

Green Business Pearls of Wisdom

Volume 3

Edited by Gareth Kane, Terra Infirmia Ltd

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The concept of 'not in my backyard' is obsolete in a global world; when we become aware that, even on a massive global scale, everyone's backyard is someone else's front yard.

John Friedman
Sustainable Business Network of Washington (SBNOW)
www.sbnow.org

Waste is a verb, not a noun

Gareth Kane
Terra Infirma Ltd
www.terrainfirma.co.uk

Transparency changes a business and the people in it.
It challenges assumptions and empowers relationships.
It leads to actions which build trust.
It's the bedrock of sustainability.
It's the best insurance policy a business can buy.

Elaine Cohen
Beyond Business Ltd
www.b-yond.biz/en

Keep the message **fun** as people are so inundated with background noise of messages from all types of media it can make it difficult for the message to be heard.

Making it **fun** can help to differentiate it from all the other messages out there

Guy Bashford
Red Tree Environmental
redtree-environmental.com

Consumers do not expect corporations to be perfect.

Consumers want to know that corporations are committed to CSR and Sustainability principles, that corporations are demonstrating behaviours consistent with these principles and that they are prepared to disclose poor performance along with good performance in the interests of being open and transparent.

Consumers want corporations to demonstrate the progressive realization of their CSR and Sustainability goals.

That is all.

Cathie Guthrie
Company2Keep Inc
company2keep.com

Business is currently a **despotic** form of government where power and influence is imposed by an individual or clique (board) upon the majority.

If **CSR** is to have a truly social influence it has to **democratise**: that is give meaningful influence to the stakeholder apropos the influence currently enjoyed by the shareholder.

Chris Milton
Independent Journalist
www.britesprite.co.uk

If you think you're in 'control' of your company reputation, think again. It is **employees** who define the **culture** by their actions and words, rather than any edict or value statement posted on the wall.

John Friedman,
Sustainable Business Network of Washington (SBNOW)
www.sbnow.org

Changing people's behaviour is complex and takes time. However, if you can understand the motivators and barriers involved, provide accessible and relevant information, stimulate interest and discussion, and use clear messaging around what the preferred alternative is, you can start to influence habits and values.

Amy Sharples
Global Action Plan
www.globalactionplan.org.uk

“Go green, save money” is for
amateurs.

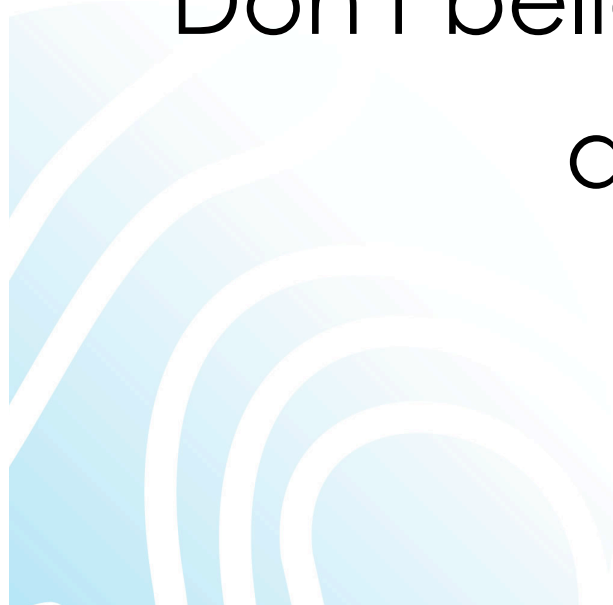
The new rule is:

“Go green, win more business.”

Gareth Kane
Terra Infirma Ltd
www.terrainfirma.co.uk

It's really noticeable how thinking in horticulture and agriculture is turning to sustainability – part of this is driven by cost but there's also a growing awareness that if we destroy the soil structure we will really have a problem.

Dr Alan Rae
The Intelligent Garden
theintelligentgarden.com

A decorative graphic on the left side of the slide, consisting of several overlapping, semi-circular bands in various shades of light blue and white, creating a sense of depth and movement.

Don't believe the hype,
always question

Dan Knowlson
Elements for Life
www.elementsforlife.co.uk

In uncertain times like these, doing sustainable, responsible business is the only way to restore trust of society in companies. With trust and common sense, both society and enterprises will benefit.

Juan Villamayor

<http://juanvillamayor.wordpress.com>

The Green Executive by Gareth Kane

'The Green Executive provides everything you need to know to develop a winning sustainability strategy and the leadership skills you require to implement that strategy.' - Elaine Cohen, CSR Wire

'[An] outstanding book... what CEOs and business leaders need to know in terms of sustainability, is aptly summarized in The Green Executive' - Florian Kaefer, Sustainable Futures Blog

'A well written manual designed to help business leaders improve the environmental impact of their company' - Jessica Shankleman, BusinessGreen

'Why not, instead of tinkering around the edges of sustainability, go the whole hog and make it a pillar of your corporate DNA? There are, as [the author] explains, sound commercial reasons for following this track.' - Nick Smith, E & T Magazine

