



Your Association with Expertise



## 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 minimise 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 a full 'Sustainability Centre' with a host of 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 £125 a year and businesses pay £390.

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