

## COMMUNITY

### Business Perspective

Whether or not they choose to play an active part, businesses are part of the community. Simply by providing employment for local people, businesses can support their local economy. They can increase that contribution by hiring locally where possible and by resisting the temptation to offshore jobs. Sourcing products and services from local businesses is also beneficial to the community as a whole, both economically and in terms of reducing transport impacts.



Employers have the opportunity to improve the quality of life of their employees, both in the workplace and outside. Initiatives that support personal development, healthy living and flexible working can reduce sickness absence as well as improving productivity, morale and staff retention. A staff volunteering scheme can be a good way of providing practical support for local climate change and biodiversity projects that also provides opportunities for team building.

The most progressive companies look beyond their direct stakeholders and engage with the wider community, either through their own activities to promote emissions reduction or by funding or providing in-kind support for other initiatives. Even small businesses can do this, and it need not be a massive drain on resources if it is kept relevant and scalable. In a company where environmental and social impacts are valued equally to financial results, being a positive influence on the local community can become second nature.