



#BI20.2

# BUSINESS INSIGHTS

An Online Festival of Business & Innovation

LIVE *forum*

## #BI20.2 Greening your business: how difficult can it be?

Thursday 19 November, 10:30am

### Book your tickets

[http://bit.ly/BI20-2\\_Gloucestershire-Focus](http://bit.ly/BI20-2_Gloucestershire-Focus)

If you have any questions for the panel prior to the event, you can email them to [BI20.2@business-shows.co.uk](mailto:BI20.2@business-shows.co.uk) (please quote the event title in your email).

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## # BI20.2 Greening your business: how difficult can it be?

The demand for green is growing: three-quarters of consumers choose to buy from a company that they know is being more sustainable, and nearly half of small companies have been asked about their sustainability policy by larger companies higher in the supply chain. Delivering green commitments also increases the loyalty of staff as studies show that people prefer to work for a company taking its responsibilities to the planet seriously. Plus green credentials are also a magnet for job seekers, especially Millennials and Gen Z. But how does a company start embracing all things green? Especially if its primary purpose isn't directly related to sustainability. Is it better to re-use than recycle? What's Net Zero all about? Is planting trees enough? Caring for the planet doesn't have to be onerous or start with intricate sustainability policies: some effective actions can be straight-forward. Join this Live Stream session and hear from three companies – small, medium and large – about how they went about embedding sustainability into their operations. Learn from their experience and take away their top tips so that you can easily start greening your company from the inside out.



### Caroline Aistrop

A zoologist by background, Caroline specialised in delivering PR, communications, behaviour change and campaigns for a range of organisations. She's also been an environmental journalist at the BBC's Natural History Unit producing a natural history news programme for Radio 4, and reporting for BBC Radio Gloucestershire's award-winning countryside & rural affairs programme. Caroline even trained volunteers to run a community radio station, she now runs her own green PR agency, Green Spark, creating content for clients.

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