

## How to be Sustainable Guide

### Practical Actions for businesses along the Jurassic Coast to support the Sustainable Development Goals

There are 17 UN Sustainable Development Goals, which work in partnership to support the shared goal of ending poverty, improving health and education, reducing inequality, while continuing to spur economic growth. All while tackling climate change and working to preserve our oceans and forests.

Below are listed a number of example tasks to help your business support these goals:



Apples indicate 'low hanging fruit', actions that your business could take relatively easily to support each of the Sustainable Development Goals.



Mountains indicate an action that may require more work, but which could deliver greater impact in the long run.

Some of these actions you may be taking already, and we've included some case studies of local activities already taking place. While it's unlikely your business can lead action that supports all 17 of the goals, there may be two or three goals that align well with your business and the role you'd like to play in the community.

### SDG 1 – No Poverty



**Buy Fairtrade products.** These products are certified to prove that farmers have been paid a fair wage for the food and materials they produce.



**Support local food banks** – most towns have a food bank, connect with them to share food which might otherwise go to waste.



**Fundraise for charities** – too many to mention all of them, there are lots of charities that support local families or those facing homelessness.

You may fundraise as a business through staff activities or encourage customers to get involved. For example the Dorset Echo encouraged readers to pay an extra £1 to go towards the [Dorset Community Foundation's Surviving Winter campaign](#), helping those facing fuel poverty.

You could also choose to give cash directly to people internationally living in poverty. There are many international non-profits to choose from, so you could tailor your donation to your business, alternatively you could give via a non-profit that supports a range of issues such as **GiveDirectly**.

**[GiveDirectly](#) is a non-profit that lets donors send money directly to the world's poorest households.**

They believe people living in poverty deserve the dignity to choose for themselves how best to improve their lives — cash enables that choice. Since 2009, donors have delivered over \$580 million directly into the hands of over 1.37 million people living in poverty. They currently have operations in Democratic Republic of Congo, Kenya, Liberia, Malawi, Mozambique, Morocco, Nigeria, Rwanda, Uganda, USA, & Yemen. People use cash on medicine; cows and goats and chickens; school fees; water; solar lights; tin roofs; irrigation; motorcycles to jumpstart taxi services; businesses to generate income; and more.

## SDG 2 – Zero Hunger



**Support local food banks** – most towns have a food bank, connect with them to share food which might otherwise go to waste. *This also supports SDG 1.*

[Seaton](#), [Sid Valley](#), [Lyme Regis](#), Bridport, Dorchester, Weymouth, [Portland](#), Swanage, Poole, Bournemouth are all areas which have food banks along the Jurassic coast.

You could also connect with the non-profit **FareShare**.



**Support local Community Fridges and Larders.** These are publicly accessible fridge / freezer / ambient spaces that offer food for free to everyone in a local area. They make use of surplus food that would have otherwise gone to waste – mostly from businesses but also from households.

Surplus food from businesses may be short dated, have damaged packaging or be an end of line product. Whilst from households it might consist of allotment gluts or foods that aren't going to be eaten if you are perhaps going on holiday or moving.

Community fridges are already established in [Devon](#) and in [Dorset](#).

**[FareShare](#) is a UK charity fighting hunger and tackling food waste.**

FareShare is the UK's national network of charitable food redistributors, made up of 18 independent organisations. They take good quality surplus food from right across the food industry and get it to nearly 9,500 frontline charities and community groups, including school breakfast clubs, older people's lunch clubs, homeless shelters, and community cafes. Every week they provide enough food to create almost a million meals for vulnerable people.

## SDG 3: Good Health and Well-being



**Take some time to review the food you're buying.** Food labels can carry information regarding nutrition, animal welfare, country of origin, seasonality and sustainability. Your supplier may also be able to provide you with more information.

This allows you to be more informed on food choices, which you can then communicate to your employees and customers. You could also make different purchasing choices that support health and wellbeing, for example buying local, seasonal produce.



**Implement mental health standards and policies into your workplace** – mental health charities such as Mind can provide guidance on how to do this.



**Encourage and support staff to commute in a way that supports improve physical and mental health.** For example, you could partner with [Fizz Bikes](#) which provide E-bikes across Bournemouth and Poole.

## SDG 4: Quality Education



**Provide staff training opportunities** with programmes such as the **Climate Reality Project**, [Climate Fresk](#) or the [Carbon Literacy Project](#), which offers everyone a day's worth of Carbon Literacy learning. This learning covers a broad range of topics – climate change, carbon footprints, how you can do your bit, and why it's relevant to you and your audience.



**Support the teaching of sustainability and climate change within schools.** You could do this by aligning with the vision of [Teach the Future](#), a group which advocates for the teaching of sustainability and climate change to equip students with green skills and knowledge.



Partner with an **Eco – School** – in 2021-2022, over 1.4 million young people attending a school, college or nursery worked on the Eco-Schools programme, engaged with Eco-Schools activities or benefited from the sustainable changes made by Eco-committees.



**Bring people together to discuss the move towards more sustainable ways of living.**

You could use approaches developed by the [Transition Town movement](#) to bring people together. Transition is a movement that has been growing since 2005. Community-led Transition groups are working for a low-carbon, socially just future with resilient communities, more active participation in society, and caring culture focused on supporting each other. There are many Transition communities across the Jurassic Coast including in [Bridport](#).

**The Climate Reality Project was founded with the aim of training ‘Climate Leaders’**

The project provides training on how to use presentations and scientific awareness to make urgent action on the climate crisis a necessity across all sectors.

More than 26,000 Climate Leaders have been trained worldwide, including a small team in Dorset, who can provide free presentations to organisations and groups.

**Damers First School, Dorchester - Eco - Schools.**

The Eco school’s charity was founded in 1994 and is now the largest educational programme on the planet. They provide a simple step-by-step framework to guide pupils in improving environmental awareness in their school.

At Damers, Eco work is integrated into the curriculum, and each class has an eco-representative who sets the agenda, plans activities, and ensures everyone is engaged in making a difference. The school is actively involved in the local community, to which they attribute their success.

## SDG 5 – Gender Equality



**Ensure there is equal pay for men and women in your company**



**Allow flexible working.** This not only supports SDG 3 (Good health and wellbeing) but also supports greater gender equality, for example caring responsibilities (children, elderly relatives etc.) can be shared more equally.



**Ensure no bias in your advertising / marketing**, for example, having photos of women cooking and men sitting down waiting; girls drawing whilst boys surf etc.



**Help raise funds to support women’s health**



**Become a Menopause Champion.** Connect with one of the menopause champions across Dorset offering practical advice & support in the workplace to help individuals experiencing the menopause and assist managers in supporting their teams.

Please email [info@efeca.com](mailto:info@efeca.com) if you would like contact details of a menopause champion



**Support STEM education for girls.** How you do this may vary depending on your business but examples include hosting separate open days, or providing sponsorships and/or scholarships.



**Engage in partnerships and public policy advocacy to combat violence against women**

**Menopause policy and implementation.** Efeca has a policy within our staff handbook that focusses on how we as a company can support women during their perimenopause and menopausal years, taking into account both physical and mental wellbeing issues as a result of the menopause.

If you would like to create a similar policy for your company, please email [info@efeca.com](mailto:info@efeca.com) and we would be happy to share a copy of our policy for your information.

## SDG 6: Clean Water and Sanitation



**Support clean water charities**, such as [WaterAid](#).



**Sign up to WBCSD's [WASH Pledge](#)**, committing to implementing access to safe water at the workplace



**Consider installing a grey water recycling system.**

Greywater refers to wastewater from appliances such as showers, baths and sinks, which accounts for 30 - 50% of the wastewater discharged into sewers. This water can be treated and recycled, to be re-used and fed back into a property for non-potable purposes such as flushing toilets. The cost of such systems varies, but payback generally [ranges from 2.5 – 5 years](#). Businesses may also be able to claim tax relief to reduce upfront expenditure.

## SDG 7: Affordable and Clean Energy



**Switch your energy supplier to an [energy supplier](#) with clear environmental commitments.**



**Join Dorset CAN (the Climate Action Network) energy working group**



**Reach out to Low Carbon Dorset.**

Low Carbon Dorset offer free technical advice and support to businesses in Dorset.

Contact them via [lowcarbondorset@dorsetcouncil.gov.uk](mailto:lowcarbondorset@dorsetcouncil.gov.uk)



**Check out the [Dorset Council Renewable Energy Action Plan](#) and the potential opportunities for your business.**

Dorset Council has committed to be net-zero by 2040, and this means all energy currently used for heating, transport and electricity will need to come from low-carbon sources. The Renewable Energy Action Plan sets out how the Council plans to

make this transition in its own estate and plans to partner and support local businesses to facilitate the county wide transition.



### **Explore opportunities for your business to produce low-carbon energy.**

For example, installing solar panels on garages, buildings, or land you own.

**Dorset CAN (Climate Action Network) has an active Energy Group** who have webinar presentations and discussions about solar panels and other renewable energy, energy efficiency and retrofit.

What are they doing now?

- Organising annual Dorset-wide Open Greener Homes events;
- Identifying and Supporting Renewable Energy Development Projects in Dorset;
- Engaging with stakeholders in the energy sector in Dorset to advocate changes needed to enable the transition to net zero carbon by 2050;
- Engaging with the Local Authorities in Dorset in pursuit of making progress on their Climate Emergency strategies and plans.

Look out for their Open Greener Homes event later in 2023 where owners of houses, public buildings, or businesses show interested members of the public what they have done to improve the 'green' credentials of their house, school, village hall, or business premises. This could include solar PV, solar thermal, heat pumps, switching from gas to electric boilers or electric radiators, EV chargers, power storage batteries, triple glazing, loft or wall insulation, etc.

Connect with them and join the Energy Team hold meetings every 4 to 6 weeks, to share ideas, progress a range of current projects, and arranges talks by external speakers.

## **SDG 8: Decent Work and Economic Growth**



### **Switch to an ethical, [fossil-fuel-free bank account](#)**

Many banks have made commitments to no longer invest in fossil fuels. Examples of banks include Triodos, Ecology Building Society, Co-operative Bank, and many others.



### **Encourage staff to use the search engine [Ecosia](#)**

This search engine uses the profits generated from web searches to plant trees



### **Review your company travel policy**

Create a 'decision tree' with your team to decide if travel for work purposes is necessary. This encourages your staff to ask if Microsoft Teams or [Zoom](#) could be used to reduce travel, and when travel is needed could public transport be used rather than using a car?



### Encourage low-carbon staff commutes

This could be through supporting a [cycle to work scheme](#), supporting flexible working or helping to organise car-shares.



**Nominate a workplace eco-champion** with an ideas board so that everyone can contribute to minimizing the company footprint



### Explore actions to make your own operations more sustainable.

Actions are varied and could include encouraging a broader range of locally sourced, vegetarian/vegan food in the workplace, removing vending machines, recycling printer cartridges and batteries, replacing takeaway cups with crockery or switching to paperless statements and bills.



**Change your suppliers to those with sustainable practices.** If you would like to look at Efeca's ethical procurement policy, please email [info@efeca.com](mailto:info@efeca.com)



### Green your workplace pensions

Look up the [Make My Money Matter](#) campaign and green your work pension. This ensures your pension doesn't contribute to investments in fossil fuels, and ensures your pension is aligned with your values. As there is an estimated £3 trillion invested in UK pensions switching to a green pension is the **most powerful thing** you can do!



### Consider becoming a member of the [Organisation of Responsible Businesses](#)

This non-profit supports micro, small and medium sized businesses that want to operate in a way that considers people and their environmental impact. One example of the support they offer is this free [10-minute self-assessment tool](#).



### Become B Corp certified

#### The Eco-Friendly Web Alliance

Did you know that 4% of the world's carbon emissions are produced by websites? The [Eco Friendly Web Alliance](#) provide free audits and provide advice to help you reduce your carbon emissions.

#### Becoming B Corp certified

Become [BCorp certified](#) – there are 12 Dorset businesses who are B Corp certified, and several more trying to become certified, including Efeca. This means we are working towards high standards of social and environmental performance, transparency, and accountability. To become certified companies must go through a rigorous assessment and make year on year improvements.

In total there are over 5,000 B Corps in 84 countries and covering 157 industries.

## SDG 9: Industry, Innovation, and Infrastructure



**Reducing waste** – make the right choices about what you buy.

Ask if you need to buy new items or products, for example could you repair an item instead? If you do need to buy new, take into account where the product is made, what it is made from, who made it and how to dispose of it properly.



**Join a Plastic Free community and shout about it.**

[Plastic Free Bridport](#) for instance is a campaign to remove as much single-use plastic as possible from Bridport. Run by Surfers Against Sewage, it provided a set of instructions for a town to attain “plastic free” status. The Business Champions removed at least three different plastic items from their normal practice. Together with allies they helped raise awareness of the massive environmental and health problems emanating from plastic pollution.

Why not join a local Plastic Free community or create your own!

### **JCT website Circular Economy Forum**

Build a circular economy with Jurassic Coast Trust – we are creating a forum on the JCT website around circular economy. Join up, and say what your big waste streams are, and see if someone can use your waste as a resource, for instance, if you have lots of bubble wrap, why not see if someone on the forum could use it instead?

### **Check out the [Dorset 2030 Report](#)**

This report brings together learnings from a range of volunteers to assess the current level of greenhouse gas (GHG) emissions across Dorset, and sets out a range of actions required to achieve zero emissions by 2030. Each chapter is designed to be ‘stand alone’ meaning you can easily utilise the learnings for the action areas most relevant for you.

Areas include Education, Power, Travel, Waste, Land use, Eating well and more.



## SDG 10: Reduced Inequality



**Ensure your company has an anti- Discrimination / equal opportunity policy.**



**Set procurement procedures that favour inclusive companies**

Ask your suppliers if they have policies that support equal opportunities and/or sustainability. You might choose to prioritise these businesses over others, or agree terms that 'reward' those suppliers who align with your ambitions. For example, by agreeing longer term contracts if they can provide evidence of ethical and sustainable operations.

*Remember, many of the actions already described above addressing poverty, education, and gender equality would also support SDG 10.*

## SDG 11: Sustainable Cities and Communities



**Take action on single use plastic**

You might decide to no longer use single use plastics in the office. Instead of plastic water cups use dishware that you can wash and use again.

Use separate bins for recyclable materials (plastics, food waste, even batteries)

Many supermarkets have recycling facilities on site. Encourage staff to return single use plastics – perhaps by having a separate waste bin



**Switch purchases to eco-friendly alternatives**

There are too many examples to name, but you could use soap bars instead of buying hand soap in plastic bottles – if not feasible, refill instead of buying new each time

You could also subscribe to an ethical toilet paper brand such as [Who Gives a Crap](#), [Bumboo](#), [Naked Sprout](#) or many others. These brands use bamboo to make their toilet paper.



**Encourage the use of [bicycles](#) and other low carbon transport options.**



**Become a Refill outlet** – allow people to refill their reusable water bottles free of charge



**Green your environment**

Are you able to plant trees on your property? Alternatively, could you sow wildflower seeds in grassy areas (even the verge around the carpark is enough!) to support local wildlife. This could also provide a peaceful place for your staff, boosting well-being.

## SDG 12: Responsible Consumption and Production



### Where possible, buy certified products

There are a range of certification schemes that demonstrate products have been ethically and/or sustainably produced. Look for FSC or PEFC certified timber and paper, MSC certified fish, RSPO palm oil or Free-Range eggs where you can. There are many more examples, contact [info@efeca.com](mailto:info@efeca.com) if you'd like more information



### Review your procurement procedure

Consider the quality of products before buying them, and the materials they are made of. Can products be hired rather than bought, or bought second-hand? Do you have an ethical procurement policy (if you want to see Efeca's, email [info@efeca.com](mailto:info@efeca.com))



### Think about packaging and how items are stored.

This doesn't need to be a big change. It could be using loose leaf tea instead of teabags or avoid clingfilm by using reusable containers.

You could even try to choose glass jars or tins over plastic packaging, as glass and tin is easier to recycle.



### Join the Dorset Sustainable Palm Oil Community initiative



### Medium and larger sized businesses can join the UK Sustainable Commodities Initiative

This is a government funded initiative supporting companies and facilitating international platforms such as the UK Sustainable Soya and Palm Oil Initiatives to enable a mass market movement towards sustainable, resilient supplies of commodities to the UK market. For more information, email [rose.mcculloch@efeca.com](mailto:rose.mcculloch@efeca.com)



### Reduce your food waste

There are an increasing number of suppliers supplying foodservice with cosmetically imperfect or surplus fruit and veg, like [Angry Monk](#) based in London and [Greener](#) who have roots in Devon.

Alternatively, think big, order in a whole carcass, and use every scrap of the animal, along the way helping your customers learn to love some of those cheaper, less commonly cooked cuts.

### The Dorset Sustainable Palm Oil Community Initiative

Join the Efeca led Dorset Sustainable Palm Oil Community – a pro bono initiative encouraging all businesses and organisations, schools and companies using, serving, dealing, or selling food to ensure that all their food products only contain sustainable palm oil and not conventional palm oil (which can cause deforestation).

Certified sustainable palm oil means no deforestation, no planting on peatland, no clearing through burning. It means creating wildlife corridors in plantations and looking after workers' rights (fair pay, no child labour, no forced labour, and communicating with local communities).

For more information, [click here](#).

## SDG 13 - Climate Action



**Update your menu** to include more plant-based food and from local, seasonal sources.



**Green your workplace pensions**

Look up the [Make My Money Matter](#) campaign and green your work pension. This ensures your pension does not contribute to investments in fossil fuels, and ensures your pension is aligned with your values. As there is an estimated £3 trillion invested in UK pensions switching to a green pension is the most powerful thing anyone can do!



**Join the [SME Climate Hub](#) (for free) and pledge to either Race to Zero or go Net Zero by 2040 or 2050.**

Join thousands of businesses tackling climate change and begin the journey to reduce emissions with free tools and resources to make a climate commitment, take action and measure their progress towards emissions reductions.

Though any one company's climate impact may seem small, together small businesses are essential in driving change. Small businesses are often amongst the most vulnerable to change and disruption. They're increasingly recognizing that taking action to mitigate the crisis is in their best interest.



**For larger businesses, sign up to reduce your carbon emissions here at the [Business Climate Hub](#).**

A commitment could make a real difference to your running costs and could encourage new customers. All businesses produce carbon emissions – it could be through your building, your vehicles, or products you buy from your suppliers.

Take the first step on your journey, by committing to cutting those carbon emissions in half by 2030 and to reach 'net zero' by 2050. Net zero means that you are putting no more carbon into the atmosphere than you are taking out of it. Or go for it and commit to [Race to Zero by 2030](#).

### **The Library of Things ([Weyshare](#))**

This is a library of things that can be borrowed. People get in touch with donations of garden tools and other equipment they no longer use, they are given some TLC, then the library lends them to other people for a fraction of what they would cost to buy. Could you donate your unwanted / unused equipment? Could you use the library (small fee applies) instead of buying?

## **SDG 14: Life Below Water**



### **Plan a team day based around the Jurassic Coast**

The Jurassic Coast is a unique and precious landscape, encourage your team to learn more about the local area through group activities. This not only supports the local area but it can help build community spirit and improve the health and wellbeing of your team.



### **Help prevent microplastics entering our ecosystems**

Look for products that have removed micro plastics. For example, you could use a washing bag ([Guppyfriend](#) is one make that is an effective, scientifically proven, and patented solution to stop microplastic pollution) to prevent microfibers leaking from washing.



### **Reduce plastic waste**

Sadly, plastic can easily build up in our oceans. As a business you could make small changes, for example agreeing to no longer buy bottle water. Instead, staff could use reusable water bottles.

If you want to go bigger, you could support (or start your own!) anti-plastic campaign



### **Volunteer to clean up local rivers, waterways and beaches**

Organise or join a clean-up effort for local rivers and waterways or beaches.

### Support beach cleaning initiatives like [Surfers Against Sewage 'Million Mile Clean'](#).

For the last two years, Efeca has arranged a beach clean near to our office in affiliation with the Surfers Against Sewage Million Mile Clean.

The SAS initiative started in 2021, with an aim to rally 100,000 volunteers to each clean 10 miles of blue, green or city space each year, picking up the trash that covers our coastlines, canal paths, bridleways and city streets.

Now the biggest initiative of its kind in the UK, the Million Mile Clean is an annual action bringing Ocean Activists together to tackle plastic pollution head on.

Closely tied to the UN Decade for Ocean Science, the Million Mile Clean will run every year until 2030, mobilising 1 million volunteers to clean over 10 million miles of UK landscape.

[Do a company beach clean](#) / organise your own, tell Surfers Against Sewage what you found (so they can calculate the worst polluters), find a clean near you or just spread the word so others can find out about it.

## SDG 15: Life on Land



### Green gardens

Can you encourage staff either at the office if you have space or at home to develop green fingers? This could be anything to growing vegetables, starting a compost heap or even a few pots on the windowsill. These are all great ways to support bees, moths and insects.



### Think about pesticide use

Commit to no longer buying toxic weedkiller – use alternatives (for more information, go to the [Pesticides Action Network](#)). You could also write to the council asking them to stop using bee killing pesticides – tell others to do so too.



### Support freshwater habitats

Create a [pond](#) in your garden or outside workplace space. If you don't have space, could you collect rainwater to use instead of fresh?



Hang [bird boxes](#) to encourage local wildlife into your space.



## Green your work environment

Are you able to plant trees on your property?

Instead of using Astroturf, could you sow wildflower seeds in grassy areas (even the verge around the carpark is enough!) to support local wildlife. This could also provide a peaceful place for your staff, boosting well-being.

### Pollenize – Protecting pollinating insects

A Devon CIC is combining community rewilding and scientific research to protect pollinating insects, through academic partnerships, innovation and AI technology, developing new ways to track and improve biodiversity so insects can recover.

Connect with them and start a Pollenize corridor all along the Jurassic Coast – [buy wildflower seed packet recipes](#) that have been chosen to benefit the greatest number of pollinator species over the longest flowering period to ensure there is plenty of pollen and nectar as well as associated insects to promote complex healthy habitats and food webs, [sponsor a bee hotel and wildflower meadow, sponsor a beehive or host a beehive](#).

Alternatively, join in the community science project by downloading the iNaturalist app and help collect data so that they can track and improve on-site biodiversity. Take pictures of your observations around your workplace, upload your findings to the app. Pollenize will then use your data to identify gaps in the biodiversity in your area.

For more information about boosting biodiversity, go to [Pollenize website](#).

## SDG 16: Peace, Justice and Strong Institutions



Encourage employees to register to vote



Check out the [Dorset Equality Group](#) and [The Green New Deal \(Dorset Hub\)](#) which campaign on social justice issues



Take a look at the UNICEF [Know Your Rights](#) educational pack.

This set of free resources helps educators explain the UN Convention on the Rights of the Child.



Support national campaigns like [Choose Love](#) – which supports refugees worldwide. The campaign supports both individual and corporate [gifting of everything](#) from hot meals, winter essentials to children's toys.

## **SDG 17: Partnerships to achieve the Goal**



### **Encourage volunteering**

Could you organise a team bonding day volunteering for a local charity or cause?



### **Join a local community group or collaborative initiative**

There are so many to choose from! Some to consider are:

- The [Dorset Sustainable Palm Oil Community](#)
- [Transition Town Dorchester](#)
- [Business Climate Hub](#)



### **Continue to be part of Jurassic Coast Trust events!**