



# NATIONAL GREEN STANDARD®

## OUR PRINCIPLES

# PRINCIPLE 1 - SOCIALLY RESPONSIBLE

Being socially responsible is not just about having great policies in place. The National Green Standard looks for evidence of actions taken to support all stakeholders. We look for evidence that there is good corporate governance. No matter what size the organisation we still expect that leaders have established:

- Visionary leadership that puts the Corporate Social Responsibility policy into practice
- Effective training for those managing the organisation that helps to enable them to fulfil their responsibilities
- Availability of learning and development for all employees that contributes to personal and business growth
- Actions and measures to ensure financial and legal obligations are met
- Leadership that drives the organisation to maximise revenue value
- Transparency in business dealings
- Use of the local supply chain wherever possible and support for local suppliers to ensure best chance of delivery of goods or services
- Operating practices that enable stakeholders to engage with the organisation
- Ethical sourcing of raw materials and where practical use of reused or second life materials in place of raw goods
- End to end management of processes to ensure waste is eliminated or at least reduced
- Alternative use of by-products generated from manufacture or processing where possible
- Business decisions that are made from an ethically sound basis, not simply from a profit margin point of view
- Investment in the social fabric where the business has to change or move, to ensure stability of the local economy afterwards
- Support for local and/or global charitable organisations to offset any unavoidable negative environmental impact of the business
- Recognition as an Investor in People
- Organisational activities that support UN Global Goals
- Investment in local projects to support Social Justice in the community
- Support for socially beneficial activities, sports, art and community based projects

# PRINCIPLE 2 - ECONOMICALLY VIABLE

In the scope of the National Green Standard, being economically viable means being able to secure financing, whether from public, commercial, or other sources to generate wealth for the good of society while having a positive impact on society and the environment. We look for evidence to show:

- Avoidance of wasteful consumption of material resources (especially raw materials)
- The organisation has a happy and healthy ethos that embraces its staff, processes, services and products
- An economy of means in construction of new build and/or upgrade is the organisational norm
- Funding sources and profits are ethical and transparent; accounts are properly audited and published or available for inspection
- Organisational practices demonstrate flexibility to adapt to future changes of user needs, ownership, laws, regulations, and economic fluctuations – future proofing the organisation and our society
- The organisation is committed to paying the Living Wage as a minimum for all employees
- Work activities generate an acceptable rate of return and cover operating costs over their lifetime
- Organisational activities are integrated into the wider economic framework of local, regional, and global monetary flows
- Social auditing becomes standard practice over time
- Social auditing demonstrates positive organisational impact on the local and global community
- Robust economic models are sought that take unpriced external costs into consideration from the outset of any new activity and throughout its lifespan.





# PRINCIPLE 3 – ENVIRONMENTALLY SOUND

**As with the other Principles, the National Green Standard looks for organisations to strive towards and demonstrate being Environmentally Sound in all their day-to-day operations. We look for:**

- Water capture and reuse
- Green roof spaces and/or greening of the local environment
- Support for community projects to prevent flood or drought damage where appropriate
- Low carbon footprint and promotion of sustainable transport/travel to work practices for employees and partners
- Waste minimisation and policies and practices for reuse, energy/waste reduction and recycling
- Use of wind, solar and/or other environmentally friendly power sources
- Data capture and reporting of social impact
- Projects designed with the environmental impact at the heart of the decision making process
- Minimised pollution and emissions, with reductions over time where practicable
- Circular business model adoption
- Employees engaged in greening the workplace
- Support for employee initiatives locally and around the globe
- Employees engaged in greening the community
- Beautifying the local area and supporting community based environmental projects.

