

Green Business Pearls of Wisdom

Volume 4

Edited by Gareth Kane, Terra Infirmia Ltd

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Our economy is based on **never** fulfilling our appetite for **consumption**. Sustainability is about recognising the **limited life** of this paradigm and **re-designing** it.

Graeme Mills
GPM Network
www.gpmnetwork.co.uk
@graememills

We have the power to 'reconnect' the invisible hand. When we think locally to act globally we acknowledge that our individual best interests are interconnected.

John Friedman
Sustainable Business Blogger
Huffington Post
@JohnFriedman

To deliver culture change for sustainability,
work to people's strengths rather than trying to
correct their weaknesses.

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

We're waging a

War On Waste

Shaun Eglon
Head of Risk & Sustainability
NHS Blood and Transplant
www.nhsbt.nhs.uk

If you are going to use the **C** word, make sure it's **Cost** not **Carbon**. Few commercially minded people will get excited discussing how to reduce tonnes of carbon. Focus on the **former** and you will achieve the **latter**!

Andrew Whitehorn
Head of Carbon Management
Viridor Waste Management Ltd
www.viridor.co.uk

We challenge the idea that luxury
necessitates damaging the earth, or that
sustainability means sacrifice.

Ben Loomis
Founder & President of Amble Resorts
www.amble.com

Telling customers what they can't have will send them elsewhere; by earning their trust and educating them are the only ways to encourage sustainable purchasing.

John Friedman
Sustainable Business Blogger
Huffington Post
@JohnFriedman

Follow what is important to you, if you don't then chances are you won't have the passion to see it through.

Rosie Ellis
Bespoke Confetti
www.bespoke-confetti.co.uk
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It's only called “waste”
'cos it's in the wrong place!

Daniel O'Connor
WARPiT
www.warp-it.co.uk
@DanWasteMan

There are hundreds of reasons to adopt a more sustainable approach. To communicate effectively don't assume everyone has the same reasons as you.

Graeme Mills
GPM Network
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Stay true to your own ethics, no matter what. It is often better to say no than compromise

Claire Potter
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@ClairePotter

To **embed** sustainability into your organisation,
you must align **responsibility** with **authority**
and vice versa.

Gareth Kane
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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

