



Sustainability Lead Enterprise Program

Create a positive ripple effect across your network

The Green Street Sustainability Lead Enterprise (SLE) program gives organisations a unique opportunity to continue their progress towards sustainability while supporting others to do so.

With the help of Green Street's tried and tested resources, Lead Enterprises expand, plan, and implement sustainability actions. They also sponsor their clients and supply chain businesses to access the service. As a result, Lead Enterprises make a positive impact across their network and are recognized for leading a move to sustainable practices. This ripple effect brings benefits to people and businesses all along the supply chain.

How Green Street works

Green Street is a long-standing online platform that has recently been renewed to meet the pressing need for enterprises and communities to be more sustainable.

This accessible online service provides an easy way to calculate impact on climate change and find guidance on how to reduce this impact. It connects people and organisations via an online community, providing a range of practical resources, which include:

- ✓ **Sustainability Roadmap** to guide action for climate-conscious organisations
- ✓ Online tool to help organisations make **responsible purchasing** decisions
- ✓ **Carbon footprint calculator** for homes and workplaces
- ✓ **Business Directory** promoting businesses that are having a go at being sustainable
- ✓ A guided process to build **circular economy** principles and practices
- ✓ Sustainable enterprise **planning process** that meets UN Sustainable Development Goals
- ✓ **Survey tool** that lets enterprises track how customers view their sustainability efforts
- ✓ Guide to planning **sustainable events**
- ✓ Inspirational and informative **articles, tips, quizzes** and more...

Businesses select from two paid membership levels to access the corresponding level of resources. Fees are kept as low as possible to be affordable for small businesses. Lead Enterprises are invited to join at the top level, thus accessing all the resources. Individuals or households join Green Street for free, which gives them access to the community, business directory and some of the resources.

Business benefits of improving sustainability

Lead Enterprises already know they have a lot to gain by being more eco-efficient and sustainable.... and by ensuring their clients and supply chains have the opportunity and support to create similar benefits for themselves. These benefits typically include:

- ✓ Meet **consumer demand** for sustainable products and services
- ✓ Increase **customer/staff loyalty** and satisfaction by following ethical practices
- ✓ Be **competitive** in supply chains, as sustainability criteria increasingly impacts purchasing decisions
- ✓ Reduce the risk of any future **carbon pricing** liability
- ✓ Streamline business and operational practices, to use resources **efficiently**
- ✓ Reduce operating costs, to improve **profitability**
- ✓ Leave a **positive legacy** for generations to come.

The opportunity to lead by example

Lead Enterprises play a key role in promoting and facilitating sustainability across their networks or supply chain. In the process, they are recognised as a positive catalyst for change, sharing knowledge and collaborating for the greater good.

As well as joining Green Street as an organisation, Lead Enterprises sponsor their clients and suppliers to access the Green Street membership community. In this way, the enterprise sets their contacts off on the road to sustainability, while having the tools to continue refining and implementing their own sustainability agenda.

Depending on their business focus, a Lead Enterprise may choose to provide active support for clients, such as consultancy or collaboration on sustainability planning and initiatives. Alternatively, they can simply sponsor Green Street access and leave their contacts to it!

How the program works

To make this happen, Green Street and the Lead Enterprise determine a mutual agreement. This agreement considers how many clients, contacts or supply chain businesses the Lead Enterprise wants to provide membership for, and the level of financial and/or in-kind contribution to be made.

Other options for Lead Enterprises include boosting their profile on the Green Street website by promoting special offers, sponsoring Green Street Badges, and providing relevant articles. There are also possibilities for cross-marketing and affiliate purchasing arrangements. All **sponsorship options** can be considered when developing a Lead Enterprise agreement.

Once the agreement is set up, the Lead Enterprise receives a link and code to join Green Street at the agreed level and cost. We can also provide text, images or other resources to help communicate the opportunity via preferred communication channels.

What makes a Sustainability Lead Enterprise?

In the early 2000's, a mix of businesses, government staff and sustainability consultants developed a guide for what a 'Sustainable Business' looks like. As a participant in that process, the Green Street co-founder used the original guide as the foundation of the Green Street Sustainability Roadmap.

To be invited and selected as a Sustainability Lead Enterprise, Green Street expects an organisation to meet, or be engaging significantly in meeting, several actions from the Sustainability Roadmap.

We recognise that complete achievement of all actions is not always possible or relevant for all enterprises. These actions are listed on the following page.



Qualifying as a Sustainability Lead Enterprise

For an enterprise to lead the way (and inspire others to follow), Green Street requires the organisation to be engaging significantly in at least half of the 15 activities listed below.

1. Continue to look beyond your business and see the bigger sustainability picture
2. Influence and lead others as a sustainable enterprise
3. Educate and collaborate. Encourage, teach, and support stakeholders to implement sustainability initiatives and build circular economies
4. Collaborate with stakeholders to solve problems and find innovative solutions
5. Educate staff, customers, and other stakeholders about the economic, environmental, and social value of sustainable approaches
6. Create a collaborative working environment that rewards good ideas and embraces positive change
7. Take a holistic, long-term approach
8. Adopt systems for sustainability management
9. Adopt systems for sustainability enterprise planning and reporting
10. Conduct lifecycle assessments of products and services
11. Aim to reduce whole-of-life impacts, through responsible purchasing and circular economy activity
12. Engage with emerging markets and technologies to develop products for the future
13. Invest in collaborative research, sharing knowledge and networking with others in your industry
14. Achieve a low-moderate Green Street Score
15. Achieve an agreed number of Green Street Badges

Next steps

If your organisation qualifies as a Sustainability Lead Enterprise and is keen to create a ripple effect, we look forward to helping you help us help others take up the sustainability challenge.

It's a win-win-win situation, with the ultimate winners being people, business, and the planet!



To explore Green Street further, go to greenstreet.net.au.

To find out more about the Sustainability Lead Enterprise project, email info@greenstreet.net.au or call Howard Nielsen on 0407 190 162.