

# GET READY PACK



Are you confused when it comes to sustainability? Do you know where it fits in your current business practices?

This factsheet will help you

## Understand sustainability Principles

### What is sustainability?

There are many definitions of sustainability, environmental sustainability, sustainable development or ecologically sustainable development.

**ENVIRONMENTAL SUSTAINABILITY** is 'the ability to maintain things or qualities that are valued in the physical environment, both natural and human built'.

**SUSTAINABLE DEVELOPMENT** is 'development that meets the needs of the present without compromising the ability of future generations to meet their own needs'.

**ECOLOGICALLY SUSTAINABLE DEVELOPMENT (ESD)** is 'using, conserving and enhancing the community's resources so that ecological processes, on which life depends, are maintained, and the total quality of life, now and in the future, can be increased'.

### What does sustainability mean to your organisation

Sustainability to your organisation means implementing measures to reduce your impact on the environment while eliminating unnecessary costs and improving competitiveness.

Implementing measures to improve water, energy and resource efficiency and reducing waste can help your organisation be more sustainable. Pursuit of environmental sustainability requires leadership from management and whole of company commitment and it also makes good business sense.

**ENVIRONMENTAL SUSTAINABILITY** is NOT environmental compliance, although you cannot be sustainable if you are not compliant.

**ENVIRONMENTAL SUSTAINABILITY** is NOT business as usual, although sustainability principles should be embedded into all your business practices and become your new improved 'business as usual'.

### Do you understand sustainability principles?

While the idea of environmental sustainability is very broad in scope, it can be translated in specific practical goals which can then drive action programs.

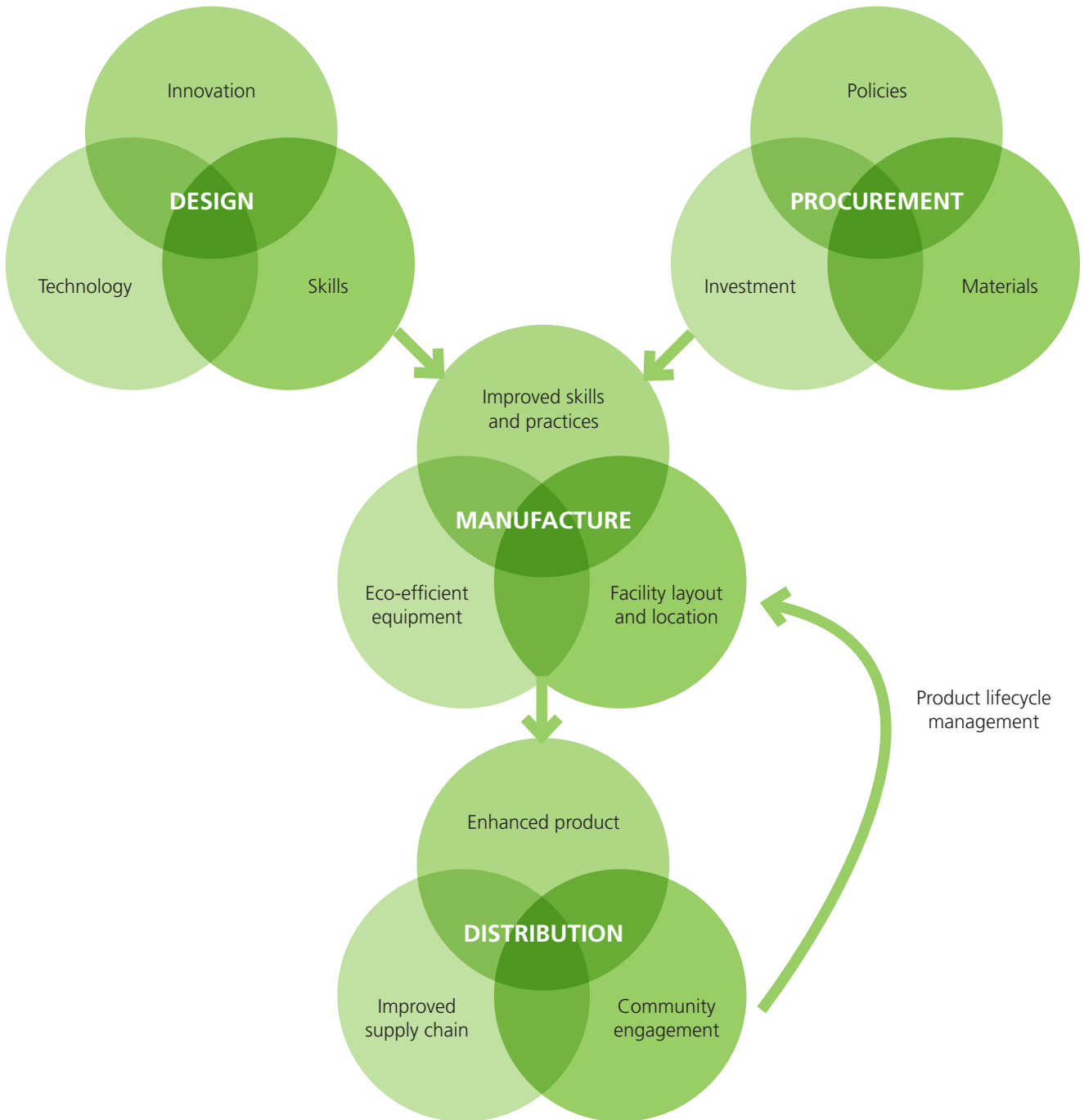
These can be as specific as:

↓ **REDUCE:** waste generation, water use, use of finite resources, energy use, greenhouse gas emissions, carbon footprint

↑ **INCREASE:** eco-efficiency, overall business sustainability, internal skills, community engagement or awareness, extended producer responsibility

### Sustainability in manufacturing

The diagram overleaf may assist businesses in their consideration of opportunities for improved environmental performance.



## Tips

- There is increasing demand throughout supply chains to demonstrate sustainable environmental performance.
- Prepare your business now to take advantage of the demand in the market for products and services that minimise the industry's environmental footprint and enhance your reputation as a sustainable business.

## Further information

Contact Ai Group's Energy and Sustainable Business Help Desk on 1300 733 752 or [sustainablebusiness@aigroup.asn.au](mailto:sustainablebusiness@aigroup.asn.au).