
TEN STEPS TO MAKING GREEN WHILE GOING GREEN

- 1 Understand your brand
- 2 Understand your consumers
- 3 Get your house in order
- 4 Use CR as an opportunity, not a risk management tool
- 5 Innovate
- 6 Motivate
- 7 Collaborate
- 8 Communicate
- 9 Sign up consumers to the sustainability journey
- 10 Measure, monitor and report continuously

