

# THE BENEFITS OF GOING GREEN

5 KEY BENEFITS

- 01 SUSTAINABILITY
- 02 PROFITABILITY
- 03 INVESTMENT
- 04 RESILIENCE
- 05 REPUTATION

# 01

## SUSTAINABILITY

### Take part in protecting the environment

The first and most obvious benefit of becoming a green business is **protecting the environment** and the health of local communities.

A sustainable organization is carbon neutral or climate positive. This means having a minimal or zero negative impact on the environment, balancing any CO2 released into the atmosphere with an equivalent amount removed, or a positive impact, going beyond being a net-zero organization by removing additional CO2 from the atmosphere.

Sustainable practices allow businesses to reduce waste, minimize carbon risk and improve energy efficiency.

# 02

## PROFITABILITY

### Increase productivity and reduce costs

Save on **operational costs** and mitigate against future energy use, leading to a higher return on investment (ROI).

Research carried out by Oxford University shows how good business practices lead to economic profitability, as these lead to better operational performance and cash flows.

Business sustainability management is key to developing sustainable practices, as these conserve resources and streamline effort, reducing operational costs altogether. Although initial costs can be high, numerous case studies show significant savings in operational costs, whether by saving energy, reusing materials and resources, or optimizing the efficiency of workspaces.

An example of good practices that reduce business costs could be cutting on energy bills with solar energy, reusing water, and recycling materials and packaging.

# 03

## INVESTMENT

### Attract financial and investment opportunities

Becoming a sustainable business **attracts green investment** and funding options.

Businesses with sustainable development goals and plans are more recognized by financial and investment companies.

A report on US Sustainable and Impact Investing Trends carried out by The Forum for Sustainable and Responsible Investment showed that the 'total US-domiciled assets under management using sustainable investing strategies grew by 42% between 2018 and 2020.'

# 04

## RESILIENCE

### Improve business agility and resilience

Sustainability **strengthens business resilience** and helps to comply with regulations, avoiding green penalties with sustainable practices.

Conferences such as the COP 26 UN Climate Change Conference, hosted by the United Nations Framework Convention on Climate Change (UNFCCC), show how vital change is, sparking up more conversations and further greener legislation that does and will affect business practices.

# 05

## REPUTATION

### Improve brand image and reputation

Becoming a sustainable business improves the reputation of a brand by **aligning with consumer values**.

With consumers becoming more ethical and environmentally conscious, they are now choosing those brands that share their values. In fact, being sustainable has become a consumer expectation, with 81% of people globally expecting companies to be environmentally aware.

Being green, aside from matching consumer values and expectations, a brand can certainly improve its image and connect with consumers on a deeper level. However, practicing what it's preached is vital.

# BECOMING A GREEN BUSINESS

## HOW TO BECOME MORE SUSTAINABLE

Becoming green is a profitable long-term investment, and sustainability training is key to change organizations.

GoGreen.Inc is an experiential business simulation game that addresses environmental needs within organizations.

Played virtually or in a classroom, participants learn and improve business skills by running a virtual business. In the game, teams need to optimize a simulated business that is wasteful and has a negative CO2 impact to become a sustainable organization; which means generating profit too.

