

MAKE
THINGS
HAPPEN



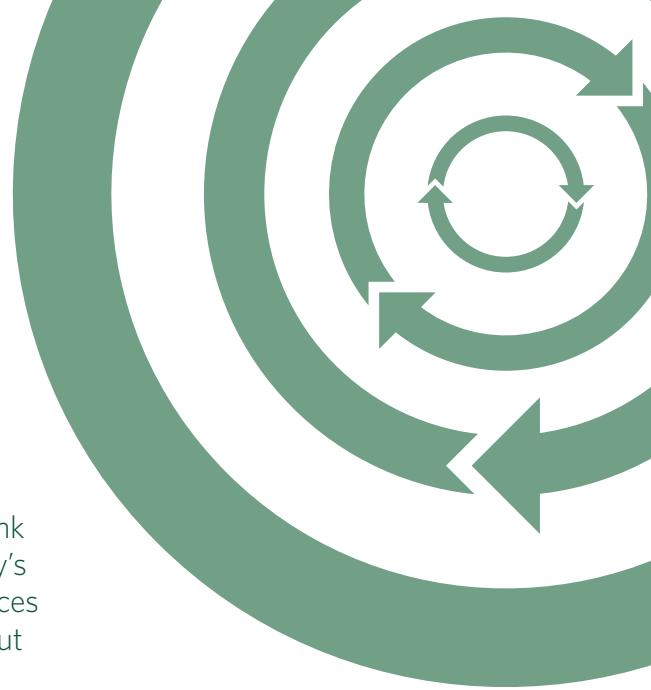
NEDBANK

MAKING

GREENING YOUR BUSINESS

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As a leader and innovator in the sustainability arena, Nedbank views integrated sustainability as fundamental to our society's future health. Society relies heavily on environmental resources and they must be safeguarded, not just for ethical reasons but also for the benefit of future generations.

Today, businesses around the world are playing a leading role in the transformation to a green economy. Nedbank has partnered with *Business Day* (BDFM) to offer the Nedbank BDFM Greening Your Business Course (www.greeningyourbusiness.co.za). Through the course and as part of our efforts to drive sustainability at Nedbank we are committed to working with like-minded South African companies to help make their transition into the green economy smooth, rewarding and inspiring.

What is 'sustainability'?

Sustainability means meeting the needs of the present without compromising the ability of future generations to meet their own needs [from the World Commission on Environment and Development's groundbreaking 1987 report, *Our Common Future* (www.conspect.nl/pdf/Our_Common_Future-Brundtland_Report_1987.pdf)]. Sustainability can be applied at the individual, domestic, corporate and governmental level.

Why choose sustainability for your business?

- You may have ethical considerations.
- You may want to enjoy the potential cost-saving, finance and investment benefits.
- You may need to live up to the expectations of more conscientious consumers, clients and contemporaries.
- It will build and enhance your company's brand reputation.
- It will be positively embraced by employees, who may have their own ethical considerations and would like to feel they are working for an environmentally responsible company. Furthermore, involving employees in the company's sustainability journey will have a beneficial effect.
- Sustainability infrastructure creates a healthier working environment (psychologists from Wits University are currently researching this point among staff at several Nedbank Green Star-rated campuses).

The fact is, now and into the future, any business that means business simply must be a sustainable business. This is achievable when a few key steps are followed.

10 STEPS TO GREENING YOUR BUSINESS

01

Satisfy legislation and international standards

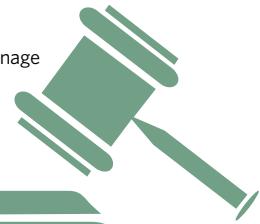
To begin with, the South African Constitution states:

‘Everyone has the right -

- a) to an environment that is not harmful to their health or well-being; and
- b) to have the environment protected, for the benefit of present and future generations, through reasonable legislative and other measures ...’ (section 24 of the *Constitution of the Republic of South Africa*, 1996).

Furthermore, the *National Environmental Management Act* (www.tinyurl.com/pvtjny8) provides a number of principles to guide companies.

With regard to standards, some companies manage their environmental activities according to certification from the International Organisation for Standardisation (ISO). Visit www.iso9000.co.za.



02

Build the case for sustainability

Start by putting together a presentation with a practical pitch for shareholders, business partners and employees. Your presentation should outline the business actions required for instituting sustainability, as well as the potential benefits. For straightforward guidelines to actioning this step read *Making the Business Case for Sustainability* at www.tinyurl.com/pssp9to (Green Plus).

The following tips will also help you implement a culture of sustainability:

- Continue to filter information about sustainability into your workplace intranet or newsletter.
- You may want to form a core team of employees who are as motivated as you are to help put sustainability into action.
- You or your staffmembers could attend courses in sustainability. Unisa, the University of Cape Town and the Sustainability Institute at Stellenbosch University (www.sustainabilityinstitute.net), for example, all have relevant courses.



03

Reduce your carbon footprint

Greenhouse gas emissions form the basis for global warming, which if not slowed, will increasingly impact everything from biodiversity to agriculture and economies. A company's rate of greenhouse gas emissions is expressed as its 'carbon footprint'. There are various online resources to help you measure how much carbon dioxide your company is emitting and understand how best to reduce the rate. One of the best and most recent is the *Carbon Footprinting Guide* freely issued by Nedbank in collaboration with the Sustainability Institute (www.nedbankgroup.co.za/pdfs/Carbon_Footprinting_Guide.pdf).



04

Reduce electricity consumption

The National Energy Regulator of South Africa (NERSA) has given Eskom the green light to increase electricity prices by 8% annually over five years. So aside from ethical considerations, it makes financial sense to reduce your company's consumption. Institute simple changes such as:

- replacing incandescent light bulbs with LED bulbs;
- putting in skylights or more windows to increase natural lighting;
- turning down the aircon by a few degrees;
- unplugging seldom used machines; and
- offering staff work-from-home flexibility.

Eskom advisers can help you identify more intensive ways to reduce your consumption (www.eskom.co.za/IDM/EnergyAdvice/Pages/Energy_Advice.aspx).



05

Save water

Without concerted action to conserve our freshwater supply 'it is predicted that by 2025 South Africa will be using up the majority of its surface water resources' (www.sarva.org.za). Read more at WWF SA's www.journeyofwater.co.za.

As with their carbon footprint, companies today must also work to reduce their 'water footprint', ie the total volume of fresh water they require to produce their goods and services. You can get a tool to measure your company's water footprint at www.waterfootprint.org.

For more tips and ideas on the water-saving front see www.wateruseitwisely.com/tips/category/office/.



06

Manage waste and recycle

Recycling reduces pollution, the need for new landfills and our consumption of natural resources. Companies are now required by law (see step 1) to have waste management plans that outline what they are doing to minimise waste, including recycling. If you have an office canteen or kitchenette, you need to provide bins for separate dry recyclables (plastic, glass, cans, paper) and have these collected and emptied for a small fee. Provide desktop battery bins for employees to put their used batteries into; these bins can be emptied out at designated recycling points at many retailers. If your company generates a lot of waste paper, contact a local paper-recycling company. You can also contact your local authority to see what recycling initiatives it has in place or go to the Institute of Waste Management of Southern Africa (www.iwmsa.co.za) for more information.



07

Reassess procurement

You need to know what materials are coming into your business, their volumes and possible toxicity – even down to the soap in your bathrooms. Decide what you can replace with more environmentally friendly alternatives. You or your procurement manager may even consider attending a course in sustainable procurement through organisations such as the globally operating SGS (www.tinyurl.com/lhsxpol). Sustainability-based procurement involves sourcing local products and contracting local service providers where possible to reduce transportation distances. Note that any claims to market a product or service as 'environmentally friendly' must reflect guidelines set out in the South African Advertising Standards Authority codes, appendix J (www.asasa.org.za/Default.aspx?mnu_id=53).

For an overview of green procurement see *Sustainable organisations start with sustainable procurement* at www.tinyurl.com/llam9j2 (Accenture).



08

Motivate your suppliers

Many of your existing suppliers or service providers may not yet have moved into the sustainability space. Your example in making the shift could inspire them to follow suit.

Advise your suppliers that they should put in place:

- An environmental policy and management system.
- Sustainability targets they can verifiably meet – a number of reporting methodologies have evolved, including the Global Reporting Initiative (GRI); see www.globalreporting.org for more information.
- Involvement with any community-based sustainability initiatives.
- ISO certification (see step 1).

Visit www.greenbiz.com/blog/2014/01/24/6-steps-more-sustainable-supply-chain for Green Biz's 6 steps for a more sustainable supply chain.



09

Share your progress

Diligently recording and reporting on your company's sustainability journey will ensure continued cost-efficiency. It will also prove important for maintaining momentum around sustainability within the company and enhancing your company's brand reputation.

- For assistance with reporting you can approach an independent sustainability reporting adviser. Browse for resources at www.globalreporting.org.
- You can filter environmental-sustainability monitoring and measurement down to individual employee level by building it into key performance indicators. For more insight into this view the video at www.tinyurl.com/pyrlltc.
- For marketing and networking purposes you could enter your company for sustainability-focused industry awards such as Nedbank Capital's annual Sustainable Business Awards. Visit www.capital.nedbank.co.za/capital/sustainability.



010

Access green opportunities

The Development Bank of Southern Africa is setting aside billions for investment in projects that help to grow a sustainable economy, especially those that also increase employment. Go to www.tinyurl.com/ncrjy6w for more details. Priority areas for investment include:

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| <ul style="list-style-type: none"> • Green buildings and the built environment. • Sustainable transport and infrastructure. • Clean energy and energy efficiency. • Resource conservation and management. | <ul style="list-style-type: none"> • Sustainable waste management practices. • Agriculture, food production and forestry. • Water management. • Sustainable consumption and production. |
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Nedbank has invested significantly in sustainable agriculture through WWF-SA. Visit www.nedbank.co.za/website/content/corporate/busbanking_agri_faqs.asp and click on 'Business Banking' for other specialised solutions from Nedbank. You can view Nedbank's Integrated Report at www.nedbankgroup.co.za/financial/Nedbank_ar2013/.



Once your company becomes active in the local and international green economy, the benefits can only increase. Sustainability is a journey well worth embarking on, and one that Nedbank Group has found rewarding in many ways as an intrinsic part of its DNA. Join the conversation at nedbankgreen.co.za, like Nedbank Green on Facebook and follow @NedbankGreen on Twitter.



Nedbank 135 Rivonia Campus
135 Rivonia Road Sandown Sandton 2196
PO Box 1144 Johannesburg 2000 South Africa
nedbank.co.za

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