

# **SOCIALLY RESPONSIBLE ME** Community Spirit in 2018



#MySocialSpirit

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# INTRODUCTION

When it comes to 'Social Responsibility' thoughts will usually turn to businesses and how they must work ethically with sustainability in mind. However, Social Responsibility does not begin and end in business, in-fact, it is the job of each and every individual to look at their own 'Social Spirit' and understand how their impact can cause a negative or positive effect on the environment.

This eBook, created by Glasdon, aims to offer tips and advice on how each person can make changes to their everyday life that in return will have a positive effect on the environment from now and for generations to come.

You can join in the conversation too by using the hashtag #MySocialSpirit.

recyclable material



An aerial photograph of a vast agricultural field, likely a cornfield, showing distinct rows of crops and tracks from farm machinery. The field is a vibrant green color, and the perspective is from a high angle, looking down at the rows.

# **THE GLOBAL GOALS**

In 2015, it was agreed by world leaders, to set 17 goals for a better world by 2030. It has been suggested that these 17 goals for sustainable development, have the power to end poverty, fight inequality and bring a halt to climate change.

So, where do you come in?

There are multiple goals that your social spirit will impact, we've highlighted a few:

### **GOAL 11: SUSTAINABLE CITIES AND COMMUNITIES.**

It is the ambition to make cities and human settlements inclusive, safe, resilient and sustainable. With the world's population constantly increasing, in order for the population to prosper we need new, intelligent, urban planning that creates safe, affordable and resilient cities with green and culturally inspiring living conditions.

### **GOAL 12: RESPONSIBLE CONSUMPTION AND PRODUCTION**

Our planet has provided us with an abundance of natural resources, and it is our job to ensure they are utilised responsibly and sustainably. We must, therefore, learn how to use and produce in sustainable ways that will reverse the harm that we have inflicted on the planet. Steps that need to be taken to ensure this goal is achieved include the responsible management of chemicals and the substantial reduction of waste generation through recycling and reusable methods.

### **GOAL 15: LIFE BELOW WATER**

Healthy oceans and seas are essential to our existence. We must protect them by eliminating pollution and overfishing and immediately start to responsibly manage and protect marine life.

For these goals to become a reality, we must all take action.





# MY SOCIAL SPIRIT

Social responsibility does not fall on the shoulders of just one, or few individuals, it is in fact, the job of every single individual or group of individuals to maintain economic balance by complying with ethical standards.

Your social spirit should be incorporated into everyday life and decisions. By implementing small changes to your daily routine not only will you ensure you live a more sustainable life, you will help to protect the environment as well as inspiring those around you to become more environmentally friendly.

## **WHAT CAN #MYSOCIALSPIRIT ENCOMPASS?**

Whether you're at home with the family, at work in the office or out and about in your local community there are many ways that your social spirit can spring into action to help generate a more environmentally friendly world.



**ME AT  
HOME**

While in the house, there are a variety of simple steps that you can take to ensure you're doing your bit for social responsibility and sustainability, these include:

### **REDUCE, RE-USE, RECYCLE**

Whether its food, packaging or even clothing, there are many ways you can reduce the waste you produce. From freezing leftovers or only buying what food you need each day, to segregating all packaging into separate bins and taking your old clothing to charity shops, each step will ensure you are acting socially responsible.

### **SAVE ENERGY**

It is not widely known that the amount of energy used is directly connected to the environment. However, when less power is consumed, the amount of toxic fumes released by power plants is reduced. This in turn will conserve the Earth's natural resources and protect ecosystems from destruction.

Turning off light switches and plug sockets when not in use will help to reduce your power consumption, as will opting to dry washed clothing outdoors instead of using a tumble-dryer. When the cooler weather steps in, reach for your jumper or other layers of clothing before heading straight to thermostat and putting on the central heating. By implementing these changes, not only will you help to protect the environment, you will also save money.





**ME WITH  
THE  
FAMILY**



When it comes to protecting the environment, it is important to encourage environmentally friendly behaviour from a young age. It is stated that one of the most powerful ways to encourage socially responsible children, is to model socially aware behaviours for them to see.

When trying to encourage social responsibility in children it is important to understand the stages in which they grow and learn. A child's growth to become socially responsible will start as young as infant age, with the ability to change their mood in relation to the mood of their parents or guardians.

Toddlers are said to respond by beginning to understand the difference between 'mine' and 'yours' and at this stage will begin to adopt the ability to share.

At pre-school age, children will understand emotions and learn behaviour seen by their parents and guardians. It is not until school age that children will become increasingly interested and concerned about more complex topics such as extenuating circumstances, motivation and justice.

By educating children in sustainability and social responsibility by showcasing socially responsible behaviour and exercising small tasks such as helping with recycling will ultimately help to grow a more socially aware generation.





# ME IN THE COMMUNITY

Being individually socially responsible does not end in the house. By adopting certain changes to outdoor activities we can contribute to the community as a whole.

Each community is made up of a variety of groups, people and businesses. In order for a community to be socially responsible each and every member of that community has a vital part to play. Your social spirit can encourage your communities to:

### MAKE USE OF RECYCLING BINS

Recycle bins are placed around communities for everyone to use. They are more commonly found in supermarket car parks and offer glass, plastic, and clothing recycle systems. Encouraging the community to make use of these systems will help to ensure materials are disposed of correctly.





**ME IN  
WORK**

While in work there are many ways you can contribute to your social responsibility, also known as in business, Corporate Social Responsibility.

It is a business' initiative to assess and take responsibility for the company's effects on environmental and social wellbeing. It applies generally to efforts that go beyond what could be required by regulations or environmental protection groups.

Businesses are part of societies and communities and their business can directly or indirectly affect the community. It is, therefore, important that businesses provide products and services legally, efficiently and profitably. New management strategies have also been devised to help ensure a business creates a positive impact on communities.

**In 2016, 64% of CEOs increased investment in Corporate Social Responsibility.**

## HOW CAN BUSINESSES HELP?

There are many businesses within every community and in order for a community to work together in a socially responsible manner, all parties must cooperate. Whether you're a business owner or an employee, there are many actions you can take each working day to ensure the business is working ethically.

### Volunteering

A great way to become more socially responsible is to volunteer in social programmes. Employers should reward employees that volunteer in programmes, and could even look to find charitable events that require daytime volunteers and offer your employees assistance.

### Direct contributions

Employers that don't necessarily have the scope to offer their own time can still contribute by donating money or resources to local charities. By implementing donation boxes around the office can also encourage employees to donate to great causes.

### Going paperless

As technology and digital communications continue to grow it is much easier for businesses to eradicate paper from the office and doing so will help to effectively use limited natural resources and reduce environmental impacts.

### Recycling

When it comes to sustainability, businesses must look to their waste disposal in order to not only save money but reduce the impact on the environment. The cost of putting waste into landfill sites has been steadily rising since 2001, according to reports the current cost to do so is £82.60 per tonne.

Find out which materials your business can reduce or recycle by

performing a waste audit. Once you have the results of your waste audit you will be able to prioritise which materials you need to reduce the use of and research the best ways to recycle and monitor the use of such materials. It is important to communicate these results throughout a business to ensure every employee understands which materials they need to cut down on and how to dispose of other materials correctly.

### National Calendar Days

From the use of social media, many people are becoming more and more aware of certain national and international days that are observed each year across the UK and the world. Businesses can look to address these specific days such as World Environment Day 5th June 2018, to help to bring attention to the important issues that affect a plethora of programmes across the globe including medical charities and environmental charities.

The acknowledgement of important dates can help individuals, and businesses become aware of important environmental issues and can be proactive and plan for such events.

### Social Events

Events can include charitable events such as sporting events or community fetes. Why not bring together the whole community to raise money for local charities using office business space to host these events.

These events will allow colleagues to come together with the same goal, spreading knowledge and advice on the best practices to become more socially responsible.



**ME  
ON-THE-GO**

## RE-USE OLD SHOPPING BAGS

It is no surprise that when heading to the supermarket the end of the checkout counter is no longer covered in plastic bags for free customer use. Instead, they have been replaced by sustainable reusable bags, and since 5th October 2015, the use of a single-use plastic carrier incurs a charge of 5p.

The scheme was put in place to reduce the use of single-use carrier bags, and the litter associated with them, by encouraging people to reuse bags.

Plastic bags can take anywhere from 15 to 1000 years to decompose.

It was reported that in 2014 over 7.6 billion single-use carrier bags were given to customers by major supermarkets in England. This equates to around 240 bags per person, the equivalent of around 61,000 tonnes.

Since the scheme was introduced the number of plastic bags used in England has reduced by 80%.

## ARE YOUR DISPOSABLE COFFEE CUPS BEING RECYCLED PROPERLY?

If you like to grab a coffee when you're on-the-go, be mindful of the coffee shops you can go to, that will offer the most comprehensive system when it comes to recycling. It has recently been discovered that not all coffee cups get disposed of properly. You can help to combat this by choosing a coffee shop that aims to recycle their disposable coffee cups correctly.

## OPT-OUT OF SINGLE-USE PLASTIC CONTAINERS

While out and about, it is becoming more and more apparent that the convenience culture in which we live in is shaping the way we eat and drink. But not all plastic can be recycled, meaning your quick lunch may be harmful to the environment. Why not opt for alternative recyclable and reusable materials and continue your on-the-go lifestyle the socially responsible way.

You can change these habits by simply being more prepared, instead of grabbing a sandwich or a ready-made salad; why not make your own?

## THE FINAL STRAW

The latest target on the government's war on plastic is the plastic straw. Taking around 200 years to break down, but unable to biodegrade, they will remain in the environment for thousands of years. To combat this, major leading restaurants and bars are choosing to boycott plastic straws from their establishments offering environmentally friendly versions.





**CONCLUSION**



By adopting the mind-set that your individual changes can help to make the world a more sustainable place, you can inspire others around you to follow suit. Working together to make better, more mindful decisions surrounding sustainability will ensure we continue to protect and grow the environment for generations to come.

This eBook was brought to you by Glasdon, with over 50 years' experience, Glasdon remains a market leader in the supply of environmental and safety products.



How does your social spirit impact the environment?

What steps do you take to improve the environment?

**Don't forget to join the conversation by using the hashtag #MySocialSpirit**

## SOURCES

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