

SUSTAINABLE MANN

Practical toolkit for businesses

WORKING TOGETHER FOR A
SUSTAINABLE FUTURE

GOBBRAGH COOIDJAGH SON TRAA RY-HEET SHASSOOAGH





WHAT IS THE TOOLKIT?

ECONOMY
TARMAYNYS



EDUCATION
YNSAGH



ENGAGEMENT
CO-PHOBBLE



ENJOYMENT
TAITNYS



ENVIRONMENT
CHYMMYLTAGHT



FOREWORD

01

The Isle of Man is a UNESCO Biosphere, a recognition of its outstanding environment, culture, heritage and its community's sense of pride in them and desire to cherish them. Globally, all UNESCO Biospheres have three functions: encouraging sustainable development, promoting conservation and playing a part in learning about these issues.

UNESCO Biosphere Isle of Man's local strategy 'Working Together for a Sustainable Future' commits the Island to actions linked to these global aims under the five Es of economy, education, engagement, enjoyment and environment.

Businesses in the Isle of Man play a leading role in creating a more sustainable future. Businesses across all sectors source materials, create products, heat and light premises, use packaging, deal with waste, travel, etc. Adopting sustainable practices will lead to a better world for us all, will enhance your own reputation and will influence others, including your own employees and customers. However, what to do, and how to do it, can be confusing and challenging, and differs greatly from business to business and sector to sector.

UNESCO Biosphere Isle of Man is committed to working with businesses to assist them to adopt more sustainable practices. As part of its 'learning' function, UNESCO Biosphere Isle of Man works with University College Isle of Man Masters degree students to encourage and educate about sustainable practices.

Its 2021/2022 student Emma Sayle has created this general toolkit to engage businesses with the need to adopt sustainable practices and help you on your way to doing so.

We hope you find it useful and that you adopt some of the measures within it.

Please also look out for our 'Sustainable Mann' workshops.

[UNESCO Biosphere Isle of Man.](#)

A note from Emma:

When starting my placement with UNESCO Biosphere Isle of Man as part of my Masters Degree I knew I wanted to do 'something' that could engage businesses in sustainability issues. After a year of research, development and design I have developed this toolkit with the hope that it will help businesses adopt more sustainable practices. Even if one business finds the information within the toolkit useful then it will have fulfilled its purpose.

It is our responsibility to sustain the Island as a whole so that we can continue to function as a society, considering environmental, social and economic factors within this.

Business or not, the Island is here for us to enjoy as long as we respect it.



You may wish to adopt more sustainable practices within your business but lack the time or resources to invest in training or to seek expert advice. You may also be unsure of the benefits of becoming more sustainable. This toolkit will explore the topic of sustainability and help you on your way to understanding some of the solutions and benefits. It is important to note that not all of the information contained within the toolkit will be relevant to the context of your business as every business is different.

The toolkit has been broken down into four sections which cover different elements of sustainability, with a further section containing sector specific checklists with suggestions for change. Breaking the toolkit down into sections gives you the opportunity to read through each one in your own time rather than reading through one large document.

Within each section there are thought bubbles and pages asking questions about how the content relates to your business. Some of the thought bubbles are there for you to think about as you read through the slides but some of the pages have been exported as PDFs with editable sections so that you can answer the questions and analyse your business in more detail.

Please note: the editable PDF option won't be available on all devices but should work on most laptops.

Although the pages have been designed to avoid printing, if your learning style is more suited to having a physical document then please feel free to print the sections off, on recycled paper preferably.



**THINK
BEFORE YOU
PRINT**

Start to develop a sustainability strategy tailored to your business.

Assess how culture plays a role in implementing sustainable practices successfully.

Explore what other businesses on the Island are doing.

Identify internal and external factors that may impact your business.

What could you gain from the toolkit?

Suggestions of ways you could improve your business practices to become more sustainable.

Establish a base from which to improve sustainability in your business.

Gain better understanding of the relationship between business and sustainability.

Group 1 - An introduction to sustainability;

- Defining sustainability
- UNESCO Biosphere Isle of Man
- Connect with us
- Basics of sustainability
- The UN Sustainable Development Goals
- Myth busting
- Models of sustainability
- A circular economy
- How does this link with my business?
- Exploratory new business ideas

☐ Read through section

Group 2 – Why choose sustainability;

- Understanding your context
- The business case for sustainability
- Challenges?
- For thought...
- A culture of sustainability
- How do I create a culture of sustainability?

☐ Read through section

Group 3 – Sustainable strategies;

- The statistics
- Sustainable strategy – Q&A
- Developing a sustainable strategy
- Net Zero Isle of Man
- For thought...

☐ Read through section

Group 4 – Sustainability in context;

- The case studies
- Capital International Group
- The Children's Centre
- Knockaloe Beg Farm
- Manx Hedgehog Conservation Society
- Zurich Isle of Man
- Versa
- Discover Diving
- Betty Laurincova
- Baie Mooar House
- Manx Wildlife Trust
- Resources on Island
- Isle of Man Government's Commitments
- For thought...
- References

☐ Read through section

Suggestions for change checklists;

- In the workplace
- Tourism
- Agriculture
- Construction and installation
- Retail
- Logistics

☐ Completed checklist

ACKNOWLEDGEMENTS

04

A huge thank you to Jo Overty and Breeshey Kermode, Project Officer and Project Assistant at UNESCO Biosphere Isle of Man respectively, for their support throughout the project.



GALLOWAY AND
SOUTHERN AYRSHIRE
BIOSPHERE

All of the businesses who have contributed to the case studies, helping to provide context for other businesses on the Island.



Isle of Man
Chamber of Commerce



Thank you to all of the interview participants and everyone who responded to the questionnaire, which all helped to inform the development of this toolkit.



Ynnyd Bree as Lhiasaghey Neustroiallagh Vannin



Isle of Man

Photo credit for website
image: Paul Marriot



"Evening Light on Cronk Ny Arrey Laa"



INTRODUCTION TO SUSTAINABILITY

ECONOMY
TARMAYNYS



EDUCATION
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ENVIRONMENT
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DEFINING SUSTAINABILITY

05

Sustainability:

Sustainability is a difficult concept to define as it encompasses so many different elements. What constitutes sustainability is constantly changing as new ideas emerge and new scientific developments are made. However, sustainability at its core means that any given activity, be it how we live, work or exist, can be continued indefinitely.

[Johnston, Everard, Santillo & Robert, 2007]

Business sustainability:

Business sustainability is the ability of a business to survive, adapt and succeed in a complex and changing business environment whilst considering social, environmental and economic issues. Businesses must take responsibility and accountability for the impact they have, whether the impact is positive or negative.

[Spiliakos, 2018]

Sustainable development:

Sustainable development was first defined in the Brundtland Report in 1987: "Development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

[Brundtland, 1987]

Biosphere Reserve:

The formal definition of a Biosphere is the part of the earth's surface where all life naturally occurs on land and within the seas on oceans.

A Biosphere Reserve, as defined by UNESCO, is a site of learning where we can test interdisciplinary approaches to understand and manage changes between the social and ecological systems that exist within the Biosphere.

[Collins, 2022; UNESCO, 2022]

What does sustainability mean to your business at present?



06

**ISLE OF MAN
BIOSPHERE ZONES**

Limit of Zone at 12 mile territorial limit

Limit of Zone at 12 mile territorial limit

Limit of Zone at 3 Nautical miles

Biosphere Reserve Zones

- Core Terrestrial
- Core Marine
- Care (Buffer) Areas Terrestrial
- Care (Buffer) Areas Marine
- Sustainable Development (Transition) Areas
- Marine Live & work (Transition) Areas

CONNECT WITH US



Click on the icons above to explore our social media pages and our website.

Become a Refill Station. Refill contributes to reducing single use plastic use, litter and pollution. If you are shop, café, museum, gallery, visitor attraction, etc., offer to refill customers' own reusable bottles and receptacles with tap water. Display a sticker and appear on a global app.



The Refill campaign is more than just about water. It is trying to reduce plastic pollution and change behaviours across the world.

refill@gov.im

Click the Refill icon to watch our YouTube video promoting Refill on the Island, featuring some familiar faces from the Ravens.



UNESCO Biosphere Isle of Man's partner scheme provides an inclusive network of partners, connecting organisations in a variety of sectors together and providing ideas for Biosphere-related projects and other initiatives. We also run a number of projects ourselves throughout the year which you could get involved with. Explore our website to find out more.



There may be Partner businesses who are already doing what you are trying to achieve so reach out.

biosphere@gov.im

As an individual you can sign up to be a Biosphere Buddy and receive our monthly newsletter, or if you are a keen photographer become a Biosphere Photographer and share your amazing photos with us. We can then use these on our social media channels and on our website.



Click on the icons to find out more:



BASICS OF SUSTAINABILITY

Before exploring the more in depth topics surrounding sustainability you need to consider the basics firsts. Both goods and service providers consume resources and produce waste and emissions.

You may have started to consider how you could introduce sustainability into your business or have already started to introduce sustainable practices but want to further this. Sustainability requires a holistic approach in order to address the broad range of topics that sustainability encompasses.

The basics of sustainability are often overlooked or are not fully understood. Individuals and businesses often have the preconception that their contribution won't matter but if everyone makes a collective effort it creates a larger impact.

(Moon & Parc, 2019)

Businesses must generate value for themselves and for society simultaneously. However, when creating a shared value you need to consider future generations within decision making. Most businesses have a short term view in order to seek immediate gratification. A sustainable business, therefore, requires a change in mind-set in order to take a long term view.

Shared Value

Our 'Sustainable Mann' series of workshops are held annually and cover a range of different topics. Hosts of the workshops are experts in their respective fields and take a thorough look into each topic and how business fits in with this.

Keep an eye on our social media pages for the registration links which are released closer to the workshop dates.

When businesses and society work collaboratively it creates value, increasing the benefits for both the business and society. Shared value is, therefore, mutually beneficial.

Needs of the business

Needs of society

'SUSTAINABLE MANN'

A workshop series for businesses offering solutions to challenges that affect our sustainability.

Topics: Starting a sustainable business, addressing climate change, adapting to greener energy, recycling, circular economy and encouraging nature/wildlife.

Starting on
13th September 2022

Each workshop costs £5 to attend
Book via links advertised

Working Together for a Sustainable Future.



THE UN SUSTAINABLE DEVELOPMENT GOALS



SUSTAINABLE DEVELOPMENT GOALS

The UN Sustainable Development Goals (SDGs) were adopted by all UN Member States in 2015. The 17 Goals and 169 associated targets were designed to provide a consistent framework for countries to use to address the urgent sustainability issues.

UNESCO Biosphere Isle of Man supports the goals as part of its 'sustainable development' function. Many aspects of the Isle of Man Government's Our Island Plan complement these goals.

The SDGs can be used by businesses as an overarching framework to help guide, shape and communicate goals and activities to take advantage of a number of benefits.



Not all the goals will be relevant to your business but it is still useful to know the different factors included within sustainability to aid with decision making.

Explore the individual goals in more detail. Click the image:



MYTH BUSTING

As identified through the SDGs, sustainability is not just about the environment. It includes a variety of social issues with an aim to provide a future for everyone and everything on earth.

SUSTAINABILITY IS ALL ABOUT THE ENVIRONMENT.

BEING SUSTAINABLE IS TOO EXPENSIVE.

The initial cost of becoming sustainable may be high if the changes are drastic and have not been budgeted for. Infrastructure to support sustainable business is becoming more accessible. As the production of sustainable products has increased, prices are being driven down.

SUSTAINABILITY MEANS COMPROMISE.

This may have been true historically but there are now substitutes for most products which are of equal quality but which don't exploit the environment or the people creating it.

As more research is being conducted into sustainable ways of doing business the concept of sustainability is constantly evolving. New products or ways of doing business may emerge which could be of benefit to your business.

SUSTAINABILITY HAS AN ENDPOINT.

OPERATING COMPLETELY SUSTAINABLY IS EASY ONCE YOU FIGURE IT OUT.

Even on an individual level, living a completely sustainable life is not possible in today's society. There will be a lot of trial and error in terms of what practices best suit your business and even then, new challenges may present themselves further down the line.

Although it may take time to change and adopt a sustainable mind-set, there are small wins which would take up as much time as you would normally spend researching best practice solutions for your business.

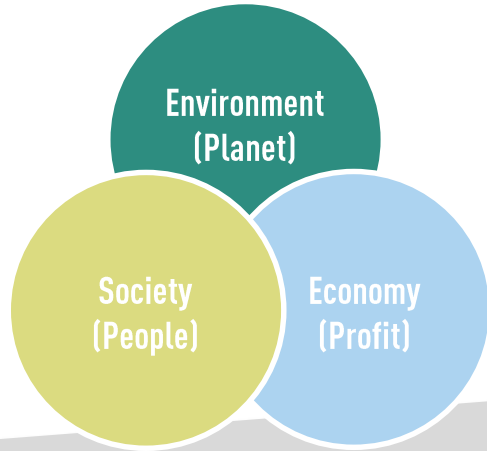
IT TAKES UP TOO MUCH TIME TO BE SUSTAINABLE.

MY IMPACT WON'T MAKE A DIFFERENCE.

This is a myth often thought by individuals but it can also relate to businesses who may think they are too small or won't have enough of an impact to make a difference.

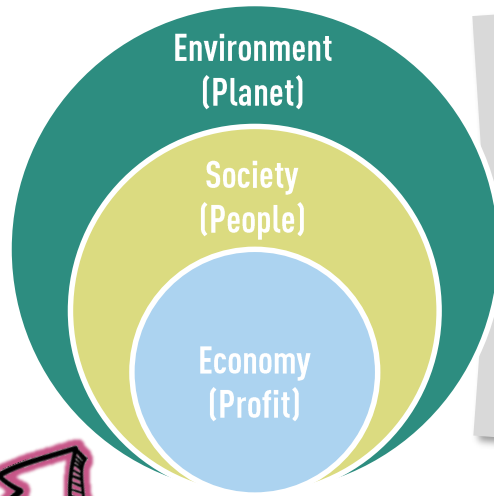
MODELS OF SUSTAINABILITY

11



The Triple Bottom Line model was developed by John Elkington in 1994 as a way of measuring sustainability in large corporations, moving away from the traditional models that a businesses sole purpose was to make profit. The model continues to be used by businesses today and has aided the development of other sustainability based models and concepts, such as Corporate Social Responsibility.

(Elkington, 2004)



The traditional way of looking at the Triple Bottom Line has been highly regarded within business but it allows for flexibility which often means that businesses choose to address one factor to the detriment of another.

(Block & Paredis, 2019)

Instead, the three factors need to be considered as interdependent with the success of economic and social factors being reliant on how successful you are at addressing environmental concerns. Economy is the smallest sphere as it is directly influenced by the other two spheres.

Corporate Social Responsibility (CSR) is a broad concept and can be adapted based on the type of business and sector. CSR initiatives force businesses to examine their internal processes in a variety of business areas including the management of staff, procurement of resources, and meeting the needs of customers.

CSR reporting is now common in many large businesses to demonstrate to their internal and external stakeholders that they are addressing sustainability issues within their operations.

Environment, Social, Governance (ESG) models also link in with CSR with many of the same underlying principles.

(Stobierski, 2021)

Ethical Responsibility

Environmental Responsibility

Philanthropic Responsibility

Economic Responsibility

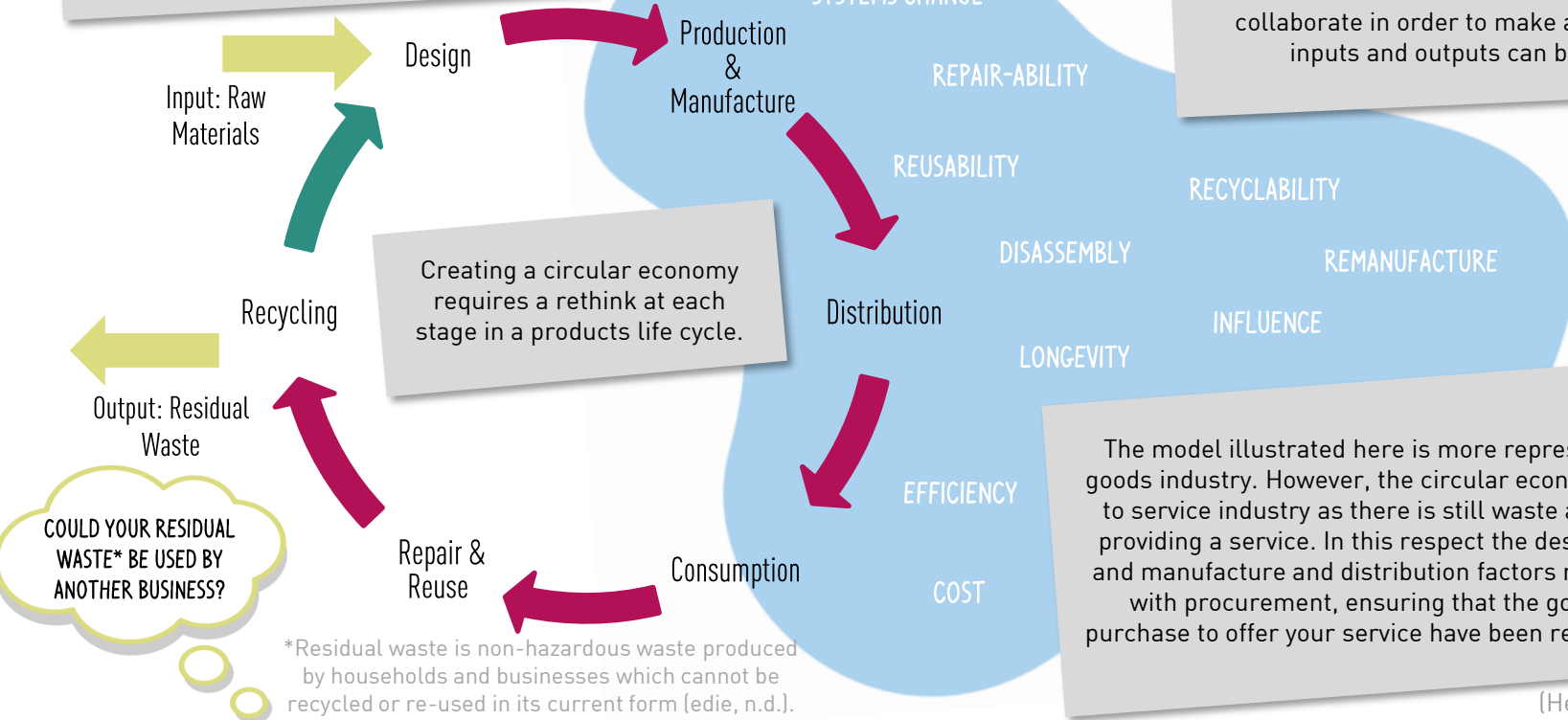
A CIRCULAR ECONOMY

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The circular economy model is based around the main aim of extending the life cycle of a product or service to reduce waste as much as possible.

When a product reaches the end of its life, the broken down components are kept within the economy where possible, being redesigned, repaired, refurbished or recycled where possible.

Due to the reliance the Isle of Man has on imports in terms of both goods and services, the Island currently can't support a circular economy. Businesses would need to work together and collaborate in order to make a system where inputs and outputs can be reduced.

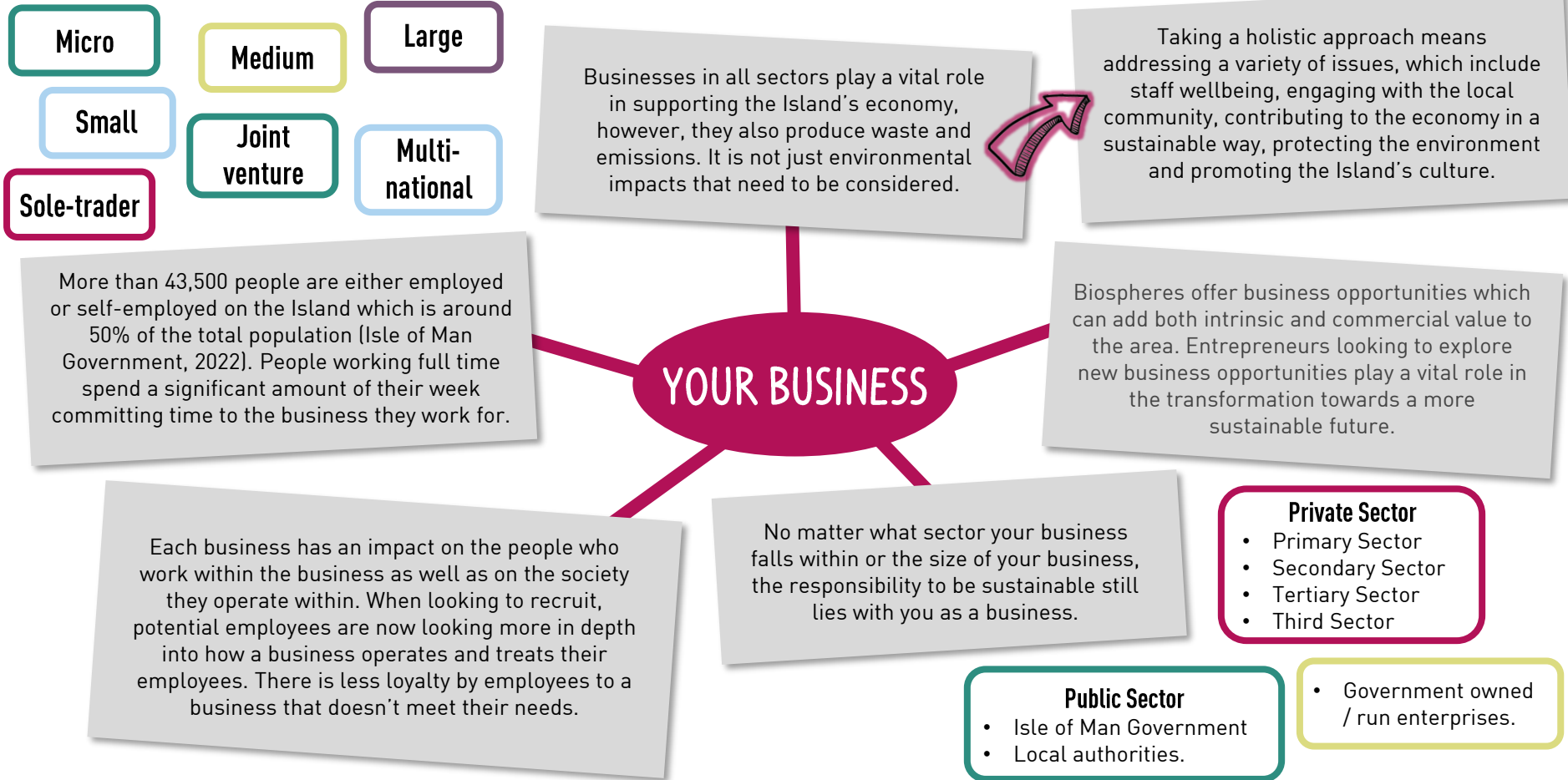


The model illustrated here is more representative of the goods industry. However, the circular economy also applies to service industry as there is still waste associated with providing a service. In this respect the design, production and manufacture and distribution factors may be replaced with procurement, ensuring that the goods you may purchase to offer your service have been responsibly made.

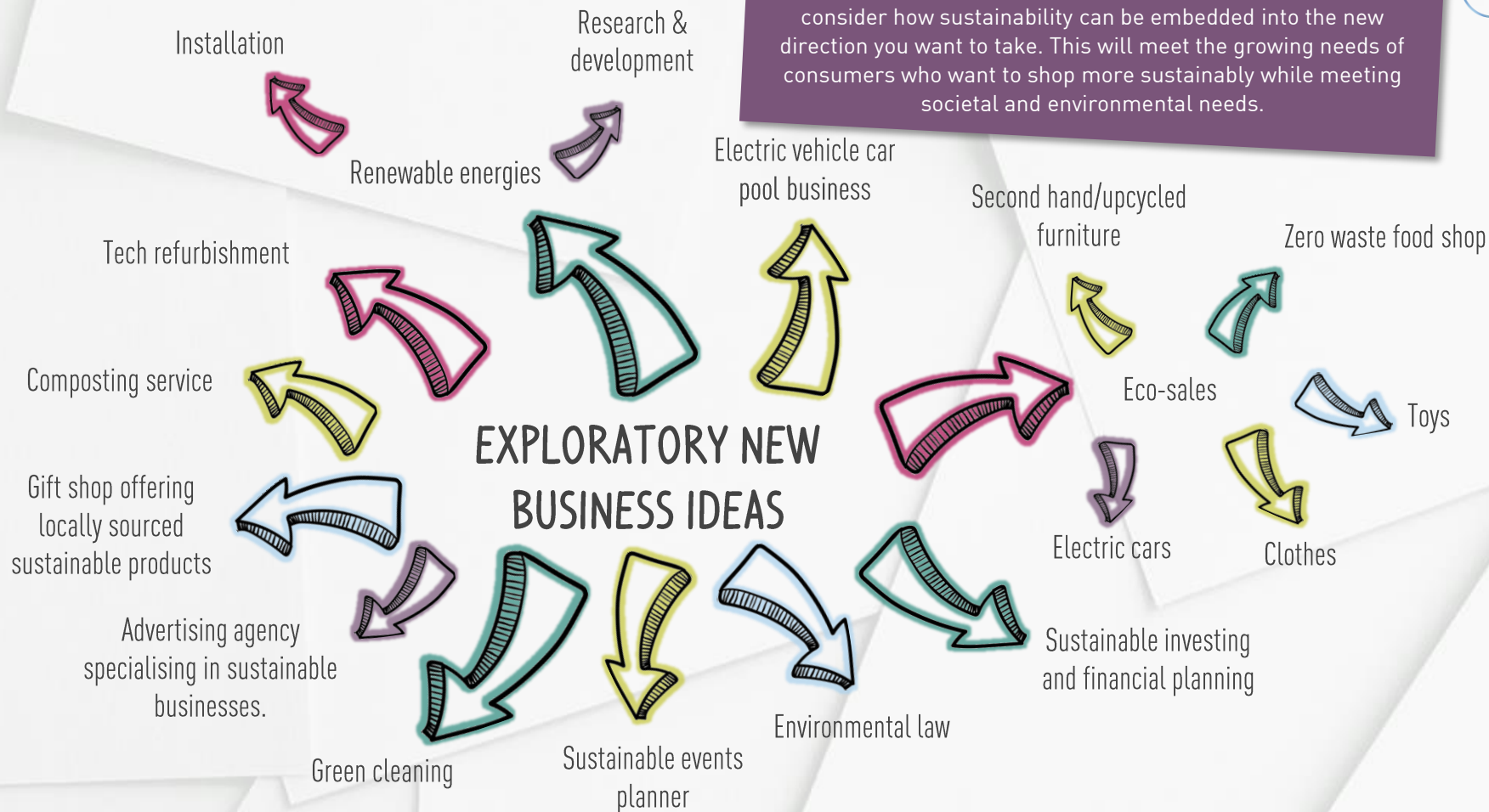
(Henry le Fleming, 2016)

HOW DOES THIS LINK WITH MY BUSINESS?

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Are you an entrepreneur looking to explore new business opportunities? When considering new business opportunities consider how sustainability can be embedded into the new direction you want to take. This will meet the growing needs of consumers who want to shop more sustainably while meeting societal and environmental needs.





WHY CHOOSE SUSTAINABILITY?

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UNDERSTANDING YOUR CONTEXT

Context is determining factor in how successful sustainability is integrated within your business. By identifying your current internal context you can see what factors need to be addressed moving forward.

Understanding your specific context will allow you to explore what options may apply best to your organisation. This goes beyond adopting more sustainable practises but can apply to any aspect of your business.

The SWOT analysis method is commonly used within the business management world to identify your internal strengths, weaknesses, opportunities and threats (Kenton, 2021). Use the grid to identify your internal context.

STRENGTHS

WEAKNESSES

The strengths and weaknesses could relate to your current market position, culture, strategy, objectives, product, service. Anything you think is relevant.

OPPORTUNITIES

THREATS

What opportunities and threats are there within your business currently? Struggling to find employees, new business streams, low morale, risks. Again, include anything you think is relevant.

THE BUSINESS CASE FOR SUSTAINABILITY

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Operating a sustainable business can provide you with numerous advantages. Listed here are just a few. There are crossovers between some of the advantages listed but they are different in their own right.

HOW WOULD YOU SELL SUSTAINABILITY TO YOUR ACCOUNTANT / FINANCE MANAGER?

Attraction and retention of employees: having a strong sustainability programme, considering wellbeing, culture, gender, ethnicity and community, is a strong influencer in an employee's decision to stay with a business long term or influence someone's decision to apply for a job in the first place.

Creates a positive Return on Investment (ROI): in order to gain a high ROI you need to assess the function of each department or business function. In return it generates cost savings, increased sales, reduced risk and better employee retention and satisfaction.

Expansion of your audience reach: customers are looking for and choosing businesses that have formed a sustainable brand, with research showing that sustainable businesses have seen greater financial gains than their competitive rivals. Having product differentiation also helps you to gain a competitive advantage.

Driver of internal innovation: adopting more sustainable practices allows for innovative ideas to emerge within internal operations. It also provides an opportunity for employees to question the way the business is run by creating a culture that actively addresses sustainability issues.

Marketing and publicity advantage: linking back with competitive advantage, having a product or service that you can differentiate from others allows you to market and publicise your business in a unique way. However, you need to be mindful of greenwashing*.

Meet the needs of stakeholders: both internal and external stakeholders are pushing businesses to become more sustainable. By meeting the needs of your stakeholders you can build a business environment that creates long term security for your business.

Reduced production costs: operations that use scarce or depleted resources will face increased costs as the price of goods increase. Production lines that use sustainably sourced raw materials or goods are less likely to face shortages, which reduces risk and having to find new suppliers.

Reduces risk: investing in sustainable practices and choosing more sustainable suppliers can reduce environmental and supply chain risk both now and going forward as resources become more scarce.

Regulatory compliance: although there is no strict regulation currently, more regulation will be introduced as we head towards a more sustainable future. Being prepared for regulation changes will give you an advantage over competitors and means you won't risk the threat of fines.

Reputation: marketing yourself as a sustainable business can help you build up or enhance your existing positive reputation. Beware of greenwashing*, though. Don't market yourself as 'Sustainable' if there are parts of your business that contradict this.

CHALLENGES?

As with anything, there are both potential pros and cons to adopting sustainable practices. Knowing what the cons are can help you to mitigate their potential impacts and help you to focus on the long term goals of the organisation.

Knowledge gaps within the business may act as a barrier to the successful implementation of sustainable practices.

Some business activities may require use of resources that are not sustainable. For example, in healthcare, where the use of single use plastics is required to keep equipment sterile then waste is unavoidable. Until research is conducted into alternative methods then there is not much room for compromise.

Certain sectors may be lagging behind in the adoption of sustainable practices due to lack of research and innovation within the sector or have restriction based on the types of products or service being sold.

Depending on what product / service you provide and what market you operate within there may be less pressure to be sustainable or having a differentiating product / service may have no impact on your market share.

Economies of scale are limited being a small Island. This means that certain products are not available on the Island without importing them at a higher cost.

The introduction of new legislation / regulation – as climate change and sustainability issues are demanding more action the introduction of new legislations and regulation to reduce our human impact will have an impact on businesses. The overall impact of the legislation will be positive. However, if you as a business are not prepared for the change then you are at risk of fines and penalties.

To meet the new legislation may also financially impact your business if you haven't allocated the appropriate funds.

*Greenwashing (from the previous slide) can harm the reputation of your business. Greenwashing is when a business is marketed as being eco-friendly or sustainable whilst operating in a way that contradicts this. If you are going to market your business as sustainable then you need to ensure that all of your practices are sustainable or you could risk questioning by consumers (Edwards, 2022). Examples of big brands who have been caught out for greenwashing can be found online.

Choosing sustainable practices that do not fit or suit with the nature of your business may have more adverse effects than if you were to do nothing. For example installing solar panels on your building that is for the majority of the day in the shade is a large financial expense for not much gain. Research what is best for you and your business and what is feasible.

FOR THOUGHT...

WHAT ARE THE
POTENTIAL CHALLENGES
TO YOUR BUSINESS?

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HOW IS SUSTAINABILITY
ALREADY AFFECTING
YOUR BUSINESS?

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HOW COULD
SUSTAINABILITY BENEFIT
YOUR BUSINESS?

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HOW WOULD THE
BENEFITS OUTWEIGH
THE CHALLENGES?

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A CULTURE OF SUSTAINABILITY

The culture within businesses plays a vital role in the success of a business. The culture within every business will differ as the people within the business, the size and the purpose of the business will all influence how the culture is formed and implemented so bear this in mind.

WHAT IS BUSINESS CULTURE?

The culture within a business is made up of the beliefs, values, and attitudes held by the people that make up the business at every level. This can be seen through the way people interact. The culture is often reinforced by expectations of how employees are to behave and how things should be done.

WHY IS CULTURE IMPORTANT?

Having a strong culture built around the right values is proven to increase employee morale and satisfaction within their job role. This, in turn, creates higher levels of productivity and greater levels of success for the business.

WHAT ARE THE BENEFITS OF A CULTURE OF SUSTAINABILITY?

- Increased levels of employee performance and commitment to your business.
- Improved overall business performance and productivity, in turn increasing profits.
- It allows your business to be more responsive to social and environmental changes.
- Save costs.
- Improve the reputational position of your business.
- Be accountable for how your business is run.



WHERE SHOULD I START?

Determine what makes up your current culture;

What are the attitudes held but the people within the business?

What is the management style like?

What are your core values as a business?

What are the main focuses of the business?

Does your current culture fit in with the direction the business is going in?

How do the layers of hierarchy within the business interact?

How does the culture respond to change?

HOW DO I CREATE A CULTURE OF SUSTAINABILITY?

It requires a top down approach. You must have management commitment which can be passed down through the business.

Develop something that symbolises your commitment to sustainability. This could be a sustainability forum, logo, product, mission statement etc.

Track and report your progress so you know what is working for your business and what needs to be readdressed.

Document all of your sustainability commitments, policies and guidelines and communicate these effectively throughout the business.

It requires constant reinforcement so that the changes are validated.

Ensure employees and colleagues know what is expected of them.

Make sustainability an agenda point at meetings. What could and should we be doing better.

Challenge the existing belief systems within your business. Identify what your current beliefs are and question if they are still relevant.

The culture should flow through and be embedded across the organisations core, including the business strategy, operational practices and people management.

Have clear key performance indicators (KPIs) in place so that colleagues have a better understanding of the direction of the business, adding structure and purpose to their work.

Identify key people within your business who are enthusiastic about sustainability and involve them in decision making. Having this input may determine how successfully the culture is embedded within the organisation.

Create context around why sustainability matters to your organisation and how different behaviours and habits can impact this.

Encourage colleagues to discuss their personal sustainability goals and how they might align with the business's goals.

Ensure implementation of the culture is embedded with the same philosophy within each business unit to prevent silos being created within the business.



SUSTAINABLE STRATEGIES

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THE STATISTICS

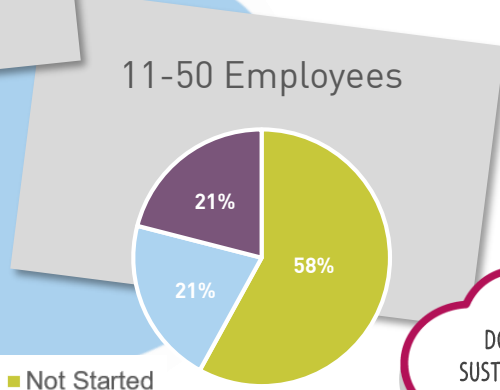
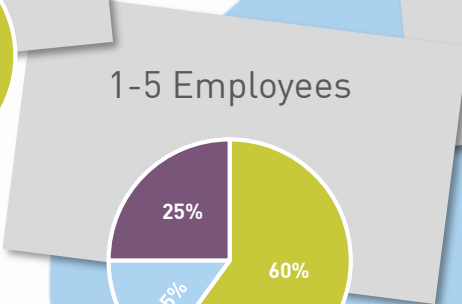
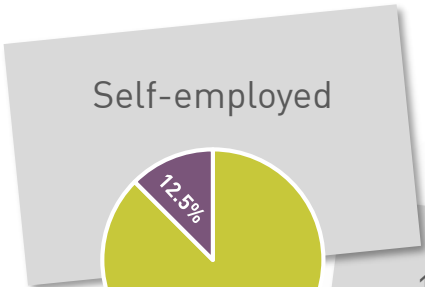
The below pie charts have been created using data collected by KPMG, which looked into how the percentage of businesses who had an established ESG (environmental, social, governance) plan or are in the process of creating one against the business size.

As you can see from the data, the general trend is the smaller the business the less chance they have of having an established ESG plan or are in the process of creating one. Reasons why?

Lack of funds

Other priorities

Lack of internal knowledge



■ Have an ESG plan ■ Planning in Progress ■ Not Started

DO YOU HAVE AN ESG OR SUSTAINABILITY STRATEGY? IF NOT, WHAT ARE YOUR REASONS WHY?

Adapted from KPMG's 'Your journey to net zero' presentation from the 8 February 2022. The data collected within the report was derived from business across the Isle of Man, Guernsey and Jersey.

Although not included in this slide, for larger businesses with over 101 employees the percentage of businesses who have begun planning or have already established an ESG plan is much greater, at 81.25% compared to just 29.5% of self-employed persons or small businesses with 1-10 employees.

QUESTION

- What is a sustainable strategy?
- Why does my business need a sustainability strategy?
- Will this be relevant to my business?
- How do I develop a sustainability strategy?
- How do I embed this within my business?
- What are the disadvantages?

ANSWER

- A sustainable strategy or a sustainability strategy is a strategy focused around how a business can take actionable steps to improve their overall impact on their stakeholders in a positive way. By having a defined strategy you are able to plan how you are going to reach your targets over a defined period of time.
- To effectively integrate sustainable practice within your organisation you need to develop a strategy to align the overall objectives of your business, enabling you to meet the needs of your stakeholders. Embedding sustainability within your overall strategy requires a change in mind-set, it is not just an add-on.
- A strategy encompassing sustainability can be embedded no matter what your business size or what sector you sit within. You just need to adjust the goals of the strategy to best fit your organisations aims and objectives.
- There are a number of steps involved in developing a sustainability strategy; these are outlined within this section. It is a process that requires time and commitment but is a worthwhile process if you believe it will add value to your business.
- As discussed already, culture plays a crucial role in the integration of a sustainability strategy. It requires commitment from the top of the businesses and throughout. Having clear objectives in place ensures that colleagues are all working towards a shared goal.
- Having a defined strategy with set targets means that if you fail to meet those targets you'll be held accountable by your stakeholders. There is also additional time resource that will need to go into creating initial strategy.

DEVELOPING A SUSTAINABLE STRATEGY

How you build and develop a sustainability strategy will differ from other businesses as the context your business operates within will differ. The culture of your business will play a vital role in the effective implementation of a new strategy. When reading through each step, consider how it might relate to your business and what ideas you could use for development and implementation.

Step 1: Analyse the impact your business has on the community and environment around it. Conduct research into the energy your business uses, the emissions it creates, and peoples perceptions of your business to identify areas of improvement.

Developing a strategy is a continuous process that needs to be constantly reviewed – it should not be viewed with a 'one and done' approach.

Step 2: Benchmark against other businesses to help you visualise where you want your business to get to. This will involve doing some research into your competitors and researching best practice in your industry sector.

What external pressures are there?

Step 6: After a year, review and evaluate the actions you have taken throughout the year and compare this to the research you undertook at the beginning of the process.

Step 3: Analyse the data and information you have collected surrounding best practice alongside the information you have gathered about your business.

Engage with stakeholders

Monitor actions

Step 5: Take action. The implementation of the actions identified through your research.

Step 4: Use the analysis to develop a set of criteria that you can assess your progress against (SMART targets and objectives).

These targets and objectives will form the basis of your strategy.

NET ZERO ISLE OF MAN

Net Zero Isle of Man have created a Resource Hub on their website which contains a variety of different resources for businesses and for individuals looking to make changes. Included on the 'Hub' page are a number of strategies that have been outlined by the Government and the accompanying legislation.



Scan or click on the QR code to visit the Resource Hub.

Understand current GHG emissions

Develop an action plan

Monitor and report progress

Although the Climate Change Duties document is targeted at public bodies, there is guidance within the document which can assist businesses.

Section five within the document is concerned with understanding carbon emissions, what the different types of carbon are and how they can be reduced.

CLIMATE CHANGE DUTIES GUIDANCE FOR PUBLIC BODIES



One of the documents contained within the 'Hub' is the Fair Change Framework. The framework offers guidance on sustainable decision making and policy development in a transition towards a sustainable future. It also provides guidance on how to apply the principles outlined in the Climate Change Bill 2021 within decision making in your business. Click on the image below to view the framework.

Within the appendices of the framework are tools which allow you to create your own Fair Change Plan by defining an action, identifying the relevant stakeholders, assessing the action and giving you the space to produce a timeline. When drawing up a sustainability strategy this may be something you could include.

FAIR CHANGE FRAMEWORK

Guidance for delivering a just transition and climate justice through environmentally and socially sustainable decision making and policy development.



a. Define your action

Description of proposed action

How does this action reduce emissions or facilitate/enable the reduction of emissions?

Key Success Indicators – what outcomes will indicate that your action and your Fair Change Plan has been successful?

FOR THOUGHT...

HOW DO YOUR CURRENT
BUSINESS OBJECTIVES RELATE
TO SUSTAINABILITY?

WHAT ARE YOUR
COMPETITORS DOING
THAT YOU COULD DO?

WHAT ARE THE KEY AREAS
OF SUSTAINABILITY YOU
WOULD LIKE TO ADDRESS IN
YOUR BUSINESS?

HOW WOULD YOU
DEVELOP A STRATEGY
GOING FORWARD?



SUSTAINABILITY IN CONTEXT

ECONOMY
TARMAYNYS



EDUCATION
YNSAGH



ENGAGEMENT
CO-PHOBBLE



ENJOYMENT
TAITNYS



ENVIRONMENT
CHYMMYLTAGHT



THE CASE STUDIES

The aim of this section is to provide context by using case studies of businesses on the Island that have already embedded sustainability at the core of their operations.

In addition to these case studies, each of our UNESCO Biosphere Partners has an entry on our website highlighting the work the business does to address sustainability issues. Explore our Partner entries [HERE](#).

The businesses included in these case studies have either won a UNESCO Biosphere Isle of Man Award or have helped with the development of this toolkit. The case studies include businesses that operate within different business sectors to demonstrate how sustainability can be embedded into different types of businesses.

The UNESCO Biosphere Isle of Man Awards are held annually to recognise the work businesses are doing to address sustainability issues related to their business and how they connect with the community. The accolades are awarded in 5 categories which connect with our strategy. The categories are listed below.

To find out more about our Annual Awards click [HERE](#).

HOW COULD THE WAY THESE CASE STUDY BUSINESSES OPERATE TRANSLATE INTO YOUR BUSINESS'S OPERATIONS?



Enjoyment /
Engagement



Energy



Education



Economy



Environment

Our 2021 award winners with their awards presented by the Chief Minister and Minister of DEFA at the time, Howard Quayle and Geoffrey Boot respectively.



CASE STUDY – CAPITAL INTERNATIONAL GROUP



Capital International Group won our Economy award in 2021 having developed its 'Conscious Capital' manifesto which encompasses the Group's environmental, social and governance initiatives.



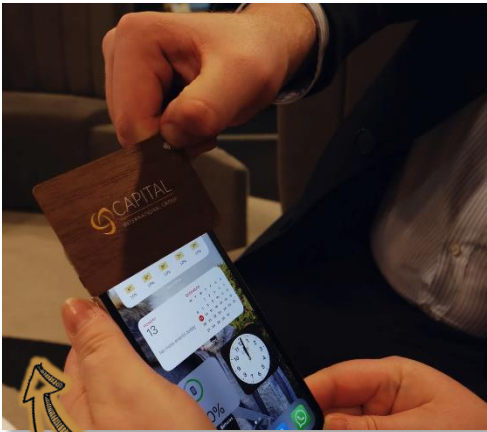
“Our mission is to provide the best possible future for our clients and this cannot be achieved with a blinkered focus on preserving their wealth alone. It is therefore imperative that we play our part in the urgent fight against climate change in order to protect our planet and ensure a future for all life on earth.”

Capital International Group's goal is to reduce the impact of its business activities on both the environment and society as much as possible whilst leveraging its position to make a positive and lasting impact. Everything it does in this regards falls under the banner of "Conscious Capital". Click to find out more

Conscious Capital
Our ESG Manifesto



In 2020, the Group undertook a carbon audit which revealed its two biggest contributors were energy use within the office buildings and the daily commute of staff. Following the audit, it set an ambitious aim to become carbon neutral by the end of 2025.



Reusable digital bamboo business cards



Reduction in emissions produced by staff travel is being achieved by incentivising both active travel and greener commuting methods. An electric vehicle leasing scheme was set up as well as a cycle to work initiative and there are plans to offer subsidised bus travel in the future. Electric vehicle charging points have also been installed at its Isle of Man office.



What the Group is unable to eliminate in terms of energy usage, it strives to offset as part of its initiative to reach net zero by the end of 2025. In 2021 it planted over 4,000 saplings across the two jurisdictions in which they operate: the Isle of Man and South Africa. The Group are also identifying local community projects it can provide financial support to.

Regulated activities are carried out on behalf of the Capital International Group by its licensed member companies. Capital International Limited, Capital International Bank Limited, Capital Treasury Services Limited and Capital Financial Markets Limited are all licensed by the Isle of Man Financial Services Authority. Capital International Limited is a member of the London Stock Exchange. For further information visit capital-iom.com.

CASE STUDY – THE CHILDREN'S CENTRE



Registered IOM Charity no. 921

The Children's Centre won our 2021 Award in the Energy category. With expert guidance they have converted their whole site to solar power.



It has always been The Children's Centre's ambition to achieve as green an approach as possible before the Island became a Biosphere in 2016. Its journey started 14 years ago with a review of its suppliers and the creation of an Environmental Policy to benchmark its intentions. This then became even more important an agenda item when it took on the Farm. Through this it became a Biosphere Partner and its currently a member of the Stakeholder Partnership Group which ensures accountability and direction to UNESCO Biosphere Isle of Man.

"With our small and dedicated team we are achieving amazing things in the world of awareness and contributing in our own way to a more sustainable future. Young and old alike are given the opportunity to engage and help us, themselves and our Biosphere."



"We have been there from the beginning and view sustainability as key to our and everyone's continued existence, not just success."

The Children's Centre have exposure to the UK charity, Young Minds, through its work with young people and families. Due consideration is given to everything it does. As part of its service delivery it offers practical experience, such as growing plans and looking after animals. Its activities all have to have reasoning, with each having at least five outcomes to foster learning, development and healing. For instance personal, environmental, educational and skills development

Its aim this year (2022) is to establish a small Apiary which will hopefully grow in coming years to provide much needed support to and from bees. Its working hard to create an environment that both we and the bees benefit from. Wild flowers, clover and managed 'Wild Spaces' provide a fantastic foothold for bees.



The plant pots it uses are biodegradable. Compost is also created and blended on site. Over 3,000 trees were planted on site in the last year (2021) alone. The waste the farm animals create is used as a fertiliser to enhance its produce. Young people are involved at all levels and in all areas. In doing so they are creating a tactile level of awareness that cannot be experienced through the digital world we now rely on.



CASE STUDY – KNOCKALOE BEG FARM



Knockaloe Beg Farm has been farmed by the same family since the 1950s. When Fiona and John took over managing the farm in 2005 they re-built and turned part of the house into a B&B, with the rest of the accommodation being built and developed in subsequent years. Knockaloe Beg still operates as a working farm today, running alongside and complementing the on-site accommodation.

Visits from local schools form a key part of the education provided to the local community. School visits up to the farm are a regular occurrence and the annual Lambing Live event is popular with the local community, helping to engage locals with the natural environment and the farming industry.

"Because we believe we are stewards of this land and God has asked us to look after it as best we can. This comes from a verse in the Bible; "The earth is the Lords and everything in it, the world, and all who live in it"."

To increase biodiversity on the farm, Knockaloe Beg uses hedge laying practices which creates thicker hedges. Bird and bat boxes are located around the farm, with the hope of putting up more.

In an effort to become more self-sufficient, Knockaloe Beg has started to grow its own organic produce for use within the B&B and for its own personal use. Any food waste produced is composted and used as fertiliser. There are also three beehives used to make honey. Only meat reared on the farm is used and a number of fruit trees have recently been planted as well as hundreds of mixed woodland trees.

There are recycling points for people to use around the farm and within the accommodation, to encourage visitors to recycle. Electric car charging points are also available for guests who drive electric cars. Carbon emissions are offset by the farm through the Climate Stewards initiative, which plants trees in Ghana.

The self-catering accommodation benefits from an air source heating system, with the main house containing the B&B having an integrated ground source heating system.



CASE STUDY – MANX HEDGEHOG CONSERVATION SOCIETY

The Manx Hedgehog Conservation Society (MHCS) won our award for Education in 2019 for the work and the commitment it has for raising awareness and educating the local community on Hedgehog conservation and the environment.



The Manx Hedgehog Conservation Society is a Charity dedicated to providing advice to the Manx public concerning the rehabilitation and preservation of sick, injured and orphaned hedgehogs. The charities objectives are to fund research into the behavioural habits of Manx hedgehogs and ascertain the best methods of assisting their survival so that they do not become an endangered species.

The MHCS is not the only charity or organisation dedicated to protecting our wildlife and environment. Pictured below is a collaboration between a number of local charities run by the Department of Education, Sport and Culture to help educate and connect young people with nature, conservation and sustainable development.



Although the MHCS is a charity, third sector organisations operate much like a normal business model, having very similar functions and operations. Third sector organisations require an income to survive and require a finance and marketing function as well as investment in time and resources.

The MHCS support a number of Duke of Edinburgh students choosing to undertake their volunteering through MHCS each year. The students help nurture young hog through their 'Fostering a Winter Rescue' initiative until they are strong enough to be released in March / April.



In 2018 MHCS, launched a 'Crisp Packet Recycling Scheme', working tirelessly with schools and other organisations and collected over 20,000 non biodegradable pieces of plastic.



MHCS continues to work closely with the education system to bring as much awareness and education to children across the Island. They also spread their message on their [Facebook Page](#).

CASE STUDY – ZURICH ISLE OF MAN



“At Zurich, being a responsible and sustainable company is at the foundation of our business. We’re swiftly reducing our own carbon footprint, helping our customers adopt more sustainable behaviours, supporting employee wellbeing, and helping communities become more resilient to natural hazards and extreme weather.” Linda Freiner – Group Head of Sustainability

Zurich’s governance structure supports a stakeholder-inclusive approach to ensure sustainability is embedded through their existing business to optimise the impact they have. A part of this involves enabling its employees to develop the skills required for their job role whilst ensuring they feel valued and supported in their career journey.

Locally on the Isle of Man, Zurich are installing a 200Kw solar array which will provide approximately 70% of the building’s power requirements. A light harvesting and light fitting removal strategy has further helped to reduce energy consumption.

At Zurich’s Isle of Man head office, they have managed to reduce the water in toilet cisterns to 4.5 litres and relocate toilet flush sensors. Doing this has saved them approximately 150,000 litres of water over the course of a year.



(Artists impression; Ardern and Druggan Limited)

“As we embed sustainability into everything we do, we are optimistic that we will achieve our own sustainability ambitions and that of our customers, employees, partners and communities will join us on this journey.” Mario Greco – Group Chief Executive Officer

They recycle paper, card, aluminium, mixed plastics, plastic bottles, milk cartons and waste from electrical and electronic equipment. They have also just started composting their food waste on site which will be used in the gardens within the office grounds.

Zurich Isle of Man are just about to open its sustainability garden, transforming an overgrown hedgerow into a usable space for both people and wildlife. Ten bird boxes and five hedgehog hotels have been installed along with over 100 shrubs, six additional trees, berry bushes, bulbs, wildflower seeds and herbs. Once completed, learning boards will be installed so that primary school children can come up and use the garden to learn about the small but diverse habitat.



The Zurich Isle of Man building lit up green for mental health awareness week. The lights used were low energy, rechargeable, battery operated LED lights.

CASE STUDY – Versa

After running as a successful pop-up, which allowed Pippa Lovell to gain an understanding of the local community and how to run a sustainable business, Versa in its current format opening its doors in 2020. Since then, Versa has won a variety of awards, showcasing what the Island has to offer.



Versa uses only local 100% Manx produce in the food prepared. The menu changes on a daily basis, taking into consideration what produce is available and what can be foraged on the day. Care is taken when out foraging to ensure that areas aren't over picked so that the ecosystem can continue to function. Going out to eat is a luxury, feeding into consumption. As a result, Versa believes that as a business, it is responsible for providing an offering that is sustainable for consumers because it's the right thing to do.

To help address staffing shortages within the hospitality sector, Versa takes in younger people who may not have experience in the industry and provide them with training. They are also given opportunities outside of Versa in other local businesses, building up their knowledge, which not only helps Versa but supports local businesses who may also be struggling for resource. This creates a stronger workforce for the Island's hospitality sector as a whole and promotes sustainability and community message.



"Sustainability is at the core of our operations and our business model. It is the first thing we consider when making decisions. We are here to try and set an example for other businesses to demonstrate that it is possible to use local produce and not create waste or take too much from the land in the process."

"It is also important to show that there's a symbiotic relationship between us and the land, demonstrating how we can connect with the natural environment"

As part of the circular economy model, which Versa implements throughout its business model, it operates a zero waste loop. What little food waste it does produce is composted at a site in Cregneash and acts as a fertiliser to grow new produce. This keeps their impact, and their footprint, as low as possible. Versa is not run as a profit making business which means that corners aren't cut when making decisions.

CASE STUDY – DISCOVER DIVING



Discover Diving has been established on the Isle of Man for 18 years, running expert diving sessions for locals and visitors who come over to dive within the Islands 10 Marine Nature Reserves.

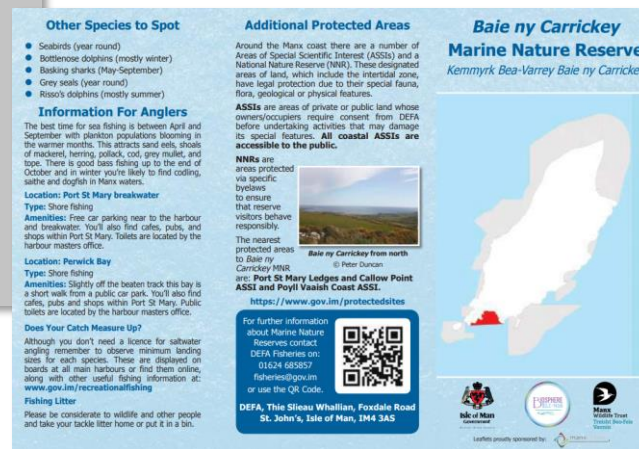


Education plays a large role in the work Discover Diving undertakes. This involves going into schools, running snorkel safaris for both adults and children, and beach ranger sessions exploring the rock pools of Chapel Beach in Port St Mary.

The building that Discover Diving occupies is fully insulated to reduce heating usage. Thermostats in rooms are also turned down or turned off depending on the position of the sun and how warm the room is to prevent unnecessary energy consumption. The viability of solar panels is also being looked into. Visitors booking a charter with Discover Diving have access to reasonably priced accommodation located on site, with the launch site a small walk away, which reduces transport use.

Discover Diving utilises the 10 Marine Nature Reserves (MNRs) that surround the Isle of Man, especially those located in the South of the Island, due to the diverse range of life that exists within MNRs. The MNRs protect the area from damaging activities, such as dredging, in order to conserve a particular species or habitat, or to enable their recovery. Details on each MNR can be found [here](#). Each guide also has an accompanying spotters guide to complete. The MNRs link in closely with the Core and Care areas within the Biosphere Zones.

“We have privileged access to the marine environment that others don’t get to see. This gives us a different view of the species and habitats that exist under the water which drives us to protect and educate people about the marine environment.”

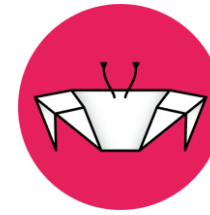


Discover Diving hopes to develop a strategy to address ghost fishing gear and other waste left on the bottom of the sea in a way that is safe.

Retrieving lost pots from the sea bed not only reduces the amount of waste but the pots can be reused by fishermen, reducing the economic cost.

CASE STUDY – BETTY LAURINCOVA

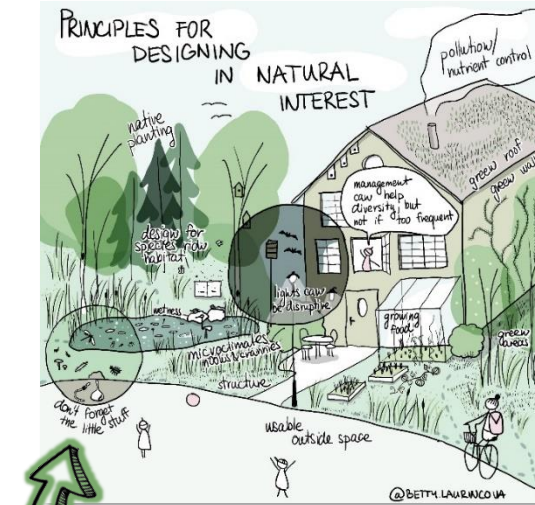
Betty Laurincova is an urban and architectural designer focused on participation and engagement. Her work can be defined as a process to connect people with their urban environment. But what does this mean?



As a society, we live in urban areas, walk the streets, commute and shop in our towns. We rarely think about how these places are designed, who is responsible, and how we can be part of the planning.



Betty operates a one-person business, a consultant minimising her impact on the environment. She moves around the island only by public transport or bike and works mainly in digital format. Her local clients include the Department of Infrastructure, Castletown Town Commissioners and different private architectural studios. She also invests time to work on some personal projects she communicates through her social media.



The above illustration was inspired by a Sustainable Mann session ran by Dr Richard Selman organised by Biosphere IOM to communicate principles of building with wildlife in mind.

Betty is introducing our urban areas as spaces that are part of our ecosystem. Wildlife and people benefit from our urban spaces if built and created consciously. This process must include the combined teamwork of inhabitants and authorities.

Welcome to Castletown is a collaborative document created with Castletown Town Commissioners. It is the starting point of a series of activities that will turn Castletown into a lively town with minimised environmental impact.

How is urban design connected with the sustainability and resilience of our environment? The places where we live and work influence many aspects of our lives that contribute to carbon emissions. The space where we live influences our choices regarding transport, purchasing choices and waste management.

Public workshop on Tynwald Day 2021 inviting people to design a street of their dreams. Betty later turns these plans into illustrations.



Betty's work aims to bridge the gap between society and institutions making decisions about the urban space around us. At the moment, Betty's services belong to 3 groups, visual work as illustrations to communicate, design projects that focus on social sustainability and workshops to raise awareness, engagement and collect ideas from the public.

CASE STUDY – BAIE MOOAR HOUSE

Baie Mooar House was established in 2015, being transformed from an old care home into a boutique bed and breakfast. Working with a local designer, the building was refurbished with a contemporary feel, the design led by the architectural features, coastal setting and colours of the landscape.

Local produce is used wherever possible, with home-made jams, local meat and eggs being used within breakfasts. A themed supper night is run once a month, bringing guests and locals together to showcase local produce in a relaxed and friendly setting. Produce grown in the on-site garden, which provides them with herbs, seasonal vegetables, and edible flowers is used within cooking.



Favourite walking spots, places to visit around the Island, farmers' markets and other events are shared with guests to encourage them to explore the best the Island has to offer. This also includes other local businesses and UNESCO Biosphere Isle of Man Partners.

“Sustainability is a global issue that affects us all, but it’s also a local issue – we believe everyone has their part to play in ensuring the Isle of Man remains a great place to visit and live now and in the future. As a local business, we make our own good choices to support local businesses and food producers, reduce waste and become more environmentally friendly. We encourage guests to take care of the environment and be mindful of sustainable choices during their visit.”



The building is fitted with energy efficient lighting throughout. The lights in the halls are also fitted with motion sensors. Toilets have smaller cisterns to reduce water usage and toiletries are in refillable containers rather than small plastic bottles. Guests are also encouraged to reuse towels to reduce water and energy consumption. Any waste created is recycled.



CASE STUDY – MANX WILDLIFE TRUST



Manx Wildlife Trust (MWT) won the Biosphere Award for Education in 2021 for the importance of their biodiversity education programme and how it is engaging and educating the Island's public.



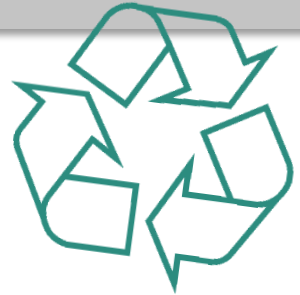
“Operating in a sustainable way is the only way to ensure a positive future for both ourselves and the wildlife we love.”

Sustainability, living within our planet's social and environmental boundaries, is a key part of MWT's strategy. Everything we buy and consume as humans requires resources from the planet, which may adversely affect habitats and wildlife and could lead to a diminished quality of life for our fellow humans.

Sustainability and the biodiversity crisis are intrinsically linked, our future depends as much on wildlife as wildlife's future depends on us. People hold the key to protecting Manx wildlife for the future and wildlife can do a great deal for us through Natural Solutions, Ecosystem Services and by providing wild places for us to enjoy whilst supporting our physical and mental health.

MWT has always understood the importance of recycling and, although Refuse, Reduce and Re-use need to come first, there is still a requirement to recycle packaging and other office waste. It has recently signed up to Recycle Collect, a local business on the Island offering doorstep recycling collection, to ensure they are recycling as much of their waste as possible and to encourage others to do the same.

In 2021, MWT made a commitment to reduce its carbon footprint and become net carbon negative by 2035. In order to create a carbon reduction plan it started by undertaking a carbon audit for the organisation as a whole.



Last year (2021), MWT purchased an electric vehicle (EV) which is used as a pool vehicle based in Peel. This allows team members to use public transport or active travel to get to work then take the EV to go to events and meetings. This ensures a reduction of its carbon footprint regardless of how the electricity is generated.



RESOURCES ON ISLAND



University College Isle of Man run a “Services to Business” scheme, offering a wide range of courses across a variety of subject areas with an aim of supporting collaboration between businesses on the Island.



To find out more click [HERE](#) or email s2b@ucm.ac.im

The One World Centre is an education centre to encourage understanding and respect for different people and cultures, challenging stereotypes and addressing global issues. The charity has a wealth of resources and run a variety of projects



Visit the One World Centre's website [HERE](#)



Visit Isle of Man operate within the Department for Enterprise to offer financial support and advice to businesses that sit within the tourism sector in a way that supports local industry and promotes sustainable tourism.

Explore Visit Isle of Man's website [HERE](#)

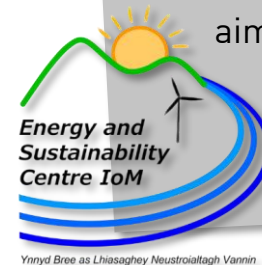
This is not an exhaustive list of resources on the Isle of Man. There are numerous charities and businesses that offer training, expertise and financial assistance for businesses who are interested in and looking to adopt more sustainable practices.



Net Zero Isle of Man promotes the work of the Isle of Man Government's Climate Change Transformation Team, providing guidance on legislation as well as the Government's action plan.

They have various resources on their website that encourage individuals and businesses to take action. Explore more [HERE](#)

The Energy and Sustainability Centre Isle of Man researches, educates and advises in the practicalities of cutting greenhouse gas emissions. It is a charitable company working as an independent think tank with an aim of collaboration between industry, the Government, academia and wider society.



Explore the knowledge hub [HERE](#)

RESOURCES ON ISLAND



The Department for Enterprise offer a variety of grants and support for businesses which covers a wide range of topics. Some of those linked with sustainability are:

- **Business Energy Saving Scheme** – the Department offers interest free loans for businesses looking at making their operations more energy efficient.
- **Business Improvement Scheme** – designed to help businesses engage with external consultants to undertake projects in a number of areas including addressing sustainability issues.
- **Micro-business Grant Scheme** – the scheme offers training through the University College Isle of Man, financial assistance and business mentoring for new start-ups or for businesses trading for less than 18 months – ideal for a new sustainable business start-up.
- **Investors in People** – businesses looking to gain Investors in People accreditation can get support from the Department throughout the process.
- **Internship Programme & Graduate Role Incentive** – both schemes help place students or recent graduates in roles which will help them gain vital experience and grow their career.
- **Accessibility Grant** – financial support for businesses looking make adjustments to their premises in line with the Equality Act 2017.

To find out what your business could benefit from click [HERE](#)



The Manx National Farmers Union (Manx NFU) works to create a strong agricultural economy on the Isle of Man for their members and to provide a reliable, sustainable and secure food supply for the Manx people. They represent farmers from the majority of farm businesses on the Island, and provide information and education on farming to schools, businesses and the general public.

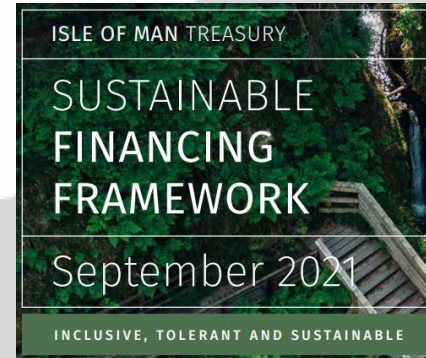
You can find their website [HERE](#)



The Chamber of Commerce is a high profile business network that advocates and campaigns for change, focussing on growth and success within our community.

Although there is no specific resource they offer, the Chamber of Commerce host events and webinars that are centred around sustainability. Details of events can be found [HERE](#).

ISLE OF MAN GOVERNMENT'S COMMITMENT



Single Use Plastic Reduction Plan for the Isle of Man Community

Agricultural Strategy
2019-29
Isle of Man

Our Big Picture
The strategy shaping our Island's Economy

Substance Misuse Strategy
2018 - 2023

Isle of Man Government Action Plan for Achieving Net Zero Emissions by 2050
Phase 1

Managing our Natural Wealth,
The Isle of Man's First Biodiversity Strategy
2015-2025

FOOD
MATTERS
A development strategy to grow the economic contribution of Isle of Man Food and Drink from 2015 to 2025

Visit Isle of Man
Strategic Plan to 2023

Under Review

Our Island,
Our Future

Isle of Man
Visitor Economy
Strategy 2022-2032

FUTURE
FISHERIES
Department of Environment Food and Agriculture

Under Review



Children's Weight Management Strategy

FOR THOUGHT...

HAVING READ THROUGH ALL OF
THE SLIDES HAS YOUR PERCEPTION
OF SUSTAINABILITY CHANGED?
WHY / WHY NOT?

HAS IT INSPIRED YOU TO
TAKE ACTION WITHIN
YOUR BUSINESS?

IF YOU WERE TO WRITE WHAT
SUSTAINABILITY MEANS TO YOUR
BUSINESS NOW WOULD IT MATCH
WHAT YOU WROTE ON PAGE 5?

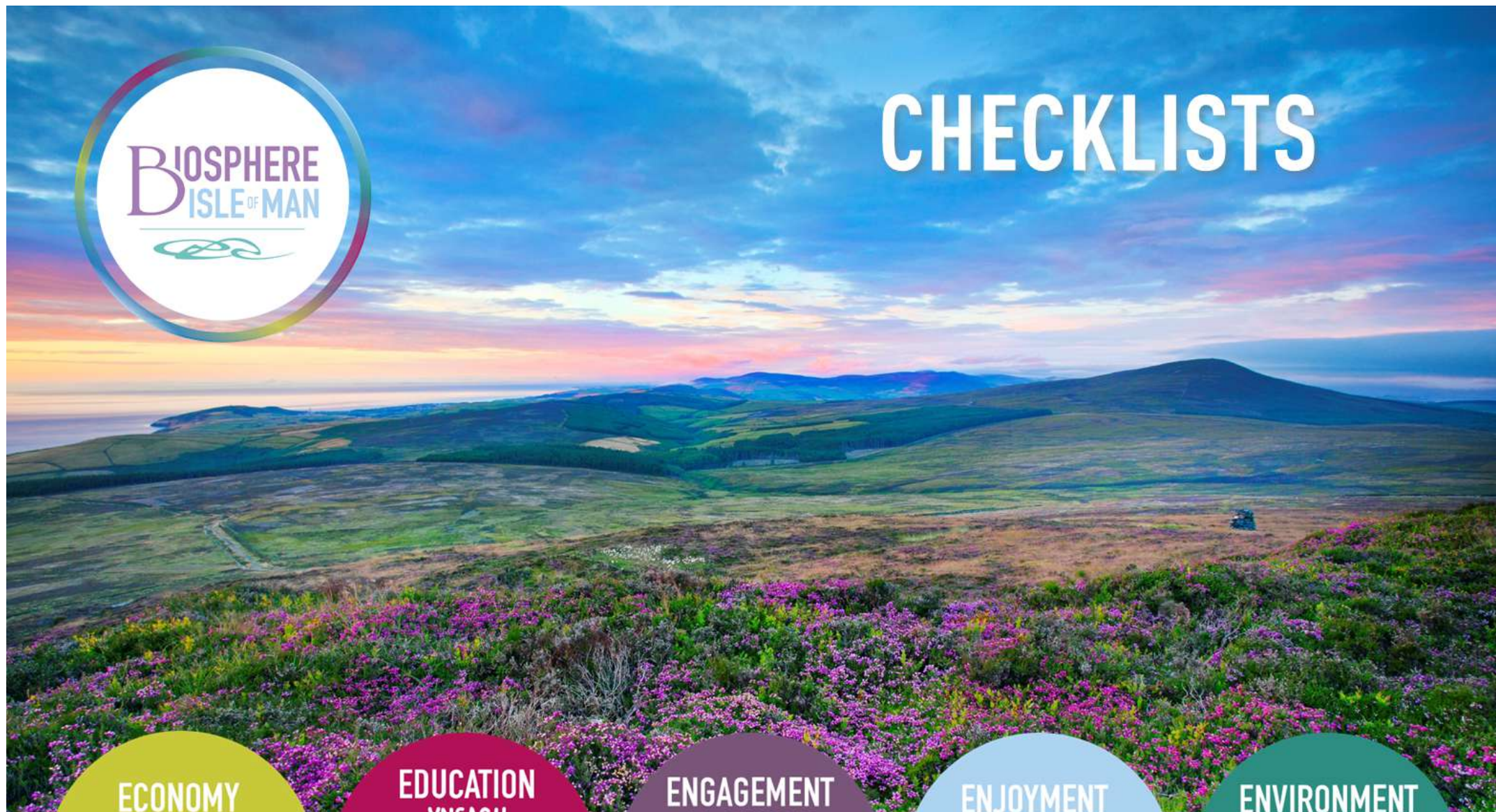
WHAT ARE YOUR NEXT
STEPS GOING FORWARD?

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CHECKLISTS



ECONOMY
TARMAYNYS



EDUCATION
YNSAGH



ENGAGEMENT
CO-PHOBBLE



ENJOYMENT
TAITNYS



ENVIRONMENT
CHYMMYLTAGHT



SUGGESTIONS FOR CHANGE CHECKLISTS

The following pages provide sector specific checklists which identify suggestions for change within your business in order to become more sustainable.

The checklists are sector specific, however, every business operates differently so not all of the suggestions will be relevant to you and your business. If this is the case, please select the Not Applicable (N/A) option on the checklist.

Like with previous groups you are able to select the relevant box on the checklist so you can track your progress.

	TO	
ACTIONED	ACTION	N/A
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Although there are tick boxes, sustainability should not be seen as a tick box exercise. Once you have completed the action the process isn't complete. There may well be things not listed that may apply so conduct your own research as well. Keep an eye on regulation and legislation changes, consumer trends and best practice methods.

DON'T JUST THINK ABOUT THE SUGGESTION ITSELF, CONSIDER THE KNOCK ON EFFECTS SHORT AND LONG TERM.

Due to the diverse range of sectors on the Isle of Man it hasn't been possible to include very sector. Although there may be a checklist which doesn't specifically cover your sector there may be suggests that are applicable to your business.

However, if you think there is a sector that should be included please get in touch with your ideas.

IN THE WORKPLACE – office or home.

ACTIONED	TO ACTION	N/A	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Introduce glasses or mugs into communal areas rather than having plastic cups.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Mixed homeworking / office approach to reduce travel or encourage carpooling, cycling, walking and use of public transport.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Use sustainably sourced / locally sourced tea, coffee, sugar etc.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Support and encourage employees who want to address sustainability issues inside and outside of the workplace.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Offer training and awareness around sustainability issues (diversity, gender equality, well-being, environmental concerns etc.).
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Turn off computer monitors, printers and other non essential technology at night.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Practice paperless working and use recycled paper when printing is unavoidable.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Purchase sustainable stationery (pens, notebooks, memo pads).
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Install smart or energy efficient lighting solutions which adapt to light levels.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	If you are investing in other businesses or funds, ensure they are ethical and sustainable initiatives.

ACTIONED	TO ACTION	N/A	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Choose suppliers or outsource work to businesses who share the same values as you.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Introduce plants into your premises. There are low maintenance, easy to care for, non-toxic plants which are ideal.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Choose eco-friendly, plastic free packaging for your goods.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	If you can't fully eliminate your carbon emissions look into carbon offsetting.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Support local goods and service providers when looking to outsource resources or for consultations.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Remove bins at every desk – have on designated area for waste disposal that includes recycling bins.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ensure there are measures in place to promote and protect colleague wellbeing.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Upgrade technologies / infrastructure to more energy efficient systems.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Source eco-friendly cleaning products.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Partner with and support businesses who are dedicating themselves to sustainability initiatives including UNESCO Biosphere Isle of Man Partners.

TOURISM– accommodation, events, hospitality, tour operators, etc.

With thanks to Visit Isle of Man for their input and advice in putting together this checklist.



ACTIONED	TO ACTION	N/A	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Support Island producers by promoting local goods and service providers and advertising local cultural activities.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	When upgrading utilities, consider appliances that use less water (taps, toilet cisterns etc.).
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ensure recycling bins are available for use by visitors at your premises and consider recycling in your waste management provision.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Consider green energy options when upgrading heating and lighting systems. Change light bulbs to more energy efficient options.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Determine how your business fits in within the landscape of the local area – how it adds value to the community.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Consider the location and timing of activities, acknowledging that there may be nesting birds, young livestock, risk of fires, boggy land etc.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Provide visitors with information about public transport routes rather than encouraging the use of hire cars.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Encourage visitors to go to local farmers' markets to try our local produce and support the local economy.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Provide sustainably sourced / locally sourced tea, coffee, sugar, produce etc.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Sign up to become a Refill Isle of Man Partner



ACTIONED	TO ACTION	N/A	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Look into green accreditation options that suit the nature of your business.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Introduce plants into your premises. There are low maintenance, easy to care for, non-toxic plants which are ideal.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Consider renewable and recyclable materials in the provision of outdoor and take-away catering.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Sign up to run a Biosphere Bee Community Picnic 2022. Encourage visitors to attend one or to hold their own.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Encourage visitors to follow the Countryside Code when they are out exploring the Island.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Promote publicly accessible marine and land nature reserves, Areas of Special Scientific Interest and Dark Sky sites to visitors.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Carry out environmental risk assessments when looking to host an event, considering if your activity may cause undue damage.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Choose suppliers who share the same values as you.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Source eco-friendly cleaning products, toiletries when stocking for your business premises and for visitors.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Promote your sustainability efforts on your website and social media pages so people are aware of the good work you are doing.

AGRICULTURE

ACTIONED	TO ACTION	N/A	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Look into the Agri-Environment Scheme, for opportunities to further support wildlife and the environment.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Consider alternative uses for less productive areas of the farm.. i.e. tree planting or wildlife strips.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Rotationally cut your hedges where possible to encourage wildlife.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Recycle where possible
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Rotationally graze livestock to improve animal performance and allow soils to rest and regenerate.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Use minimal soil disturbance techniques when cultivating soils.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Have a crop nutrient plan, to avoid non-essential use of chemical fertilisers.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Have a manure management plan, and make use of natural fertiliser.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Have a manure management plan, and make use of natural fertiliser.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Use lime to maintain PH levels for optimum soil levels.

ACTIONED	TO ACTION	N/A	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Consider having an animal health plan for livestock completed with a vet for better animal welfare and reduced antibiotic use.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Use local suppliers wherever possible
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Consider engaging with school and other organisations for educational farm visits.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Support and contribute to rural events and village halls.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Encourage clovers in the swards to reduce reliance on imported nitrogen and attract pollinators.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Help to educate people about the Countryside Code and to respect it.

With thanks to the Manx National Farmers Union for their input and advice in putting together this checklist.



CONSTRUCTION & INSTALLATION

ACTIONED	TO ACTION	N/A		ACTIONED	TO ACTION	N/A	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Specialise in sustainable construction and installation, using up to date building materials.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Be transparent when reporting your emissions.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Find training opportunities that can help broaden knowledge in new green technologies.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Consider how the building or product you install will impact on the environment once you have completed your part of the cycle.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Look into sustainable ways of disposing waste materials when waste is unavoidable (circular economy model).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Invest in green technology solutions to track your work to identify areas that can be made more efficient.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	When undertaking a new project consider the entire timeline of the project and where issues concerning sustainability may occur.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Keep up to date with the latest home appliance trends, such as smart thermostats, lights that change to the light levels.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Use locally sourced materials, where possible, to support the local economy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	When developing a new site, consider installing ground or air heat source pumps as a standard form of heating.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	When outsourcing, ensure that any subcontractors have measures in place which monitor their own sustainability.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Fit solar panels, ground source heat pumps etc. as standard in all new builds where feasible.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Choose materials that are sustainability produced and made using sustainable materials.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Think about the longevity of the products you are fitting into a building. How long will they take to degrade?
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Measure and understand the emissions produced by your processes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	To reduce initial waste, order materials to the exact measurements required.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ensure adequate health and safety procedures and measures are in place.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	If you have employees, ensure they are adequately trained in site safety, equipment use and material use.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Consider the impact your work is having on the environment you are operating in. How can you minimise the disruption.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	During the design of buildings consider how the building will fit into the surrounding environment. Utilising natural light, outdoor spaces, living roofs etc.

RETAIL

ACTIONED	TO ACTION	N/A		ACTIONED	TO ACTION	N/A	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	When packaging products, use recycled, reusable and biodegradable or compostable packaging.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ask your customers what they would like to see from you. More locally sourced or ethically sourced products?
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	When choosing third party logistics providers, choose those with commitments to sustainability.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Provide customers information on how the product has been produced and how their choice has an impact on the producers.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Think about the materials you use to label your products and what sustainable alternatives there are.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Be transparent and honest about your practices and policies to build trust with your consumers.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Look at trends in the retail sector and how these trends could be introduced into your business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	With such a customer facing role, ensure your employees and yourself are well supported when dealing with difficult situations.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Make it clear on your goods how to dispose of the product responsibly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Consider what happens to the goods you can't sell. Can they be re-purposed or donated to a company or charity that can use them.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Upgrade till systems so you can offer e-receipts or ask if customers would like a receipt before automatically printing one.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	If you are marketing yourself as sustainable ensure you are accountable for these actions.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Review what policies and procedures you have in place to support and protect your employees.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Send invoices via email rather than printing and posting the invoice to save on paper.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Use sustainability as a marketing tool to help boost your brand. Have a section on your website or on the packaging itself.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Invest in technology that allows you to manage your stock levels to reduce the amount of waste being created.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	If outsourcing your products ensure they have been sustainably produced.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Explore new business models that are more sustainable.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Depending on the types of products you sell, consider the circular economy model and the end of life process of the product.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Retrofit your business with more energy efficient insulation, appliances, lighting. If you don't own the building discuss different options with your landlord.

LOGISTICS

ACTIONED	TO ACTION	N/A		ACTIONED	TO ACTION	N/A	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Upgrade your vehicles to more environmentally friendly options. Consider electric and hybrid vehicles.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ensure adequate driver welfare procedures are in place to protect their safety and wellbeing.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Use the circular economy model within your operations to find ways to reduce waste.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Keep up to date with the latest policy and regulation changes on the Isle of Man, the UK and internationally.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Invest in systems which allow you to track your emissions so you can calculate the carbon footprint from your fleet.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	If you are a logistics provider what sustainable options are you offering to consumers who want to import goods more sustainably.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Look into environmental certification marks that relate to your businesses. E.g. ISO 14001 Environment Management System	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Measure the efficiency of equipment so you have visibility of processes that are under-performing and may need maintenance.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Identify where you could potentially use renewable energies through the installation of solar panels, ground-source heating etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Work with logistics providers to find more sustainable solutions.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The mentality of it's a challenge needs to be changed to view sustainability as an opportunity.				
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Review your supply chain and how products are shipped to the Island from further the UK and internationally.				
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Educate and keep training up to date for drivers in terms of best practice for driving.				
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Make sure vehicles tyre pressure and engines are checked regularly so they are as efficient as possible.				
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Optimise your routes to reduce unnecessary trips with no load.				