

AT A GLANCE:

B LEAN AND GREEN



WHAT'S THIS THEME ABOUT?

Being 'lean and green' means different things to different people and organisations – for some it's simply recycling, for others, it's a total change in their way of life.

This theme explores the way individuals, teams and organisations can play a part in being responsible for our environment. We look at the steps we can take and how we can measure our success as we examine the environmental aspect of Corporate Social Responsibility.

Through our next four weekly conversations, we will ask the questions:

- What is Corporate Social Responsibility (CSR)?
- How can we better reuse, reduce and recycle our resources?
- How will our new ideas positively impact our community, our environment and our organisation?

WHY IS THIS IMPORTANT?

As an organisation we are responsible for creating long-term value for our clients and our employees. Long-term value is achieved by looking into every aspect of how our business operates. There are many reasons why we should be socially responsible:

- **Increase profit** – reduced use of materials and operational costs saves us money but can also deliver positive environmental impacts.
- **Increase customer loyalty and attraction** – customers are increasingly concerned with the environmental impact of what they buy. If our organisation is 'lean and green', we will have a better chance of keeping existing customers and attracting new ones.
- **Increased employee attraction and retention** – employees are also increasingly socially conscious, preferring to work for an organisation that cares about how it contributes to society. People have a choice about where they work – and a strong environmental strategy is something prospective employees are keen to see!

By incorporating lean and green thinking into our strategic plans and remaining committed to it, we will show that our organisation is a leader in making change for the better.

AT A GLANCE

Take ON!
YOUR BUSINESS MATTERS