

STEP 34: GET ETHICAL – CONSIDER YOUR LOCAL AND GLOBAL COMMUNITIES AND PLANET

Social Responsibility Checklist

So are you ready to set your business up as a socially responsible one? Here's a checklist to help you make a difference.

- ◆ Be honest – make transparency vital in all areas.

'If you've got a small business just don't tell lies. That's almost unheard of in business now. Be honest and open to your employees and those you work alongside. Be honest to your suppliers and your customers. Honesty. Can you imagine in the cosmetics industry where the modus operandi is just to lie about what products can do? I think honesty will stand you apart from anyone else, and so will humour.' Dame Anita Roddick

- ◆ Network.

'They're out there, so connect up. If you're moved by something, you should always network and connect up and say thank you and get involved.' Dame Anita Roddick

- ◆ Support your global community by sourcing only fairly traded goods.
- ◆ Use organic supplies and manage your supply chain.
- ◆ Have suppliers sign a socially responsible trading policy.
- ◆ Create voluntary community schemes for staff ranging from skill sharing to regenerating wasteland. Community involvement will instill a sense of pride in your workforce.
- ◆ Save waste by fixing returned goods.
- ◆ Recycle paper, waste, water, cans, plastics.
- ◆ Develop innovative products that create change.
- ◆ Donate to good causes: donate time, services, goods or funds.
- ◆ Create positive partnerships within your local community; with customers and suppliers.
- ◆ Spread the word and campaign for issues of importance to you.
- ◆ Commit to targets and report on your progress.
- ◆ Fundraise to help your local community or a campaign close to your heart.
- ◆ Network with others to exchange best practices and ideas.
- ◆ Consider regeneration. If you are moving your office, consider moving to an area you might not have previously considered to provide opportunities for those without.
- ◆ Encourage local education, fund education programmes. 'Invest in the success of others; the more you give, the more you get,' says Julie Meyer.
- ◆ Work with local producers to develop sustainable local supplies.
- ◆ Embrace the notion of creating a micro-community within your own local community, especially if you run any kind of entertainment establishment, café, restaurant, bar. It should be a hub of activity that creates a great experience for your customer. Lift your community's spirit, watch them form relationships, introduce people, smile and build an atmosphere.