

Green Business Pearls of Wisdom

Volume 5

Edited by Gareth Kane, Terra Infirmia Ltd

© 2013, Terra Infirmia Ltd, All Rights Reserved

A decorative graphic in the bottom-left corner consisting of several overlapping, semi-circular shapes in various shades of light blue and white, creating a layered, wave-like effect.

If Sustainability Costs You More,
You're Doing it Wrong.

Forbes McDougall, Procter & Gamble

“Is it the right thing to do or not?” is very liberating as you don’t have to think up new systems and processes.

Tracy Rawling Church, Kyocera Document Services UK

Rather than ticking boxes and checking certificates and all that crap, if you stop doing business with a high impact supplier and start using low impact suppliers, things will start to change very quickly.


Ramon Arratia, InterfaceFLOR

Sustainable business use of social media can build endless social capital through community, wisdom and inspiration. Engage!

Andrea Learned, Learnedon.com

To **engage** people in sustainability effectively,
you need the **humility** to frame sustainability from
their point of view, **not yours**.

Gareth Kane, Terra Infirma Ltd

A decorative graphic in the bottom-left corner consisting of several overlapping, semi-circular shapes in various shades of light blue and white, creating a layered, wave-like effect.

A sustainability strategy should be like a **vector** –
a clear sense of **direction** and **magnitude**
about how and why we are doing this.

Sean Axon, Johnson Matthey plc

Sustainability is the mother of innovation

Dr Alex Hope, One Planet Management

Never be afraid of complicated questions.
They will help you find the sustainability
evangelists within your organisation

Joe Jones, SustainItSolutions

It's tempting just to scratch the surface, but you've got to go **all the way down** the supply chain – it's a **dirty, nasty, difficult business**, but that's the only way of doing it **properly**.

Tom Smith, Sedex

Consistency is key;
you can't **embed** sustainability skills into the
workforce if your corporate **focus** is purely on
economic growth

Dave Moreman, Staffordshire University

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

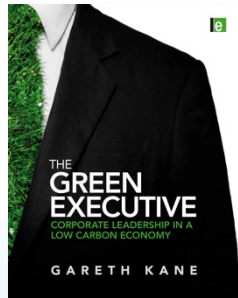
There's nothing green about
a crap product.

Gareth Kane, Terra Infirma Ltd

If a company wants to **grow**, the question of
"Why?" must be asked and **answered**.

Dave Gardner, Producer of GrowthBusters: Hooked on Growth

Gareth Kane Bibliography



“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



“Whilst gently poking fun at some of the green clichés that make us cringe, Green Jujitsu is simply structured, straight to the point, and provides practical tools of genuine help – I shall definitely be putting some of Gareth’s ideas into practice at Canon.” - Surrie Everett-Pascoe, CSR, Environment and Product Safety, Canon



“Building A Sustainable Supply Chain is a great book!” - ShopGreenUK