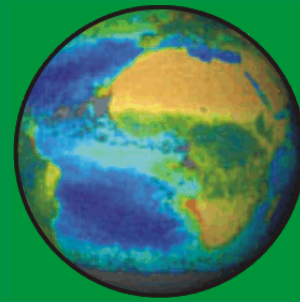


# Earthly Ideas

Forward thinking diversification consultancy



## Diversification Toolkit

### ‘Making Your Business Sustainable’

Jason Borthwick – Earthly Ideas

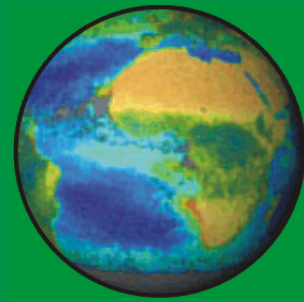


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[www.earthlyideas.co.uk](http://www.earthlyideas.co.uk)

# Definition of 'Sustainable'

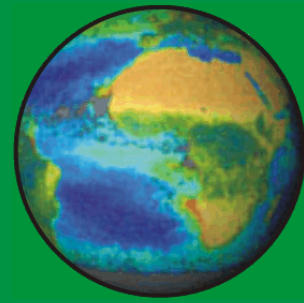


'The guiding principle of sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Sustainable development recognises the interdependence of environmental, social and economic systems and promotes equality and justice through people empowerment and a sense of global citizenship. Whilst we cannot be sure what the future may bring, a preferable future is a more sustainable one.'

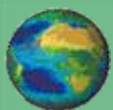
***Encyclopedia of Sustainable Development*** (with the help of DEFRA)



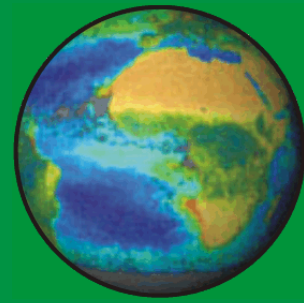
# What does that mean?



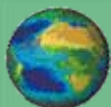
- Long term viability
- Financially stable
- Employment
- Local services
- Built environment
- Community
- Innovative and
- Environmentally friendly



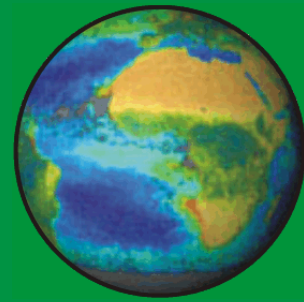
# Long term viability



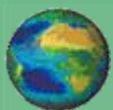
- Plan ahead, have long term goals
- Strong business plan, review it regularly
- Know your market, identify hazards
- Who's going to lead
- Growth, not necessarily expansion



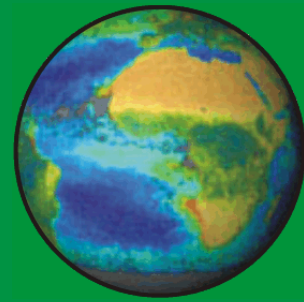
# Financially stable



- Company needs to make a profit
- Profits allow investment and real financial returns
- Provides a platform on
- Makes loans easier



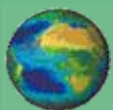
# Employment



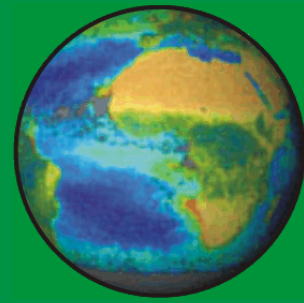
- Creating jobs or
- Saving jobs
- Long term investment in staff
  - Training, Investor in People, NVQs
- Reduction in staff turnover



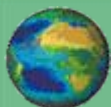
INVESTORS IN PEOPLE



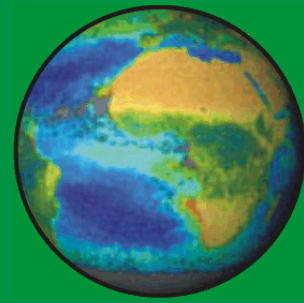
# Local services



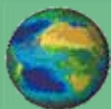
- Working with and providing local services
- Long term gains for both business and local community
- Payback is often hard to quantify



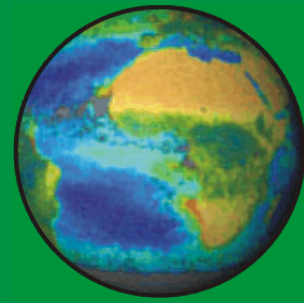
# Built environment



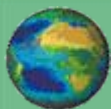
- 🌍 Improve the built environment
- 🌍 Build in keeping or
- 🌍 Modernise and innovate
- 🌍 Consider your neighbours, but don't let the NIMBYs stop a great project  
Whose going to build the stately homes of tomorrow?



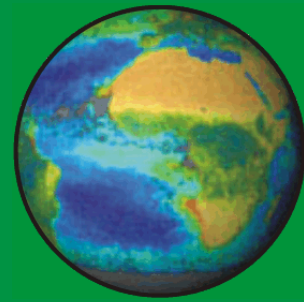
# Community



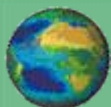
- Work with the local community and business community
- Leads to support for planning
- Can help with employment
- Joint marketing is most effective



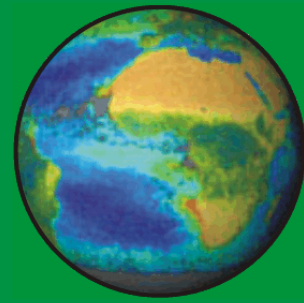
# Innovative



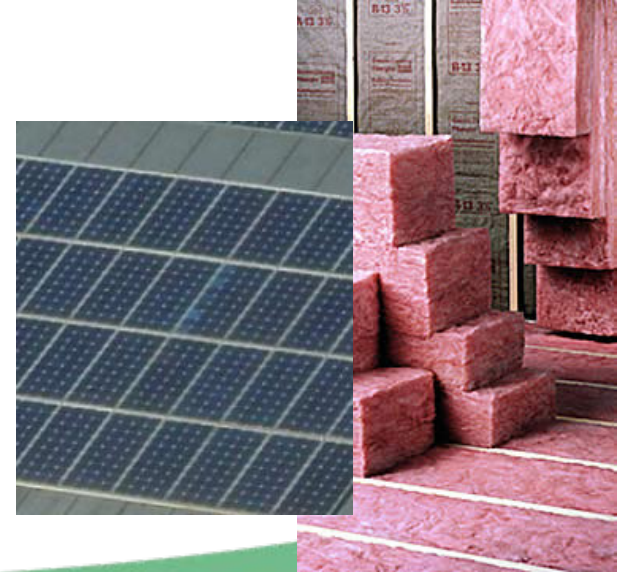
- Accept competition as a catalyst
- Build your business so you can change directions if required
- Consider marketing as vital
- Get some inspirational advice



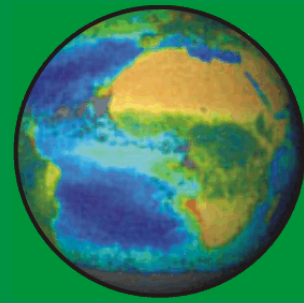
# Environmentally friendly



- Think of the money you pay to energy companies – electricity, fuel, gas, oil
- Better for the environment
- Better for the bottom line
- Easy and harder steps



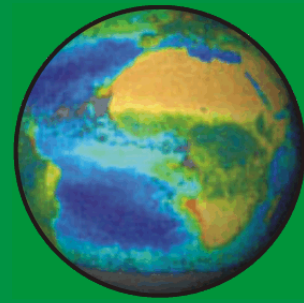
# Environmental no brainers



- Reduce energy usage with better procedures – switch things off!
- Low energy lighting
- Reduce water usage
- Energy saving controllers (3 year payback)



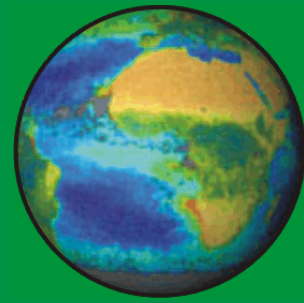
# Other environmental steps



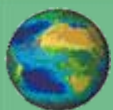
- Wind-turbines (6-8 year payback)
- Ground source heat pumps
- Biomass - woodchip, grain, waste
- Photo voltaic (long payback)
- Biofuels



# Summary

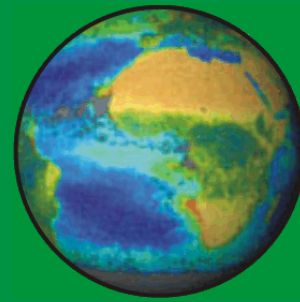


- Sustainable makes for better business
- Reduces your running costs
- Helps your business become financially viable
- Includes the environment, but isn't exclusively the environment



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## Diversification Toolkit

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