



Sustainable Business Service

Support from Business Link

A sustainable business is an enduring and profitable business. Practically, this means that you need to look at how your business impacts on its surroundings and make sure that all areas of its activities work to reduce the impact on the environment, on people and on economic resources.

To be sustainable, companies need to evaluate what they produce, how they buy and sell, how they affect the environment, where they have investments, how they recruit, train and develop their own people, and how they engage with the community in which they operate - many of whom will be their customers.

In the future, being a sustainable business will be the only way to do business.

How does it work?

Business Link's Sustainable Business Service can help businesses become more sustainable by assisting them to:

- find out how to reduce costs

- see how being sustainable will help them find more customers
- understand how environmental legislation affects their business

The service will be delivered on the ground by a local Sustainable Business Adviser in each Business Link area in the South East. Their brokerage role will be to refer customers to specialist partners, suppliers and support providers.

The service will also include proactive campaigns to reach key sectors such as Care, Tourism, and Construction and to assist start up companies providing environmental goods and services. Broader reach campaigns will focus on burning issues such as Resource Efficiency, Social Responsibility and Climate Change.

What benefits does it offer?

The Sustainable Business Service will help give companies the competitive edge by addressing environmental and social issues that will impact business. It will help put companies on the front foot by looking at

upcoming legislation, risk management, market opportunities and new customers.

The service is looking at two main areas: Resource Efficiency and Social Responsibility.

- By addressing resource efficiency, customers can find ways to save money and increase profits.
- By addressing social responsibility, companies can improve staff retention, raise their profile in the community, and support the local economy.
- The Sustainable Business Service can also help companies comply with legislation that stems from both Resource Efficiency and Social Responsibility issues.

Cost

The Sustainable Business Service is free and many of its brokerage partners' services are also free.

Eligibility

All companies in the South East are eligible to use the Sustainable Business Service and are encouraged to contact their local Business Link to identify ways to save money, manage risk and win new customers.

Find out more

For further information, please call **0845 600 9 006** or visit our website at: **www.businesslink.gov.uk/southeast**

The Business Link service is available locally and provides the information, advice and support you need to start, maintain and to grow a business.

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