

Your checklist to Be More Green



Know your problem

Understand your existing net zero commitments
 Collect data to identify your area(s) of greatest environmental impact
 Consider what innovation and sustainability mean to your business
 Understand your firm's risk appetite and capacity to invest
 Secure CxO level buy-in where possible



Map the landscape

Identify any existing green innovation solutions to your challenges
 Source knowledge and ideas from all parts of your business, partners and supply chain
 Identify existing good practice in your business that can be scaled up



Build the case

Detail how a proposed innovation aligns to your business' needs, values, strategy and environmental commitments
 Communicate the driver(s) for innovation and potential benefits on offer, including indirect benefits



Adapt and adopt

Adopt technology solutions from suppliers or innovative SMEs
 Revisit technologies that might now be financially viable
Find out more about adopting tried and tested technologies in the CBI's Be More Magpie guide



New to world

Understand available financial support and/or incentives to innovate
 Work with partners to research, develop and pilot new products
 Consider investing in your sustainability skills base



Measure, review and report

Continue to monitor impacts against success measures agreed in the business case
 Track return on investment
 Be prepared to fail. Innovation comes with risk, but failure is part of the long-term iterative innovation process.



Embed an innovation culture

Tell the innovation story internally to engage staff across the business
 Inspire and empower staff to innovate and take responsibility for your business' sustainability journey
 Learn from the Be More Green campaign so your business can go even further

Test and repeat

Pilot and test solutions or develop a demonstrator project
 Monitor impacts against original objectives
 If trial is successful, consider wider roll out