



Make your business more local and sustainable

Small businesses play an important part in achieving a sustainable future and our ambitions to become a net zero carbon borough by 2042. They reduce reliance on cars, encourage people to buy locally, offer a local, more personalised service and build community relationships.



What your business can do

Explore sustainable options: Look at how your business could change small things – LED lightbulbs, water saving taps, use less paper or single-use plastics. They all help.

Team effort: Ask your staff to share their ideas for supporting sustainability and the community involved in the business and at home.

Build relationships: Take time to talk to customers, learn what they want and encourage them to shop locally. It will also help you to reduce waste as you stock products that will sell.

Know your high street: Don't do it all by yourself. Become familiar with other businesses nearby. You can direct customers there boosting their footfall. It shows your business is helpful, knowledgeable and part of the community.

Reduce waste: Join the circular economy. Look at apps like Olio¹ or Too Good To Go² for passing on surplus food.

Take part: Keep an eye out for community projects that your business can support. Show you are committed to your neighbourhood.

Hashtag it: Use local hashtags in your social media posts.



What you can encourage your customers to do

Bring your own: Encourage customers to use reusable bags, cups or containers. Offer a discount or other incentive when they do.

Spread the word: Remind customers to tell people that they shop with you. It's not boasting – you're getting the word out about local businesses.

Leave the car at home: Encourage them to walk or take the bus. Could you offer a delivery service for bulky or heavy purchases?

Keep you up to date: Ask them to tell you about any community initiatives. There may be projects that you could help to support and will help increase your local business profile.



Caring for people, our places and the planet



Your business checklist

Take it one step at a time to make your business more sustainable.

1. To do now

- Have you turned off lights and computers at the end of the day?
- Introduce yourself to three businesses near you
- Can you switch to LED lightbulbs?
- Encourage your staff to make more use of public transport
- Add local hashtags to your social media posts

2. To do in the next three months

- Could you use apps like Olio and Too Good To Go to reduce food waste?
- Could you switch to biodegradable cups and takeaway box alternatives or pilot a bring your own scheme?
- Are there alternatives to using paper in your business?
- Have you explored your local area to find what it has to offer? There may be local environmental activities your business could support.
- Does your waste collection provider offer recycling?

3. To do in the next 12 months

- Do you know what products customers buy regularly? Could you try a refill service to reduce waste?
- Can you replace your least efficient appliances and equipment?
- Talk to your landlord about fitting solar panels or improving insulation for your business or home.



1 <https://olioapp.com/en/>

2 <https://www.toogoodtogo.com/en-gb>

BARNET-ZERO-



Business support from Barnet Council

Visit www.barnet.gov.uk/business or

email barnetbusiness@barnet.gov.uk