products & materials (metals, plastic, energy, paper, water), and look for ways to reduce, reuse or recycle.

**Get Talking** - Get your team round the table to discuss ways in which the company, and those who work for it, could contribute.

**Home Options** - Look at ways in which members of your team could potentially work from home if the business set-up allows.

**Travel Less** - Cut down on business travel, see if you can schedule meetings more effectively and explore the growing range of video/telephone conferencing systems.

**On the Road** - When renewing or upgrading company vehicles, find out more about the wide range of energy-efficient cars and vans.

**Talk to Suppliers** - Ask your suppliers what they are doing to be more sustainable.

**Invest in People** - Invest in the community and your own employees – it's an essential component to sustainability.

**Tell People** - Let staff, clients and potential clients know that your business is committed to sustainability.

**Check Progress** - Measure and monitor the reductions you make.

**Get Certified** - Implement an Environmental Management System (EMS) to minimize your risks and costs.

**Get Funding** - Research what opportunities exist for funding to help you move to more sustainable practices. Get online to find out more.

**Biting & Chewing** - Don't bite off more than you can chew – you can't do all this on your own so get as many people involved as possible.

PLASA Members have access to further support covering information, guidelines and project tools, together with a downloadable Action List for developing sustainable practices. To join PLASA as a Member is not expensive – individuals pay just £100/\$165 a year and businesses pay £350/\$550.

**Find out More | [www.plasa.org/association](http://www.plasa.org/association)**