

## How do I...find the time? I only have a small company!

Doesn't matter how small you are, doing your bit is still important.

Look at the negatives and positives of your business and you see where you stand.

The next step is to take the parts of your business that have potential and make them work – get rid of the rest. They are cumbersome, they take effort and if they are not making you money, then they are not worth having.

The first thing to do then is to have a clear out – a spring clean if you like. Remove that old 'something' from the back of the shelf and recycle it. Spring clean your staff too – including management – and your customers, and your business plan, and your way of thinking. Take the positives and embrace them.

You will find that streamlining your business helps you to be more organised, therefore you and your staff, will have more time – time to bring in new work, time to produce it, or even time to look at other areas of your business such as your environmental impacts.

And, 'you' don't need to have time. Appoint a 'green champion' within your business. This is a system already used by many big corporations and organisations, and if it works for them, it can work for you.

The green champion is someone who already works within the business – but it doesn't have to be management. It should be someone who has green ethics, but they do not need to be specially trained. They are there to act as a two-way communication hub between what happens on the 'coal face' and management – and a contact point for all. They ensure that the green initiatives that you put in place are carried out – they come up with ideas and enthuse others to get involved. They will also identify opportunities to improve on what you are already doing environmentally such as saving water, energy, sustainable travel, and communication. Now, by this I don't mean working out your policies or deciding on which power company to employ. Start small – day to day things like ensuring that there are no dripping taps or lights are on when they don't need to be, encouraging others to use more environmentally friendly forms of transport, or finding out from the council if there are any local schemes to benefit employees for being green. This is usually done on a voluntary basis, and depending on the size of your business could be one or more people who would be information sharers, brainstormers, question seekers, and ensure that best practices employed. You will often only need to allot this person an hour or so during work time, but many find that green champions often continue the work into their own time on a voluntary basis. They, in return, will learn new skills, will develop professionally, will feel more respected and empowered, and will show that they have the ability to lead, gather knowledge and innovate. It's a great way to develop employees.

At heart, it is all about being enthusiastic and positive about the environment – and charging other people with the responsibility to take control of this. This means that the management team then only needs to look at the overall picture and decide on environmental strategy.

