

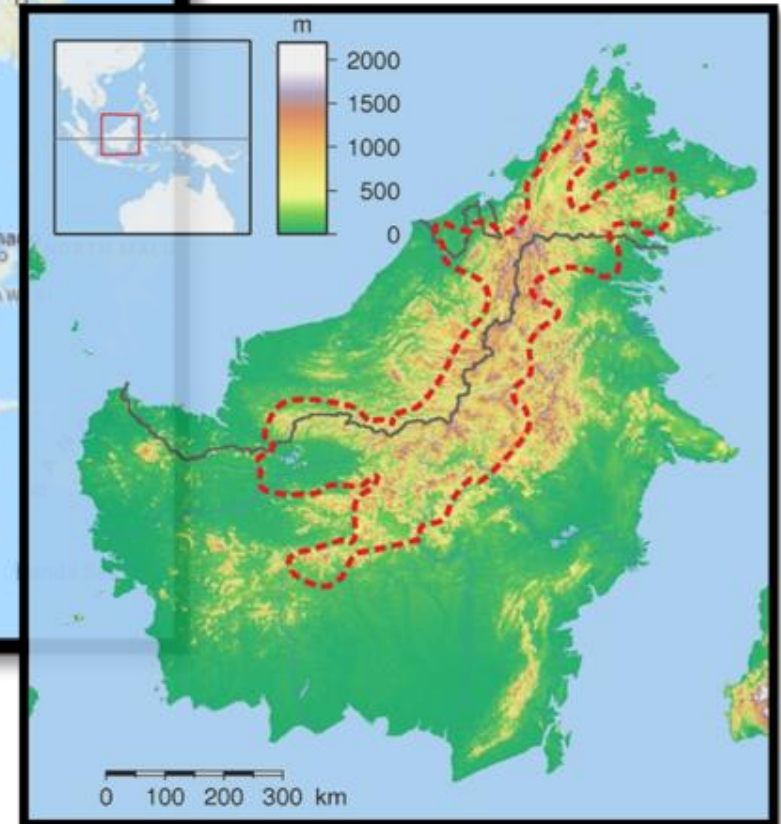
# Our Roles as Businesses and Consumers in a Sustainable Future

Tom Bryant, Founder TFB Consulting  
Sustainability Transformation

3<sup>rd</sup> Feb 2020



# My role in sustainability started far away...



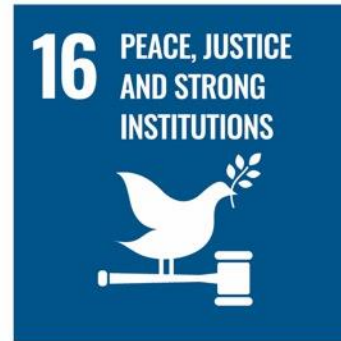
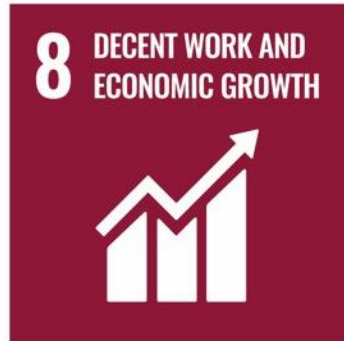




Same themes in East Anglia!

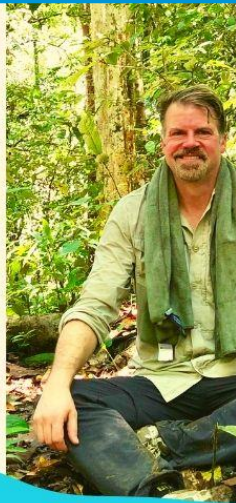
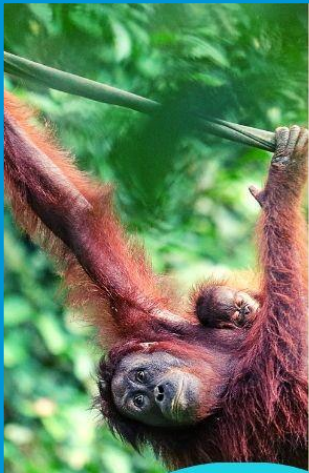
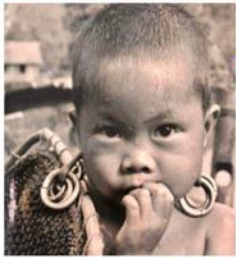


# SUSTAINABLE DEVELOPMENT GOALS





# Which brings us to our first 'role' = Awareness!



Bringing sustainable  
Suffolk

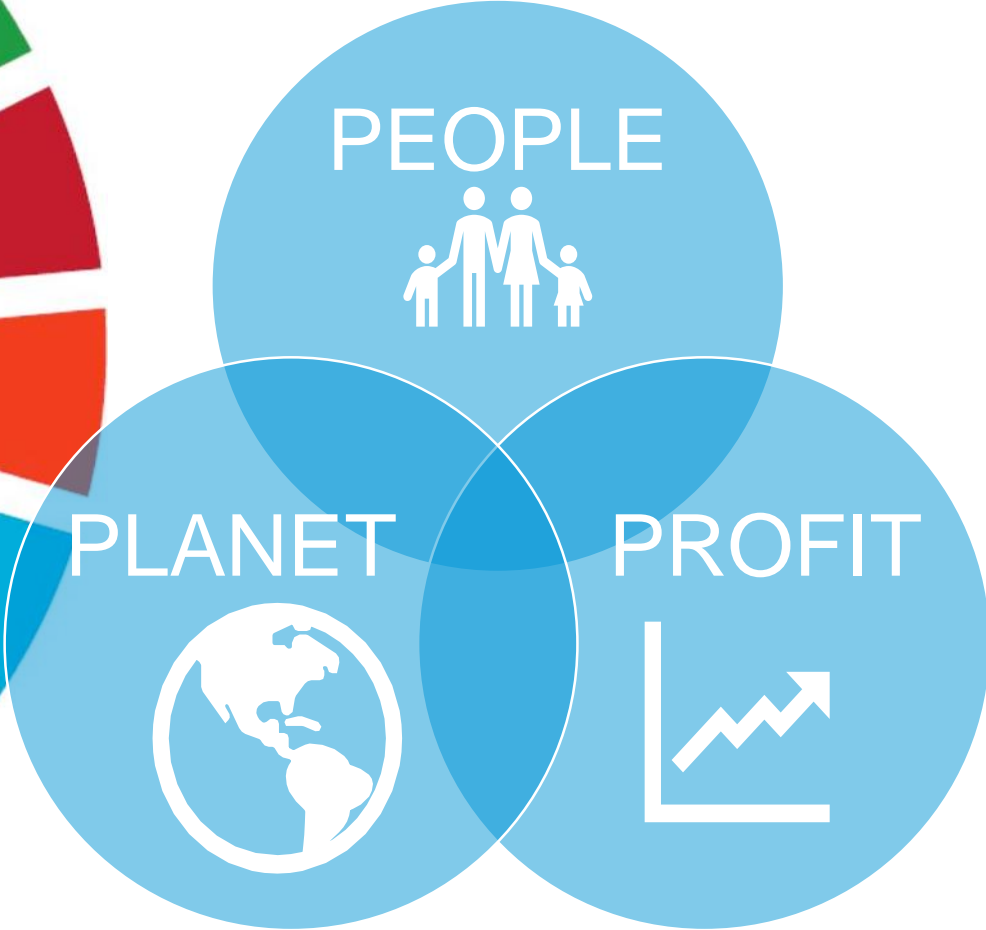
Making sense of the sustainability headlines

14th Nov - 7pm - EnsoFit Studio - Poplar Farm  
Stowupland, Suffolk, IP14 5DF



# Our role as businesses...

**PROFIT with PURPOSE**





# SUSTAINABILITY IS JUST GOOD BUSINESS

Your customers & your staff expect to  
know where you stand.  
They are actively seeking out businesses  
that are transparent, socially conscious &  
environmentally aware

# Practical steps for incorporating into your business



**Start by asking yourself:**

1. Which of the goals most relate to my business?
2. Which ones are most critical for our region?
3. How can I link these to my business practices?







**2** ZERO HUNGER



**8** DECENT WORK AND ECONOMIC GROWTH



**17** PARTNERSHIPS FOR THE GOALS



homemade breakfast pots, layered salads & snacks delivered fresh

1 ways healthy & nutritionally balanced  
Locally sourced wherever possible

## OUR VALUES

Helping you to EAT H.A.P.P.Y

Plant based, we only offer Vegetarian or Vegan friendly options

Protecting our planet is important  
all our packaging is fully compostable

**3** GOOD HEALTH AND WELL-BEING



**12** RESPONSIBLE CONSUMPTION AND PRODUCTION



**13** CLIMATE ACTION





## Sustainability

We believe being a sustainable business is good for the environment.

It's about running our business for the benefit of our communities, businesses and our customers.

### Sustainability at a glance

- 88% of all waste is recycled
- Our car fleet produces 13% less CO2
- 100% of food waste collected for recycling

## Our co-op today

We're a consumer co-operative serving our members, colleagues and the local communities in 1,000 villages across 2,000 square miles of Cambridgeshire.

An overview of our business

[Food and Forecourts](#)

# Sustainability

In this latest Sustainability Statement you will find exciting information about how we focus on sustainable business.

[DOWNLOAD DOCUMENT](#)

# Sustainable Malt Statement

The pro...

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## Feedback from East Anglian businesses...



***‘but what about the cost?’  
‘my reputation as a business’  
‘immediate actions I can take’  
‘pressure to know all of this’  
‘can’t do it all overnight’***

I'm writing something for [@thetimes](#)  
[@raconteur](#) on how climate change  
could change insurance. Will insurers  
be willing to pay out for extreme  
weather events in the future? Will  
they reward clients who take  
preventative measures? Any experts  
with a view say hi! [#journorequest](#)



1:28 pm · 31 Jan 2020 · [Twitter Web App](#)

**‘We don’t need a handful of East Anglian businesses doing it perfectly.**

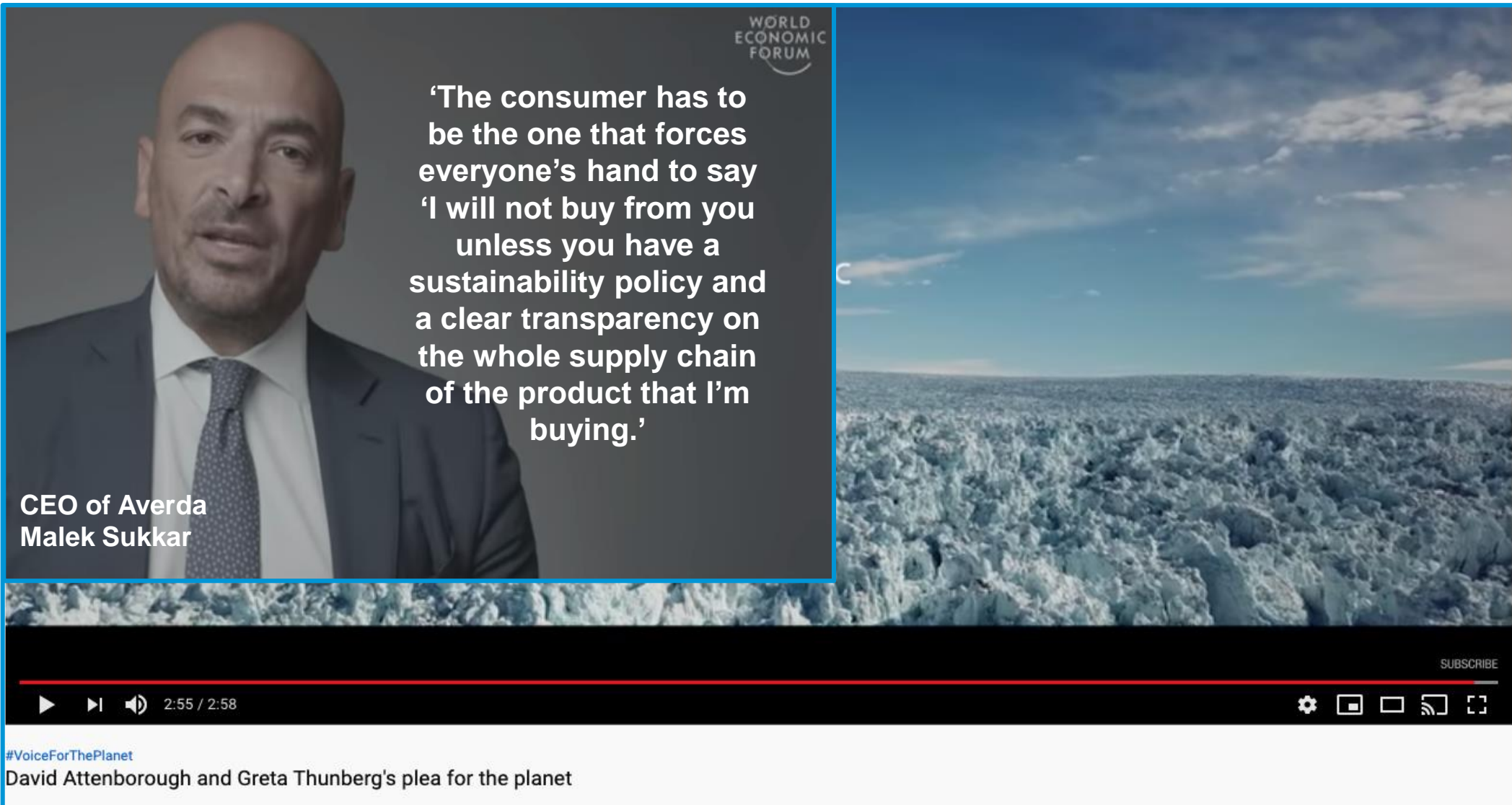
**We need 1000s of businesses doing it imperfectly...and improving’**

**- Tom Bryant, TFB Consulting**





## Our role as consumers...



WORLD ECONOMIC FORUM

**‘The consumer has to be the one that forces everyone’s hand to say ‘I will not buy from you unless you have a sustainability policy and a clear transparency on the whole supply chain of the product that I’m buying.’**

CEO of Averda  
Malek Sukkar

2:55 / 2:58

SUBSCRIBE

#VoiceForThePlanet

David Attenborough and Greta Thunberg's plea for the planet

The video player shows a man in a suit speaking against a background of a vast field of white plastic waste under a blue sky. The video player interface includes a progress bar, play/pause, volume, and settings icons, and a 'SUBSCRIBE' button.

→ 1  
daily ac  
To  
on

Encourage Bring-your-child-to-work Day for youth to see what a healthy work environment looks like. 1

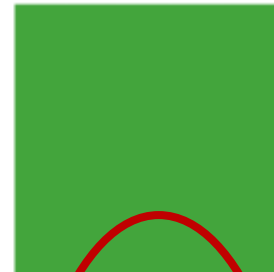


Support international campaigns to end modern day slavery, forced labour, human trafficking and forced marriages. 3

Start regularly volunteering in community groups to clean up a portion of the beach from litter if living nearby. 1



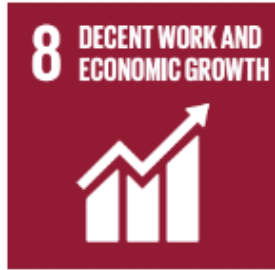
Avoid using pesticides that end up in rivers and lakes, as they are harmful to wildlife. 1



Eat seasonal produce. It tastes better, it is cheaper and it is environmentally friendly. 2



Provide food for low-earning workers. 5



Use fewer plastic products, which often end up in oceans causing the death of marine animals. 5

When you go into stores, or when you participate in market places, make environmentally friendly choices that are in favour of our planet. 6

Recycle used paper and go paperless where possible. 5



Provide incentives for hard work. People respond to a reward system. 6

Respect laws related to over-fishing. 6



Eat less meat. The production and distribution of meat has a huge impact on greenhouse gas emissions. 7

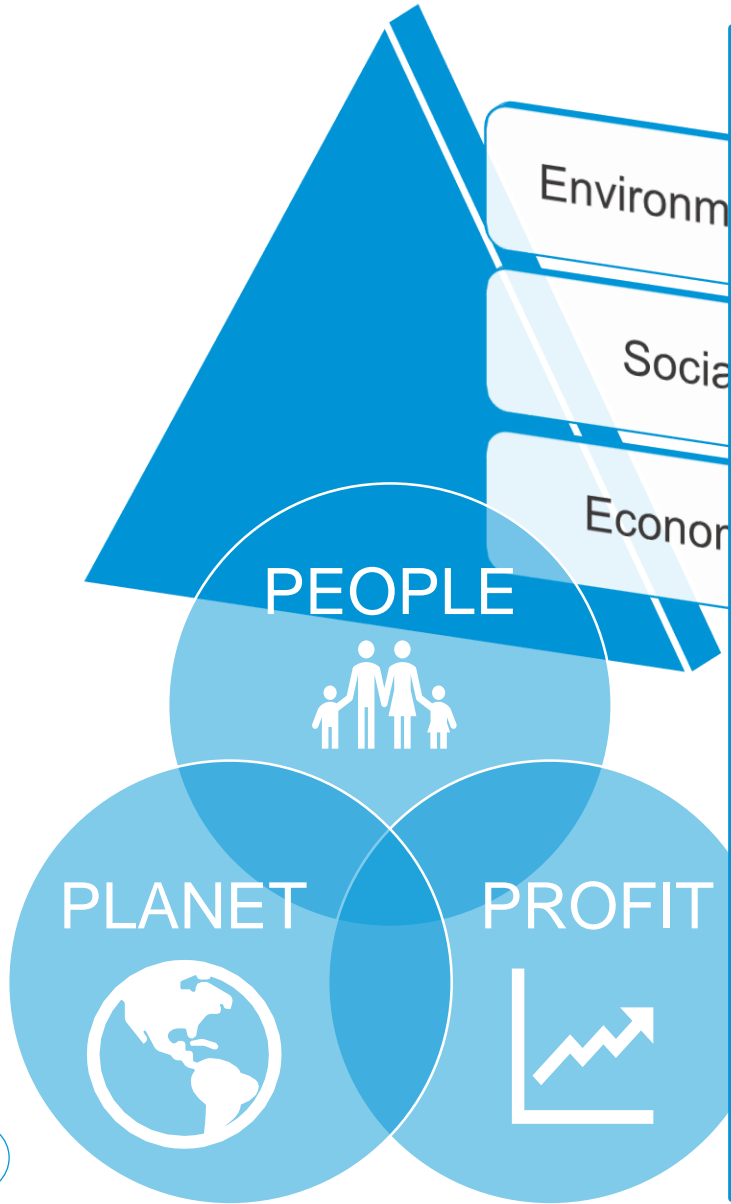




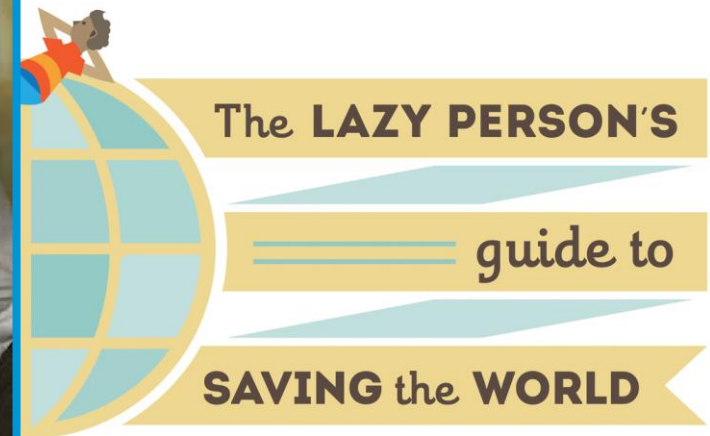
## THINGS YOU COULD DO AT WORK

- Give fruits or snacks that you don't want to someone who needs and is asking for help.
- Organize a No Impact Week at work. Learn to live more sustainably for at least a week: [un.org/sustainabledevelopment/be-the-change](https://www.un.org/sustainabledevelopment/be-the-change).
- Mentor young people. It's a thoughtful, inspiring and a powerful way to guide someone towards a better future.
- Voice your support for equal pay for equal work.
- Lend your voice to talk about the lack of toilets in many communities around the world!

# Quite simply are 'role' in a sustainable future is...



## SUSTAINABLE DEVELOPMENT GOALS





- ✓ **Strategic and practical approaches to sustainability**
- ✓ **Tailored programmes for staff and customer education**
- ✓ **Speaker keynotes and presentations**
- ✓ **Industry-specific research, projects & problem solving**
- ✓ **Turning the UN SDGs (Sustainable Development Goals) into your practical action plan**
- ✓ **Communications, branding & storytelling strategies**



[tfbconsulting.co.uk](https://tfbconsulting.co.uk)



Tom Bryant



@tfbecoadventures



@thomasfbryant



# Thank you!