

THINKING SUSTAINABLY

THE **ESSENTIAL** BUSINESS GUIDE TO
IMPROVING YOUR **GREEN CREDENTIALS**





YOUR PATHWAY TO A MORE SUSTAINABLE FUTURE

2018 has seen increasing scrutiny on businesses across all sectors to up their corporate social responsibility (CSR) credentials. In particular, unnecessary single-use plastic has become a serious problem in the UK.

**BRITS USE
7.7BN
PLASTIC
BOTTLES
OF WATER
ANNUALLY¹
OF THESE
ONLY
57%
ARE RECYCLABLE²**



**MORE THAN
1 IN 5
WOULD ACTIVELY
CHOOSE
BRANDS IF THEY
MADE THEIR
SUSTAINABILITY
CREDENTIALS
CLEARER ON
THEIR PACKAGING
AND IN THEIR
MARKETING³**

**THIS REPRESENTS
AN ESTIMATED
£966 BN**

**OPPORTUNITY FOR
BRANDS WHO CLEARLY
COMMUNICATE
THEIR SUSTAINABILITY
CREDENTIALS⁴**

**BY 2023
SUSTAINABLE PACKAGING IS
PREDICTED TO BECOME THE
No1
CHALLENGE
FACING
COMPANIES,
BEATING OUT
COST AND
OTHER
ISSUES⁵**

76%

We've reached a sustainability 'tipping point' where consumers are increasingly seeing the importance of environmentally-friendly practices for businesses and in their personal lives. Employees are focusing on the importance of sustainability too.

of millennials consider a company's social and environmental commitments when deciding where to work⁶

88%

of millennials say their job is more fulfilling when they are provided with opportunities to make a positive impact on social and environmental issues⁷

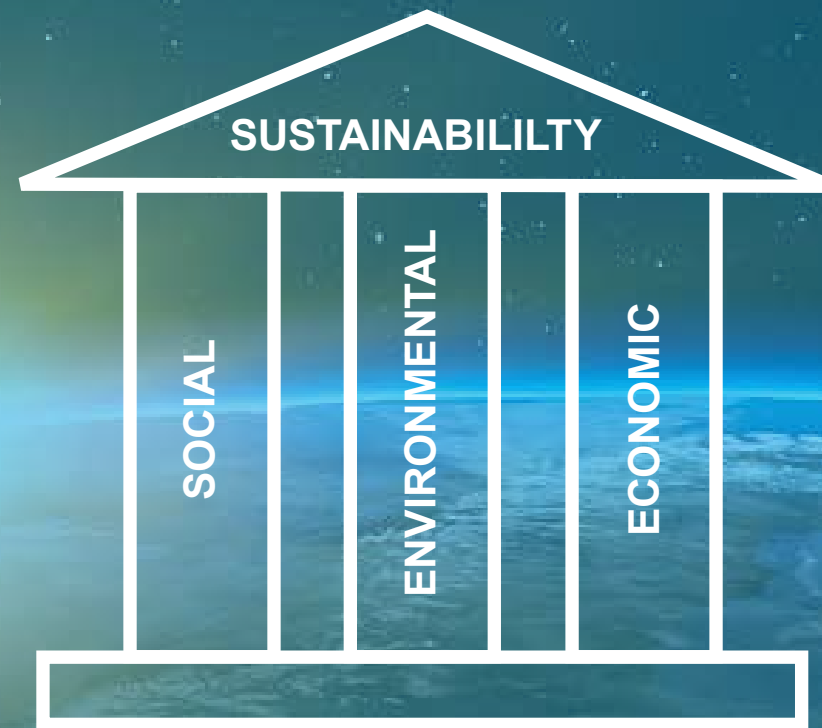
¹Plastic Bottle Waste in UK, www.parliament.co.uk
²ibid
³Unilever Sustainable Brands Survey 2017
⁴ibid
⁵Packaging News January 2018
⁶ibid
⁷Sustainable Brands (2016) - ¼ millennials would take a pay cut to work for a Socially Responsible Company

There are a wealth of initiatives businesses can implement to make positive steps towards functioning more sustainably. However, with so many areas to consider, it can understandably feel quite overwhelming.

SUSTAINABILITY INITIATIVES

ON A GLOBAL SCALE

The Three Pillars of Sustainable Development



The World Summit on Social Development identified three core areas that contribute to the philosophy of sustainable development:

- Economic development
- Social development
- Environmental protection

These “pillars” form the backbone of the core issues the world now faces, and these are the areas that need attention, to develop and introduce sustainable initiatives across the world.

IN THE UK

The 25 Year Environment Plan

In the UK, the Government has released its 25 Year Environment Plan, an initiative that aims to help the natural world regain and retain good health.

The plan aims to build on the success of the 5p plastic bag charge, which has resulted in an 86% decrease in the use of single-use carrier bags since the introduction of the law. It contains practical ambitions including supporting coffee shops to offer water refill points and exploring plastic-free supermarket aisles in which all the food is loose.

THE UNITED NATIONS

Sustainable Development Goals (SDGs)

In January 2016, the UN introduced Sustainable Development Goals (SDGs) as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity.

These 17 goals cover areas such as climate change, economic inequality, innovation, sustainable consumption, peace and justice, among other priorities. Although broad, these are useful goals to be aware of when considering your business initiatives as a whole.

This toolkit aims to empower businesses to take sustainability issues into their own hands and provide real, practical advice towards a more sustainable future.

We will look at how to adopt strategic plans, ensure sustainability within your supply chain, how to measure the success of sustainable policies and how going single-use plastic free will help you achieve your goals.

⁸ Environmental Science (2018)
⁹ HM Government: A Green Future: Our 25 Year Plan to Improve the Environment (2018)
¹⁰ HM Government: A Green Future: Our 25 Year Plan to Improve the Environment (2018)

CREATING A ROADMAP FOR SUSTAINABILITY

Here's our top tips to help you craft your plan for operating more sustainably:

- 1.** There is no 'one size fits all' answer when it comes to which initiatives to adopt. Look at the different goals set by organisations like the UN or the UK Government, and consider each action in more detail and then determine where your business can have the most positive impact.
- 2.** Think carefully about what you actually want to achieve as an organisation and what success looks like. It's better to start small and then take on more in time.
- 3.** Look at setting targets and putting appropriate KPIs in place to track progress. Create SMART objectives; specific, measurable, achievable, relevant and time-based.
- 4.** There are also some easy to implement practices you can put in place straight away. For example, introducing LED lighting in your building to be more energy efficient or increasing your percentage of total electricity gained from renewables.



FOCUS AREAS TO DEVELOP YOUR SUSTAINABILITY ROADMAP:

Responsible waste disposal:

Consider if you're doing all you can to reduce, recycle and reuse in your business.

Clean energy:

Document your emissions in areas like fuel and electricity and consider how to offset them.

Review your carbon footprint:

Reduce reliance on carbon, think about the energy mix and increase your use of renewables. Review how you transport produce and consider whether more sustainable solutions can be found (such as using mains fed water rather than pre-filled bottles).

Think of our oceans:

Aim to significantly reduce single-use plastic usage.

Transport:

Evaluate how your team get from A to B, is there a more sustainable initiative you can encourage such as cycling to work?

CONSULT

YOUR CUSTOMERS/
EMPLOYEES AND FIND
OUT WHAT THEY CARE
MOST ABOUT WHEN
IT COMES TO
SUSTAINABILITY –
EVERYONE SHOULD
BE ENGAGED ON THE
IMPORTANCE OF
THESE ISSUES

TAKE ACTION TODAY

TAKE ACTION TODAY
CREATE A LIST OF
THREE QUICK WINS
YOUR BUSINESS CAN
DO IN THE SHORT
TERM TO CONTRIBUTE
TO CSR TARGETS



Supporting CSR objectives can only be achieved by working with suppliers you know have strong sustainability policies that align with your own aims. In fact, just assessing your own sustainable credentials in isolation will not go far enough in having a long-term impact.

ACHIEVING SUSTAINABILITY TOGETHER



THE BRITA UK SUSTAINABLE STORY

Any business that you work with should be able to tell you clearly how they are contributing to saving the environment.

BRITA is a business built on sustainability and is incredibly proud of its CSR credentials, dating back 25 years.

Internal calculations have shown that the carbon saved globally from people switching from bottled water to BRITA filtered water in 2015 amounted to more than 250,000 tons of CO₂. That roughly equates to the annual carbon dioxide emissions of 130,000 mid-range cars.

BRITA HAS A **ZERO** TO LANDFILL POLICY AND RECYCLING INITIATIVE WHICH HAS BEEN RUNNING FOR OVER **25 YEARS**

BRITA UK's ECO-SAVINGS IN 2017 ALONE RESULTED IN A SAVING OF **55,000 kg OF CO₂**

BRITA UK USES **100% GREEN POWER** FOR MANUFACTURING

IN 2017 BRITA UK RECYCLED OVER **1.7 MILLION CARTRIDGES**

ONE LITRE OF BRITA FILTERED **WATER** GENERATES UP TO **27 TIMES LESS CO₂** THAN ONE LITRE OF BOTTLED WATER

BRITA's production sites in Taunusstein, Neudorf and Bicester have been awarded the internationally recognised standard for environmental management and are ISO14001 certified

Even if you implement green policies internally, suppliers might not share the same values which could reflect negatively on you. The more sustainable your supply chain, the more positive for your own business.

A plethora of Sustainability Reporting Tools (SRTs) exist, which could help to create a sustainability scoring system for all of your suppliers. By using these tools, you can work towards only dealing with suppliers that have strong CSR credentials, which in turn will positively impact upon your own efforts.

AUDIT

YOUR SUPPLY CHAIN AND BE CLEAR ON HOW SUSTAINABLE EACH AND EVERY BUSINESS YOU ARE CURRENTLY WORKING WITH IS

RESEARCH

THREE SUPPLIERS WHICH HAVE IMPRESSIVE SUSTAINABILITY CREDENTIALS AND SEE HOW YOU CAN WORK TOGETHER

BRAINSTORM

SPECIFIC QUESTIONS INTERNALLY FOR DIFFERENT SUPPLIERS, DEPENDING ON THEIR SPECIALIST AREAS

BEST PRACTICE

LOOK AT THE MOST SUSTAINABLE SUPPLIERS IN YOUR CHAIN TO CREATE A CHECKLIST OF THE TOP FIVE CSR TARGETS YOU'D LIKE TO SEE IN OTHER SUPPLIERS

WHAT TO ASK YOUR SUPPLIERS

As you look to increase the sustainability of your supply chain, we consider the top five questions to ask your suppliers and show what we do at BRITA UK as a guide for the kind of answers you might expect.

QUESTION:

Do you have a specific team of employees who champion sustainability issues?

EXAMPLE ANSWER:

Our dedicated cross-department green team of 10 means we are always thinking about how environmental our policies are and maintaining waste management as a priority.

QUESTION:

What recycling initiatives do you have in place?

EXAMPLE ANSWER:

We reuse 156,000 cardboard boxes annually through our partnership with The Reuse Market.

QUESTION:

What are you doing to make your packaging more sustainable?

EXAMPLE ANSWER:

With pressure to reduce plastic packaging more urgent than ever, all our professional product and consumer jug packaging is made from recycled cardboard.

QUESTION:

How are you reducing the impact of transporting products?

EXAMPLE ANSWER:

By reducing waste and through clever loading of lorries, we reduced the number of journeys made by an additional 5% in 2017.

QUESTION:

What energy saving initiatives do you have?

EXAMPLE ANSWER:

A new speed-fit door has been installed in the warehouse to reduce energy and heating costs, and LED lighting has been fitted.

TOP FIVE SUSTAINABLE QUESTIONS



One of the simplest ways to improve your environmental impact is to reduce single-use plastics by no longer supplying and using single-use plastic bottles for water. BRITA's #SwapForGood campaign aims to help eradicate single-use plastic bottles by encouraging consumers and businesses to make small changes to their lifestyles that can have a big impact on the environment.

**HOW TO
MAKE
SWAP
FOR GOOD
WORK FOR
YOUR
BUSINESS**

64% 73%

OF CONSUMERS WOULD BE MORE LIKELY TO RETURN TO AN ESTABLISHMENT FOR FUTURE PURCHASES IF THEY COULD REFILL THEIR WATER BOTTLE¹¹

WOULD VIEW A BUSINESS MORE FAVOURABLY IF IT GAVE FREE TAP OR FILTERED WATER ON REQUEST, AND TWO-THIRDS WOULD ACTUALLY CHOOSE A BUSINESS THAT OFFERED FREE REFILLS OVER A COMPETITOR¹²

77% 70%

OF FACILITIES MANAGERS SAY HAVING READILY AVAILABLE FILTERED WATER IN OFFICES IS KEY TO ENSURING A HEALTHY AND HAPPY WORKFORCE¹³

OF BUSINESSES ARE CURRENTLY LOOKING TO CUT DOWN ON SINGLE-USE PLASTICS¹⁴

Introduce a system in your business where employees and customers can help themselves to refills and swap plastic bottles for BRITA bottles, jugs and dispenser solutions.

Capitalising on the increased drive to reduce single-use plastic bottles makes perfect business sense too.

With six in 10 Brits worrying about the cleanliness of water fountains, installing a water filter dispenser will also ensure water quality is of the highest standard. Installing such a system also helps to meet wider SDGs; a lower carbon footprint, for example, due to fewer deliveries and reduced energy needed to store and refrigerate bottled water.

450 YEARS

HOW LONG AN EVERYDAY PLASTIC WATER BOTTLE TAKES, ON AVERAGE, TO BIODEGRADE.

THAT'S TWICE AS LONG AS A BOWHEAD WHALE LIVES - ONE OF THE LONGEST LIVING CREATURES ON THE PLANET.¹⁵

¹¹Water, water, everywhere 2018 Moving from awareness to action on single-use plastic bottles - BRITA/Keep Britain Tidy

¹²ibid

¹³GEM in collaboration with BRITA Professional (2018)

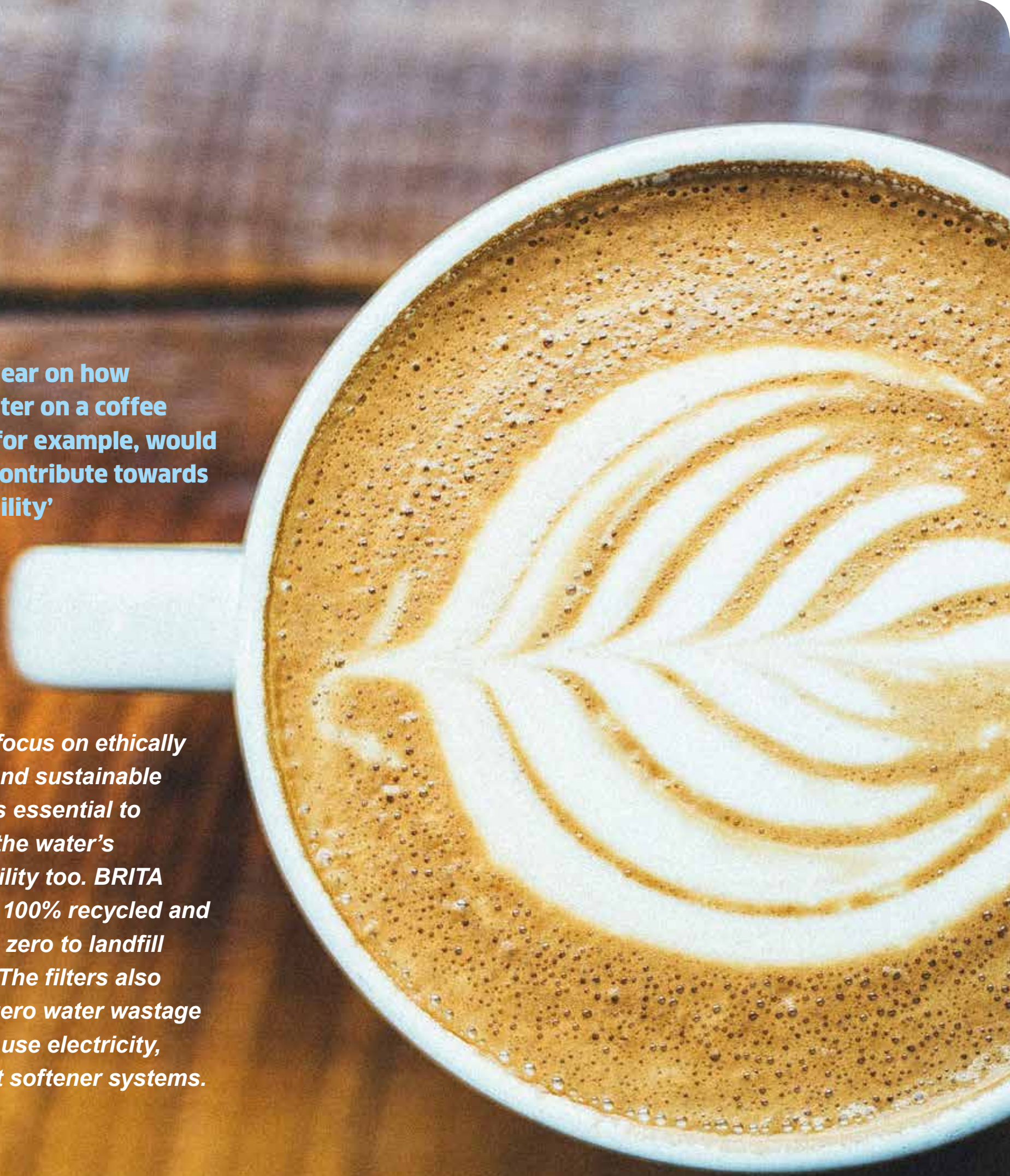
¹⁴Explori in collaboration with BRITA Professional (2018), 355 respondents

¹⁵Water, water, everywhere 2018 Moving from awareness to action on single-use plastic bottles - BRITA/Keep Britain Tidy



ADDRESSING BUSINESS BARRIERS

You may be considering upping your sustainability credentials by installing water filters on key equipment like taps, coffee machines and combi ovens. Likewise, a filtered water refill station may be a viable option. For some businesses making such a change may feel overwhelming; here we look at some perceived potential barriers, how to overcome them and invest in a high-quality sustainable water solution.



'I'm not clear on how using a filter on a coffee machine for example, would actually contribute towards sustainability'

While we focus on ethically sourced and sustainable coffee, it's essential to consider the water's sustainability too. BRITA filters are 100% recycled and we have a zero to landfill initiative. The filters also produce zero water wastage and don't use electricity, unlike salt softener systems.

'Investing in filters for my combi oven doesn't feel like a worthwhile spend when it comes to sustainability'

Our filters – which are 100% recyclable – protect your equipment from a damaging build-up of limescale and deposits of unwanted minerals. Your equipment will be more reliable and longer lasting, therefore reducing waste. You will also eliminate costly downtime when things break.

'BRITA equipment feels expensive in comparison to alternatives'

The technology BRITA uses ensures maximum output. Other water filters are not as sophisticated and many do not have as much of an impact in terms of taste profile, aroma and protection of equipment. You are investing in not only a totally sustainable water filtration solution but we also offer our customers additional benefits such as marketing support and expert water consultancy training.

'I don't have room to install a new area for water refills'

Rather than investing in a dispenser system, consider optimising your tap water instead by adding filters to taps. Alternatively, there are so many different water refill options and they're not as big and bulky as you might think. If you have limited room, BRITA Vivreau's under counter system won't take up valuable floor space.

'I'm concerned about maintaining speed of service, surely offering refills will jeopardise current service levels?'

Quite the opposite – offering customers a range of sparkling and still options will make them feel looked after and could give you more time. It's the little touches that make the difference.

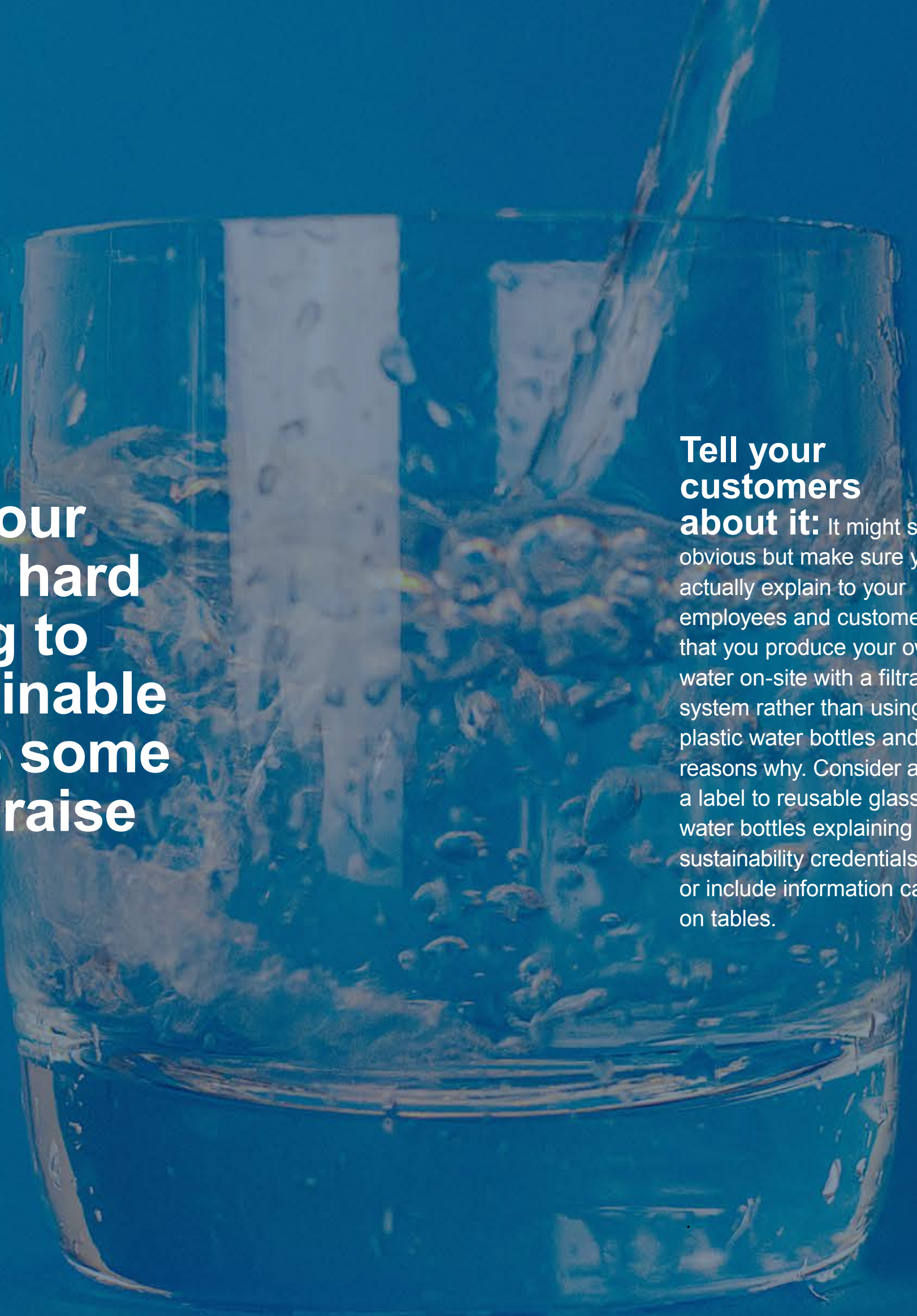
'I rely on bottled water sales to meet my profit margins – I can't just eliminate this stream of revenue'

There is the option to charge a small amount for filtered water refills, which are served chilled. For example, you could charge for a glass of filtered water and then offer free refills after that. Consider charging extra for sparkling water served in branded glass water bottles to give it a more premium experience. There's also an opportunity to upsell reusable water bottles, plus the reduced costs of storing and transporting bottled water.



With two-thirds (67%) of UK consumers recently stating they would boycott brands that lack an ethical conscience, the need to raise awareness around how your business is contributing to saving the environment is more pressing than ever.

PROMOTING YOUR SUSTAINABLE CREDENTIALS



Put simply, you need to show your customers how hard you are working to achieve a sustainable future. Here are some simple ways to raise awareness.

Tell your customers about it:

It might sound obvious but make sure you actually explain to your employees and customers that you produce your own water on-site with a filtration system rather than using plastic water bottles and the reasons why. Consider adding a label to reusable glass water bottles explaining the sustainability credentials or include information cards on tables.

Check out the Refill App:

Refill is a national tap water campaign that aims to make refilling reusable bottles easy by advertising refill points on every street. If you are customer facing, sign your establishment up to be a 'Refill Station' to encourage users to 'pop in to top up' their water bottle free of charge. Make sure to advertise what you are doing with a sticker in the window.

Talk to other businesses:

Network and talk to other businesses about the sustainable work you are doing and work collaboratively to find synergy or partnership opportunities with suppliers that share your philosophy. Seek out industry events and encourage suppliers to come in to your business and talk about working together to be more sustainable.

Look into sustainability certification:

Consider reporting publicly on what you are doing, to not only bring recognition to your business but encourage other businesses to do the same. Look into the different sustainability standards and certifications such as The Planet Mark™ and Carbon Smart, which will specifically demonstrate your sustainable leadership.

Be proud:

At BRITA we have created specific literature around what we do to be more sustainable. Promote your own green credentials, share information with your customers and supply chain and have a dedicated area on your website. Also enter sustainable -focussed awards, such as the Ethical Corporation Responsible Business Awards or the Sustainability Awards.



Examples of best practice from some of the most innovative and impactful operators

HOW OTHER COMPANIES DO IT....

THE AWARD-WINNING HOTEL

The Independent, family owned, Hazel Bank Country House Hotel, is set among the magnificent fells in the heart of the Lake District. This award-winning, five-star hotel boasts an impressive list of accolades, including Silver status in the Visit Britain Green Tourism Scheme and Best Small and Exclusive Property in the Condé Nast Johansens Awards for Excellence 2018. Not to mention its Rosette Awarded AA restaurant with a fantastic seasonal menu to satisfy its guests.

The hotel prides itself on its sustainable practices. From LED Energy Efficient Lighting throughout, to the installation of a biomass boiler four years ago, it also does as much composting and recycling as possible.

What's more, the owners ensure they always work with sustainable suppliers for all fish, meat and other fresh produce. All stock is bought locally to reduce its carbon footprint and only organic cleaning products are used to service rooms. On a wider scale, the hotel also works with the Lake District Foundation to encourage wildlife in the grounds, such as red squirrels.

Simple swaps such as changing sandwich packaging from plastic to cardboard has also had an effect; and unsurprisingly, plastic straws are nowhere to be seen.

To take the sustainability achievements up a gear, the owners saw that it was essential to address the hotel's water offering. Previously they were shipping and storing large quantities of glass bottles which had significant energy costs and waste implications. To help, the hotel enlisted BRITA's expert advice and installed a BRITA Vivreau Bottler to eliminate the need for transporting and storing water and provide complimentary still and sparkling water throughout the hotel. It's been instrumental in helping the hotel achieve its Silver status in the Visit Britain Green Tourism Scheme and the owners are delighted to be making a difference. All water is presented in bespoke Hazel Bank House swing bottles, with a note explaining how the water is directly reducing the hotel's carbon footprint.

Owner, Gary MacCrae, says: *"We are proud to be a considerate, green business and installing a BRITA water filtration system was a no-brainer for us, The BRITA Vivreau Bottler is incredibly cost efficient and means we're no longer buying in and recycling thousands of bottles every year. The product is first class and the service provided by BRITA really is second to none."*

"We also use BRITA filtered water in our kitchen, it helps us deliver a consistent food offering and our chefs have noticed a real difference when making tempura batter, for example. Using filtered water also assures that our cooking equipment is protected against scale build-up."

"We didn't experience any barriers when moving away from plastic and glass bottled water; reducing single-use waste is increasingly becoming a firm expectation from customers. Our guests are very savvy and want to see sustainable practices in place and often complement our glass swing bottles. And

we love posting images of the bottles on social media.

"There is no doubt that sustainability is a huge issue within hospitality. Our aim over the coming months is to achieve Gold status in the Visit Britain Green Tourism Scheme; we want to be an example of best practice in sustainability."

THE TOP THREE SWAPS

SIMPLE SWAPS CAN MAKE A BIG DIFFERENCE

From switching to LED lighting to changing sandwich packaging

COMMUNICATE YOUR SUSTAINABILITY INITIATIVES TO GUESTS

Whether that's including a note with water bottles explaining how it reduces the carbon footprint or posting about it on social

LOOK TO WORK WITH SUPPLIERS WITH STRONG SUSTAINABILITY CREDENTIALS



THE GLOBAL CHARITABLE FOUNDATION

As an independent charity that exists to improve health for everyone by helping great ideas to thrive, the Wellcome Trust supports scientists and researchers to take on big problems, fuel imaginations, and spark debate. It's therefore no surprise that sustainability is a core part of its business policies. From training all staff to setting up an environmental committee, it leaves no stone unturned in the pursuit of operating in a sustainable fashion.

The pharmacist, entrepreneur, philanthropist and collector Sir Henry Wellcome died in 1936. On his death, his will established a charity for “the advancement of medical and scientific research to improve mankind’s wellbeing”.

Over the years, the charity that employs 750 people, has consistently looked at improving its services and using the best practice for a healthier environment. The success of its sustainability transformation has galvanised its catering and services team members to deliver more against its own ambitious goals and initiatives. For them, this starts at home, looking to set an example as well as engaging staff across the wider business to feel empowered and aware of how they can individually make an impact.

To ensure engagement happens across the charity, Wellcome has created a CSR Committee.

This includes employees from all different job functions who meet on a monthly basis to present sustainability ideas and share findings with the board. These enthusiastic and committed volunteers ensure every member of staff – wherever they work – is aware of its sustainability goals and is inspired to get involved. Sustainability training is also provided to all staff and sustainability audits and inspections are conducted along with water monitoring systems.

Wellcome also rigorously reviews its suppliers and products used. A key element of this has been reducing its reliance on single-use plastics by incorporating 41 BRITA Vivreau ViTaps as well as two bottling stations at its London office. Reusable cups are also provided at the hydration stations. In this way, BRITA Vivreau has also assisted in the organisation’s own sustainability roadmap and 14001 accreditations (the family of standards that exists to help organisations minimise how their operations negatively affect the environment).

Steve Mason, Head of Business Support Services, says: “With our drive to reduce our environmental impact, working with BRITA Vivreau was an obvious choice. All the suppliers we choose to work with are experts in their fields and BRITA Vivreau offers the consistency, reliability and high quality we need. Its CSR policy and values are also very much in line with our own and it also has had the added benefit of reducing our carbon footprint as we’ve lowered the amount of bottled water we store and transport.

“The health and wellbeing of our staff and visitors is most important to us and we feel that by providing filtered water across our site, from the library and commercial conference centres to the onsite gym, it not only reduces single-use plastic but encourages them to stay hydrated”.

THE TOP THREE SWAPS

ASK YOUR SUPPLIERS ABOUT THEIR SUSTAINABILITY CREDENTIALS

We ask our suppliers to share examples that show how they promote carbon emission reduction, water reduction and encourage the use of SME’s in the supply chain

GIVE EASY FLUSH THE THUMBS UP!

Switch to easy flush toilet paper which breaks down more easily, reducing water usage

DON'T FORGET ABOUT CLEANING PRODUCTS

Reduce your environmental impact by introducing ecolabel products



The GENTLEMEN BARISTA

THE FORWARD-THINKING COFFEE SHOP

Independent roaster and coffee house, Gentlemen Baristas, knows a thing or two about brewing a fantastic cup of coffee. In fact, the company's passion goes much further than that, its specialist coffee knowledge is its secret weapon. Since 2014, Gentlemen Baristas has supplied custom equipment and coffee to a range of businesses and the opening of its fifth site is on the horizon.

When it comes to sustainability, Gentlemen Baristas has got its finger on the pulse. Initiatives include turning waste coffee grounds into bio fuel and working with local suppliers to source oat milk, a sustainable replacement to alternative milks.

In recent years, as growing pressure to cut down on single-use plastics has mounted on coffee shops in particular, Gentlemen Baristas has sought to lead the way. With this in mind, the company offers its customers and staff unlimited access to free BRITA filtered and chilled water, as well as selling BRITA's fill&go reusable bottles, which are also gifted to each of their staff. They have also started selling discounted coffee KeepCups. All of which gives their customers and team members a sustainable alternative to single-use plastic.

Director & Founder, Henry Ayers, says: *"We've been working with BRITA since day one. The company's longstanding recycling scheme and zero to landfill policy helps us to maintain our sustainability credentials – BRITA's cartridges are 100% recyclable, they don't produce water wastage and don't use electricity either."*

"The team actively supports us and this has been instrumental to building our knowledge of water and being able to impart this expertise to our customers. Ensuring water filters are used in coffee machines across our sites is essential not only to serving great coffee, but also ensuring machines don't build up damaging scale that can lead to premature breakdowns too. What's more, when our wholesale customers are shown BRITA's water hardness test kit in their specific region, they can see the results for themselves. You have to see it to believe it."

"Installing a free water refill station was a natural step for us, it hasn't negatively impacted our revenue and we've only received positive feedback from our customers; unsurprisingly, they don't miss plastic bottles either."

THE TOP THREE SWAPS

LISTEN TO YOUR CUSTOMERS
People want sustainable alternatives to single-use plastic bottles and coffee cups

ENCOURAGE CUSTOMERS AND STAFF TO MAKE A DIFFERENCE
Such as discounted sustainable alternatives to plastic

SMALL GESTURES CAN ATTRACT CUSTOM
Such as offering free filtered and chilled water refills

YOUR SUSTAINABILITY CHECKLIST

Use this as a checklist to monitor where you are at with your sustainability agenda. We have detailed 10 actions that you can work towards to improve your environmental impact.

1. Speak to your employees and stakeholders to find out which sustainability goals they have personal experience of to guide others on the team

2. Spread the word about the initiatives you're taking part in on social media to inspire others and show your business is setting a positive example

3. Adopt a sustainability scoring system for your suppliers to establish those with the strongest CSR credentials

4. Use the 'Top Five Supplier Questions' to get answers from your suppliers on the specifics of their green credentials

5. Network and form partnerships with suppliers that you find synergy with and have excellent CSR targets in place

6. Swap For Good: Reduce single-use plastic by introducing water filters, fill&go bottles, jugs and dispenser solutions into your business

7. Maximise sustainability by adopting a water filtration system that produces zero water wastage

8. Add labels to glass bottles explaining how your water is produced on site

9. Look into sustainability certifications and awards to demonstrate your environmental leadership

10. Create specific literature around your sustainable story and promote your green credentials on your website

To gain more advice on finding the
right sustainable water filtration
solution for your business contact
a BRITA Professional expert at
brita.co.uk/professional
or call 0844 742 4940

