



GREEN GROWTH PLEDGE



UNDEB EWROPEAIDD
EUROPEAN UNION



Llywodraeth Cymru
Welsh Government

**Cronfa Datblygu
Rhanbarthol Ewrop
European Regional
Development Fund**

Green Growth Pledge

The Green Growth Pledge helps Welsh businesses take pro-active steps towards improving their sustainability, demonstrating their positive impact on the people and places around them, as well as joining a growing community of forward-thinking organisations who are helping Wales transition to a low carbon future.

It offers a range of straightforward, practical actions that can be taken, such as reducing vehicle use, increasing water and energy efficiency, and working with responsible suppliers that will help companies become more efficient, decarbonise and win new business.



The following guidance notes are intended to help you consider the types of activities and positive steps you can take to ensure your business operates in a responsible and sustainable way.



01

Working with responsible suppliers:

Steps your company can take to encourage good practice within your supply chain include:

- Increasing the proportion of your suppliers that are based in your region
- Choosing suppliers based on their demonstrable good practices
- Having a written policy to guide how you choose suppliers



02

Products & services:

Steps your company can take to reduce its use of raw ingredients and materials and to ensure your processes are efficient include:

- Your products are made using minimal raw ingredients and materials
- Your processes and technologies are chosen for their efficient use of resources
- Your services are delivered using minimum natural resources



03

Appropriate packaging:

Steps your company can take to ensure packaging protects products and the environment include:

- Packaging is checked to ensure it meets functional requirements
- Packaging weight is minimised
- Packaging is designed to be re-used, recycled or composted



04

Efficient transport:

Steps your company can take to reduce vehicle use & improve fuel efficiency include:

- Fuel efficient vehicles are used and kept in optimum condition
- Supply and delivery transport is coordinated to minimise fuel use and mileage
- Delivery runs are shared with other local businesses



05

Use & End of Life:

Steps your company can take to minimise energy use and waste arising from your products and services during their use and at end of life include:

- a. Products and services are designed to minimise energy consumption during their use
- b. Products are sent to specialist recyclers when they reach end of life
- c. Services are designed to create minimal waste that is always removed from customer sites



06

Using land, energy & water wisely:

Steps your company can take to reduce reliance on natural resources include:

- a. Engaging with sustainable land management practices and encouraging biodiversity
- b. Prioritising renewable energy, efficiency and reuse
- c. Areas of risk are identified along your supply chain, process and within your premises



07

Preventing waste & pollution:

Steps your company can take to reduce its impacts include:

- a. Areas of risk are identified along your supply chain, process and within your premises
- b. Pollution and waste arising is regularly monitored and recorded
- c. Reduction targets are set



08

Well-being of staff and your local community:

Steps your company can take to ensure it is socially responsible include:

- a. Employees are paid a decent living wage and offered flexible working conditions
- b. You offer products and services that benefit public health and well-being
- c. Your impact on your local community is considered in your business planning



09

Measuring impacts:

Steps your company can take to measure and manage the environmental and social impacts of its activities include:

- a. A specific person is assigned to manage your impacts
- b. Carbon, water and social value is regularly monitored and reported
- c. An action plan is in place to improve your performance

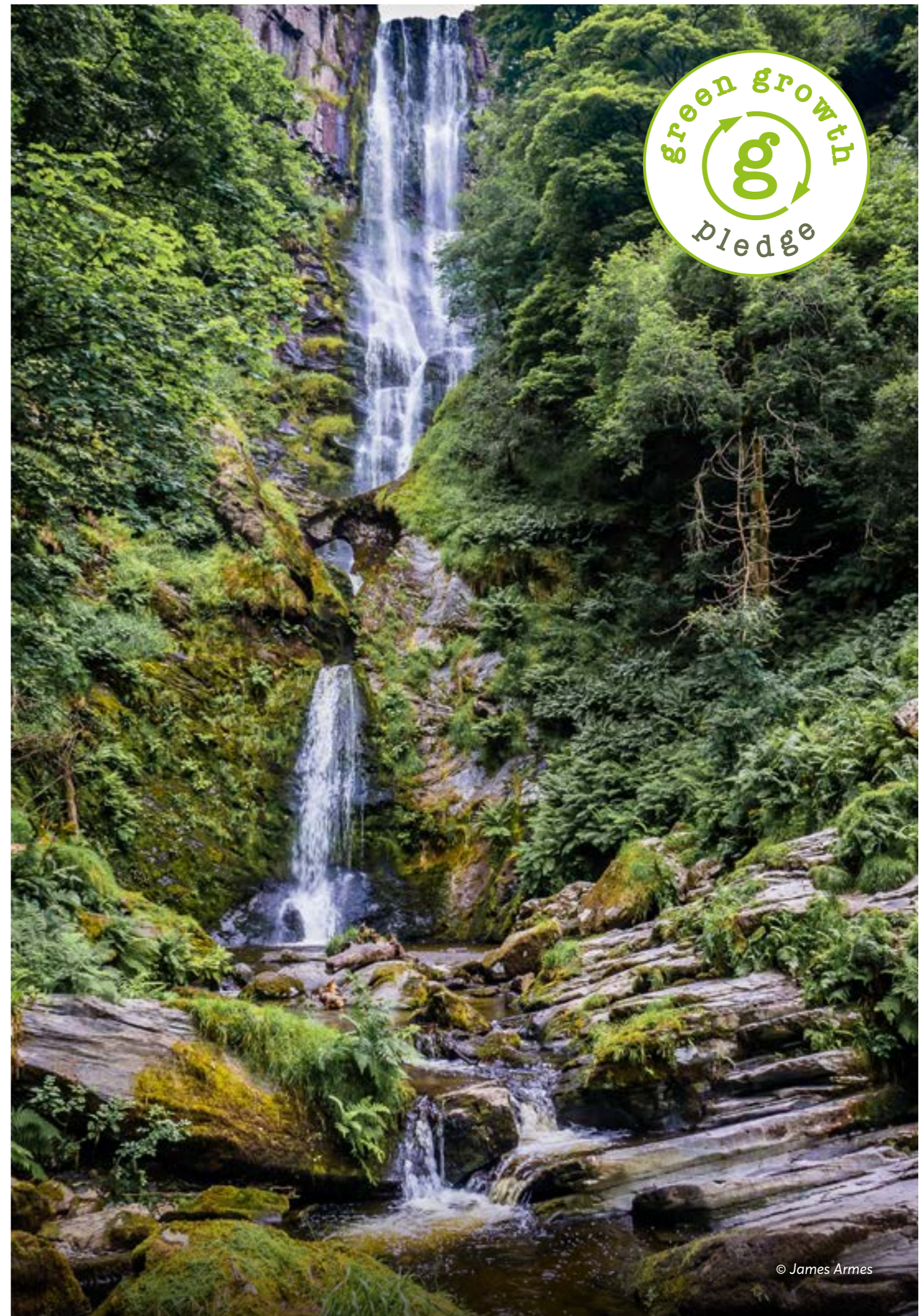


10

Brand & marketing:

Steps your company can take to communicate its good practice and get positive results include:

- a. Your good practices are reflected through your promotions
- b. Your good practices are published and made accessible to all
- c. You are recognised for and associated with best practice





Green Growth Pledge Signup

The Green Growth Pledge provides a practical way for businesses to demonstrate their positive impact on the people and places around them and help Wales transition to a low carbon future.

By signing up to the Pledge, your company is undertaking to take action against **one or more** commitments.

You will also gain access to an exclusive marketing toolkit specifically designed to provide practical information, guides and logos to help your business promote the actions you have taken to decarbonise and become more sustainable.

Welsh Government's Economic Contract

The Welsh Government's Economic Action Plan drives change in policy and delivery to create an economy of inclusive growth that boosts our wealth and wellbeing, and narrows inequalities. The Economic Contract frames a new relationship with business based upon the principle of public investment with a social purpose to help businesses respond to the challenges of the future.

This document is a positive step towards demonstrating commitment to one of the pillars of the Economic Contract, which encourages Welsh businesses to become carbon light or free.

Business Name:

Description of your Business:

Please select up to 3 points from the list that are most important to your business, then complete the action plan.

Working with responsible suppliers:

Your company is taking steps to encourage good practice within your supply chain.

Products & services:

Your company is taking steps to reduce its use of raw ingredients and materials and to ensure your processes are efficient.

Appropriate packaging:

Your company is taking steps to ensure packaging protects products and the environment.

Efficient transport:

Your company is taking steps to reduce vehicle use & improve fuel efficiency.

Use & End of Life:

Your company is taking steps to minimise energy use and waste arising from your products and services during their use and at end of life.

Using land, energy & water wisely:

Your company is taking steps to reduce reliance on natural resources.

Preventing waste & pollution:

Your company is taking steps to reduce its impacts.

Well-being of staff and your local community:

Your company is taking steps to ensure it is socially responsible.

Measuring impacts:

Your company is taking steps to measure and manage the environmental and social impacts of its activities.

Brand & marketing:


Your company is taking steps to raise awareness of its good practice and get positive results.

Strategy/Action Plan:

This action plan aims to set out the steps your business needs to take and the timescale, in order to achieve your commitment to the Green Growth Pledge. This action plan will be reviewed annually, however a business wanting to achieve their goals will continually review their actions and commitments.

Action	By when	Carried out by	Date Completed

Approved by	
Role	

Date	
Signed	



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businesswales.gov.wales/green-growth-pledge-0