

Promoting green credentials

A 2008 IBM worldwide survey of senior executives highlighted a business shift towards sustainability. More than 50 per cent said their companies' sustainability activities had given them an advantage over their top competitors.

It can be challenging in business to stand out from the crowd. So in today's economic climate, it makes sense to look for opportunities for business promotion where it counts. Increasingly, consumers are expecting that the products and services they buy do not harm the environment.

Sustainability and corporate social responsibility are more than just buzzwords. They describe a growing movement that connects business with community.

The challenge for business is to tap into this emerging consumer mindset and create new market opportunities based on

legitimate sustainability-inspired motivations.

Businesses that are taking steps to improve their environmental performance, such as reducing the amount of waste they generate, are promoting these actions to build existing customer loyalty, and to attract new customers.

"Integrating green credentials into existing marketing collateral and taking advantage of sustainability initiatives can really assist a business to raise their profile and enhance their reputation," says Kim Potter, project officer with Waste Warriors.

"The bottom line is this: caring for the environment is good, not just for customers and the community – but also good for business. Everybody wins."

Go to www.wastewarriors.com.au to find out how to make your business stand out from the crowd.

WE MEAN BUSINESS



How can you get involved and make your business stand out from the crowd?

- 1 Visit www.wastewarriors.com.au
- 2 Register your business
- 3 Receive your FREE e-toolkit
- 4 Go in the draw to win great business promotion and prizes



Register to become a Waste Warrior today - it's FREE



Waste Warrior of the Month

Waste Warriors is excited to announce **Casino Village RV Resort** is the new Waste Warrior of the Month. A team of twelve volunteers has taken waste reduction to new levels by managing the recycling bins for the entire RV park, collecting up to 18 recycling bins weekly and taking advantage of the free drop off for recyclables at Richmond Valley Council landfill. **Well done Casino Village RV Resort!**

www.wastewarriors.com.au



NEWF member Councils include Ballina, Byron, Clarence Valley, Richmond Valley and Tweed Shires. Visit www.northeastwasteforum.org.au for more information

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