

# GENERAL GUIDANCE 1

There is a wealth of information out there to help you move towards more sustainable ways of working, and plenty of tools as well. The only challenge is finding them.

## The big ideas

These shape how leaders think about the world, business and our lives. Global businesses use them to inform their policies and so do countries, cities, smaller businesses and individuals. The short selection below will take you a long way in understanding how your business can become more sustainable.

## The United Nations Sustainable Development Goals (UN SDGs)

[These were published in 2015](#), have been adopted all around the world and are at the heart of the UN's plan of "action for people, planet and prosperity". The goals cover all aspects of sustainability, and the website is full of useful resources on how to work with them.



# GENERAL GUIDANCE 2



## The Circular Economy

In the traditional economy, we take raw materials, make things, use them and then throw them away. This depletes resources, damages biodiversity and creates problems with pollution and waste. The circular economy model is designed to prevent waste and pollution, to keep materials in useful circulation and to regenerate nature.

[The Ellen MacArthur Foundation](#) is a superb education and ideas resource, including how to design for the circular economy. Check out the '[Explaining the circular economy rethink progress](#)' short video explaining the concept.

[Doughnut Economics](#) developed by Kate Raworth, goes even wider, addressing not just the extent to which we are overusing resources and adding pollutants but also the shortfall for meeting peoples' basic needs.

The Circular Economy and Doughnut Economics both contribute towards achieving the UN SDGs.

## 'How-to' support

Other organisations offer practical 'how to' information that you can use directly in your business or use to understand how particular aspects of the bigger picture apply to your business. Again, a short selection to get you started without breaking your budget as you learn.

[Future-fit Business](#) brings together free resources and sets out a clear route for businesses to align themselves to the UN SDGs.

[WRAP](#) works on improving the sustainability of supply chains, collaborating with businesses at all stages and with relevant trade associations. Their current key areas are food and drink (which includes hospitality), textiles and plastic packaging, as well as collections and recycling. They offer free tools, guides, reports and case studies as part of their knowledge-sharing to support their aims.

[Edie](#) is a source of news, explainers, reports and other resources for people interested in sustainability.