

Envirowise

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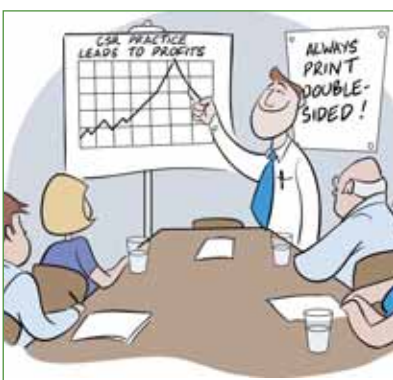
Turn your environmental responsibilities to your advantage

Growing concern about the economic impact of climate change means that businesses in Northern Ireland are increasingly looking to take action to lower their environmental impact. However, although there is a great deal of talk and interest in the topic, local, office-based companies are often unsure about how to ensure they are acting responsibly on environmental issues. Envirowise aims to answer these questions and enable companies taking action on environmental issues to turn these matters to their competitive advantage.

The thought of becoming 'sustainable' could sound daunting to SME businesses in particular, but in reality, any office-based organisation can take straightforward steps to start on the road towards sustainability – and the further they go down this route, the greater potential for cost savings.

Taking action

Clearly there are compelling reasons why companies should take action to improve their environmental credentials and Envirowise works to make the process easier by providing practical environmental advice.



Envirowise advises companies to be clear about exactly why they are taking action to ensure that the activities of those involved is channelled in the right direction. Envirowise also stresses that the actions taken need to be documented so that they lead to a measurable benefit, as it is crucial to be able to demonstrate the impact of a company's efforts.

In any organisation, there are some people who are simply more open to the idea of increasing sustainable practices than others. Senior management buy-in is essential, but elsewhere it is likely that some staff will fall into the eco-sceptic camp and others into the eco-innovator group – and many somewhere in between.

One way Envirowise advises companies to overcome initial scepticism is to appoint an environmental champion who works to get staff on board, shares news of initiatives and the positive action being taken, and encourage ideas and feedback from the whole workforce, new joiners included.

Research has also shown that almost half of all university students rate the environmental credentials of their future employer as an important consideration, so those companies that actively seek to ►