

8 great reasons for your business to adopt One Planet Living

1 SAVE MONEY



Creating a sustainability strategy will help your company increase efficiency and reduce waste, resulting in saved money on water, energy, transport and landfill disposal.

Leading **UK home retailer B&Q** has saved **£164m since 2006** through better energy, transport and waste management.

2 BOOST YOUR BRAND

Customer trust is an increasingly rare currency – underpin your marketing with authentic social and environmental responsibility.

Unilever's 2017 international study revealed that 33% of consumers are now choosing to buy from brands doing social or environmental good. This is a **potential untapped opportunity of €966bn**.

3 ATTRACT AND RETAIN TALENT

People in the job market, especially millennials, are focusing more on purpose and work-life balance. A commitment to sustainability can help you create a sought-after working culture.

One study found that **morale was 55% better in companies with strong sustainability programs**, compared to those with poor ones, and employee loyalty was 38% better.



4 BE PART OF A GLOBAL MOVEMENT



With its One Planet Living framework, Bioregional has created an international network of organisations –

from companies and communities to local authorities and schools – that are working to create a healthier, happier and greener future.

There are now more than **43,000 people living and working in or visiting** organisations, communities and destinations using One Planet Living.

“One Planet Living is really easy for people to understand – we have one planet, not two or three! Communicating a complex subject simply makes it different from other frameworks and helps win hearts as well as minds.”

Amie Shuttleworth, Global Head of Sustainability at Cundall

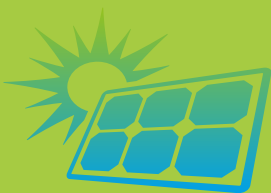
5 ATTRACT INVESTORS

Responsible investment is becoming mainstream in fund management. In 2017, BlackRock – the largest investor in the world – released a statement that companies must contribute to society or risk losing BlackRock’s support.

In Europe, **sustainability-themed investments grew by 146% in 2016** (vs 2013), and impact investing – e.g. green bonds; social bonds – grew 385%.

6 FOSTER INNOVATION

Social and environmental needs can drive innovation, and let your business tap into new growth markets (e.g. clean energy, smart infrastructure, and eco-leisure).



In the UK, **the low carbon sectors are growing at almost treble the rate of the wider economy** and globally, solar and wind are outpacing coal and natural gas in terms of job creation.

7 IMPROVE RISK MANAGEMENT

- **Supply chains are vulnerable to natural disasters** and conflict – climate change, water scarcity and poor labour conditions increase this risk
- **Legislation changes are increasingly rewarding sustainability**, so proactively adopting a strong sustainability strategy (and reporting) will ensure your company is ready when more stringent water, waste and energy policies arrive.



Website: www.bioregional.com

Twitter: @bioregional / @OnePlanetLiving

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8 OPERATE WITHIN THE LIMITS OF OUR ONE PLANET

One Planet Living needs to be adopted on a global scale, to help us meet the Sustainable Development Goals and keep temperature rises below 1.5° c.

Bioregional’s One Planet Living framework provides a common language to talk about sustainability across sectors and geographies. Its ten simple principles help anyone, anywhere **create an action plan to move towards a happier, healthier future for all within the limits of the planet.**

