



## HOW RUNNING A SUSTAINABLE BUSINESS

This article first appeared in our summer '18 issue of **MyGreenPod Magazine**, *The Natural Revolution*, distributed with the *Guardian* on 03 Aug 2018. Click [here](#) to subscribe to our digital edition and get each issue delivered straight to your inbox

These days, if a business doesn't have sustainability information on its website then it hasn't kept up with the times.

Today's customers want to know where their money's going and they aren't afraid to vote with their feet if a company's eco credentials don't cut it.

But businesses aren't just supplying to demand: they've found that simple changes – such as switching to renewables, cleaning up their supply chains and operating fairly and transparently – are also good for their bottom line.

Environmental management consultancy Green Element helps companies – big and small – to change from the inside and reap the rewards. 'We've found that companies with social, community and environmental responsibility at the core of their operations have achieved advantages in the marketplace, lower rates of attrition amongst employees and clients, increased productivity and motivation of staff and, consequently, increased profits', says William Richardson, founder and managing director of Green Element. 'All of this while making a positive difference to the lives of both stakeholders and the community.'

Click [here](#) to find out why Green Element's Small Business Package is a MyGreenPod.com Hero

Carbon footprinting, environmental management, energy management and procurement and corporate responsibility are just some of the topics Green Element can advise on. The team has also created a podcast that features interviews with people making great progress in ethical business, and runs a free Facebook community with lots of advice, guidance, networking and support.

Green Element offers a Small Business Package that includes an audit of current activities, suggestions for improvements and cost savings and educational tools for the team. It also works with larger organisations to help them implement an Environmental Management System and work towards ISO certification and other statutory requirements.

As a certified B Corp, Green Element can also offer advice to clients who are interested in joining the network of 150 UK organisations that

are using business as a force for good.

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