

EARTH DAY GUIDE FOR SMALL BUSINESSES

12 Practical, Low-Cost Sustainability Actions You Can Start Today

Earth Day • 22 April

Earth Day is the perfect moment for small businesses to reconnect with sustainability in a way that feels achievable, meaningful, and energising. You don't need big budgets or big gestures – small actions genuinely add up.

Here are 12 practical, low-cost actions your business can take this Earth Day (and beyond).

Switch Off What You Don't Need

Create a simple end-of-day "switch-off" routine for lights, monitors, chargers, and equipment.

Review One Supplier

Ask about packaging, delivery routes, or sustainability practices.

Reduce Single-Use Items

Swap disposable cups, stirrers, or milk cartons for reusable alternatives.

Introduce a Weekly "Green Hour"

One hour a week for sustainability tasks: waste checks, switch-offs, or idea-sharing.

Add One Sustainability Question to Your Team Meeting

Try: "What's one small improvement we could make this month?"

Start a Mini Green Team

Two or three volunteers can drive meaningful change without overwhelm.

Why Small Actions Matter

Sustainability isn't about perfection – it's about progress. When small businesses take consistent, achievable steps, the impact is enormous. Earth Day is a reminder that hope, not overwhelm, drives real change.

Want to go further? Use the pledge sheet on the next page to choose one action your business will commit to this month.

Share One Sustainability Story

Customers love authenticity. Share a small win or a challenge you're working on.

Do a Quick Waste Walk

Spend 10 minutes looking at your bins. What's being thrown away?

Refresh Your Digital Housekeeping

Delete old files, reduce cloud storage, and unsubscribe from unused services.

Choose One Area to Measure

Electricity, waste bags per week, business mileage – pick one.

Celebrate Small Wins

Recognition builds momentum. Celebrate even tiny improvements.

Make an Earth Day Pledge

Choose one action to commit to for the next 30 days.

EARTH DAY PLEDGE SHEET

Small steps. Real impact.

Business name:

Date:

Team lead/Green Team contact:

Our Earth Day Pledge

We commit to taking the following sustainability action for the next 30 days:

Why we chose this action:

Who is responsible?

How we'll track progress

How we'll celebrate success

Signed:

Date: