

# Contents

## 04 Introduction

### **The environment and the business world**

---

06 The case for going green

10 Understanding climate change

14 International action

### **Developing a green business strategy**

---

16 Going green

18 Planning a green strategy

22 Getting everyone on board

24 Assessing yourself

28 Reducing your energy use

32 Minimizing waste

36 Tackling transport

38 Monitoring your supply chain

40 Choosing sustainable finance

---

## **Communicating the message**

---

- 42** Capturing green consumers
- 44** Avoiding greenwash
- 46** Reporting and marketing
- 50** Engaging consumers

---

## **Preparing for the future**

---

- 52** Adapting to change
  - 54** Keeping up with technology
  - 56** Using renewable energy
  - 60** Changing to green fuels
  - 62** Exploring carbon trading
  - 66** Reporting carbon emissions
  - 68** Spotting new opportunities
- 
- 70** Index
  - 72** Acknowledgements