

## Taking the First Step This Earth Day

By Gail Rivett, Chief Customer Officer, Our Carbon

Earth Day isn't just about celebrating the planet; it's a crucial time to think about how we protect its future. It's like New Year's resolutions but for the environment.

Why is it so vital for businesses, especially now, to step up?

The latest scientific reports are stark, painting a picture of urgency for immediate action to curb the environmental crises. Yet, despite this, many businesses remain on the sidelines, overwhelmed by where to begin or deterred by perceived costs and efforts.

But here's the thing: understanding the deeper benefits can dramatically shift your perspective and make that first step not just necessary, but exciting.

Sustainability isn't just a nice-to-have, the market is demanding it.

It's about saving costs, yes, but also about boosting your brand, attracting customers and talent, and staying ahead of regulations.

That's why we put together a new (and free) course "[Sustainability 101 for Small Business](#)". It's the same upskilling that we do with our clients, like Active IQ, when they begin with us so they can feel confident as they start this sustainability journey.

If you're eager but don't know where to begin, these 10 concise videos, that you can finish in under an hour, will hopefully sweep away your overwhelm.

What will this investment of less than an hour teach you? First and foremost, you'll gain clarity on the 'what' and 'why' of sustainability. You'll understand the real impact of a tonne of carbon, what 'Net Zero' truly involves, and how these relate to your business operations. The course breaks down complex jargon into straightforward concepts with practical applications.

More importantly, this course equips you with the knowledge to make informed decisions that not only reduce your carbon footprint but also enhance your brand's appeal and prepare your business for future regulatory changes. It's a roadmap from "what if" to "what's next," turning climate commitment into your competitive advantage.

This Earth Day let's move beyond intention to action.

Embrace this opportunity to contribute positively to our planet while propelling your business forward.

Your next step? Simply [BEGIN HERE](#).