



**Green Business Platform Launch
6 March 2012 at 3 pm at Calisto's Portuguese Restaurant**

KlipSA, SOJO and Caxton Community Newspapers have joined forces to run a monthly **Green Business Platform** to facilitate the sharing of environmental best business practice to improve the profitability of businesses.

The first meeting on the Tuesday 6 March saw a good turn out from businesses of all sizes and from a wide variety of industries, as well as many people involved in current greening projects, service providers and others coming just to learn what's happening in the greening business world. This also included representatives from Johannesburg Council and Gauteng Provincial government. A few of the businesses which attended were Howden Africa, Gold Reef City Casino, Springbok Broom and Brush, Stylish Furniture, JHB Expo Centre and Cotlands.

Andrew Barker, the Chairman of KlipSA (Klipriviersberg Sustainability Association), gave an inspiring opening presentation on the purpose of the Platform, an overview of what businesses will learn through the sharing of information and a few examples of steps some businesses are already taking.

The focus of his presentation, as well as the purpose of the Green Business Platform, is on the importance of businesses becoming more sustainable in order to be more profitable while being sensitive to the impacts and demands on the environment. More than that though, businesses could be the most important factor in the green movement by addressing resource scarcity. Many of the major environmental issues are thought to be at a critical point, where action to stop or reverse damage is required today, not in a few years time, and business activities as the biggest contributors to the environmental damage have the greatest power to make a difference if they make those activities more sustainable.

"We cannot look at a future without business, we need to look at a future where businesses drive the change, and therefore it is crucial that they get involved. And it won't be hard for them to see the benefits and opportunities if the main resources for their business are going to be depleted by their own activities. It is critical that business needs to change the way that resources are used to be able to stay in profitable business." This is what the Green Business Platform aims to help businesses identify, as well as imparting the knowledge and tools to allow business to become more sustainable and productive, especially as the prices of energy, and therefore all services, continue to increase.

The monthly meetings will be held on the first Tuesday of every month (except May which will be held on the 8th) and will cover various topics including energy and water conservation, waste management, environmental regulations, retro-fitting existing buildings, gardens at work and staff wellbeing to improve productivity. Each meeting will also encourage businesses to share what they are doing.

For more information, a copy of the presentation or if you would like to attend please see the KlipSA website: www.klipsa.org.za .