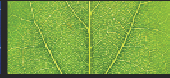


> ENERGY

> ENVIRONMENT

> ECONOMY



VIRIDIS 

# *Green Business*

## *'What you do and How you do it'*

Warren Overton,  
Managing Director VE<sup>3</sup>

*Viridis E<sup>3</sup> Greening the Built Environment*

[www.ve3.com.au](http://www.ve3.com.au)

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## What is Business?

- A collaboration between individuals to achieve a mutually beneficial outcome.
- A trade of goods or services



## Why do we have Business?

- **Specialisation** – allows us to focus on what we are good at
- **Community** – allows us to develop a robust community

*The genesis of business was the recognition that through cooperation we can all prosper.*

## Traditional (current) business model

- Profit
- Profit
- Profit

*"Business is about making money. It's about the bottom line. I'm often surprised by people [who]... come in with lofty ideas and philanthropic purposes that have absolutely no place in a business meeting. It's a waste of everyone's time." (Donald Trump)*

*'It's not personal, it's just business'*



## Green Business Model

- Collaboration = Everyone wins

*'By virtue of existing in the social and natural environment, business is duty bound to be accountable to the natural and social environment in which it survives' Berle & Means (1932).*

## Natural Environment

- Resources – Energy, water, materials
- Pollution – Air, water, noise
- Biodiversity – Flora, fauna and landscape



## Social Environment

- **Staff** – Invest in your staff wellbeing
- **Customers and Suppliers** – Understand and value them
- **Broader Community** – Flow on effects

*Nobody is expendable*

## Top 7 Tips for a green (*and profitable*) business

- Vision
- Trust
- Equity
- Nurture
- Flexibility
- Fulfilment
- Reflect

## Vision

- Clear
- Achievable
- Central to all operations
- Sustainable



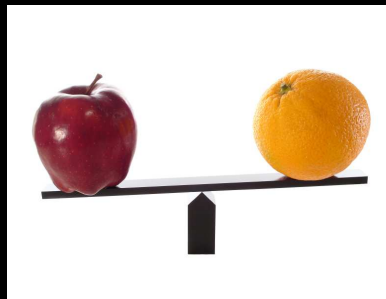
## Trust

- Open and honest communication
- Well defined roles



## Equality

- Fair rewards for fair work



## Nuture

- our staff
- your clients
- your environment



## Flexibility

- recognise staff also have a home life
- Focus on outcomes rather than rules



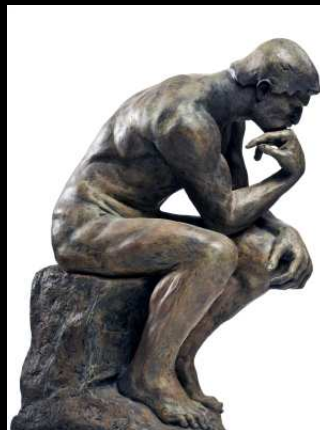
## Fulfilment

- Provide a workplace people want to be in
- Regularly review and improve



## Reflect

- Continual improvement
- Would you, as a customer, patronise your business?



*Thank You*