

## Building a better business: A checklist

Start with your purpose. What is your 'why'?

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Undertake a simple carbon footprint.

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Develop an environmental policy – give it some personality.

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Develop your environmental strategy. Remember to talk to the team and your customers.

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Strategy is great but building a culture counts. Have you worked on building a culture of curiosity and sustainability? What could you do to make this easier and better?

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Consider Scope 1 and 2 carbon assessments.

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What about Scope 3?

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How can you use design (product design, packaging design or process design) to design impact out?

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Do you want to go public with your environmental claims? If so what is the best way of doing this? It needs to be authentic and science-based.

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Do you want to sequester (offset) your impact? If so how and who with?

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What training do you need to undertake?

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