About this guide

This guide has been developed to assist council sustainability practitioners as they work with businesses on the journey towards sustainability. This journey can be defined as a process for providing the awareness, knowledge, skills, and values to help all current and future generations achieve good health, economic security, social equity and stability while restoring and sustaining the earth’s life support systems. The information collected in this guide has come from practitioners who have shared their initiatives with LGSA. For more information visit [www.lgsa.org.au](http://www.lgsa.org.au) and look under “ESD”.

Business Educators Network:

The Local Government Sustainability Business Educators Network brings together practitioners working on sustainable business programs to share knowledge, resources and lesson learnt by councils undertaking sustainability education in the business community. The network has provided considerable input to the development of this guide. Sustainability practitioners working with businesses can join this network by emailing sustainability@lgsa.org.au. The following 10 ways may also assist those councils who do not have a business program. These are expanded upon in the table over page.

10 Ways to work with business:

1. Provide business training
2. Provide information
3. Encourage the provision of resources and services
4. Conduct sustainability and community development programs
5. Foster economic development and business planning
6. Provide opportunities for networking
7. Offer incentive programs
8. Promote events
9. Foster Corporate Social Responsibility
10. Work with external partners
<table>
<thead>
<tr>
<th>Action</th>
<th>Activities</th>
<th>Expected Outcomes</th>
<th>Council Projects*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Provide business training</td>
<td>Environmental responsibility training, capacity building workshops, compliance based training.</td>
<td>Increased business knowledge</td>
<td>Blue Mountains Business Advantage Program, Kogarah Councils Environmental Audit Program</td>
</tr>
<tr>
<td>2. Provide information</td>
<td>Newsletters, email updates, creating case studies, posters, websites, surveys, sustainable procurement assistance, use of mass media.</td>
<td>Increased business knowledge</td>
<td>Marrickville Council target sustainability @ Marrickville OEH Environmental Action Series Sustainable Choice</td>
</tr>
<tr>
<td>3. Encourage provision of resources and services</td>
<td>Auditing – energy and water, brand development, retrofit programs, develop preferred supplier lists (use an EOI process).</td>
<td>Opportunity to engage business community</td>
<td>Fairfield City Council Sustain-n-Save</td>
</tr>
<tr>
<td>5. Promote economic development and business planning</td>
<td>Using economic drivers to engage business community, business planning that includes visioning and sustainability.</td>
<td>Link other sections within council to business program; Increased corporate knowledge and capacity</td>
<td>MACROC Symmetry Sustainable Business</td>
</tr>
<tr>
<td>6. Provide opportunities for networking</td>
<td>Foster sustainability champions, on-line communities of practice.</td>
<td>Sustainability embedded into corporate culture, improved connection to</td>
<td>NSW Business Chamber Ethnic Communities Council</td>
</tr>
</tbody>
</table>
| 7. Offer incentive programs | Business awards, grant program, stickers, provide butt bins, certificates, show bag - coffee mug, discounts at community nursery. | Incentive to participate in sustainability program | City of Sydney Business Awards  
NSW Green Business Program |
|---|---|---|---|
| 8. Promote events | Trade nights, support business networks, business breakfasts, existing sustainability events. | Sustainability information and products showcased and linking business to wider community movement | Walk to Work Day  
World Environment Day  
Sustainable Choice Expos |
| 9. Foster Corporate Social Responsibility | Promote opportunities for potential corporate volunteering. | Well being of staff improved, foster green credentials | Clean Up Australia Day  
National Tree Day  
Regenesis Blacktown City Council |
| 10. Work with external partners | Partner industry associations, Federal or State government, community colleges, universities and non-for profit organisations. | Accelerate business sustainability journey through partnerships | Tafe NSW, Australian Conservation Foundation,  
NSW Department Education and Training, Sydney Water Every Drop Counts, OEH Sustainability Advantage, Green Building Council, Office of Water, Total Environment Centre |

*All care has been taken to ensure links contained within this document are up to date (5/09/12) however please let us know if links have changed.*

For other Sustainability resources visit [www.lgsa.org.au](http://www.lgsa.org.au) and look under “ESD”. You can also place your council’s business project on the Sustainability website. Let us know if you have a story to tell by emailing sustainability@lgsa.org.au.

Another resource is the Write it Up booklet on writing case studies [www.aaeensw.org.au](http://www.aaeensw.org.au).