



## **Sustainability and Small/Medium Enterprises, taking action: Where is it working? What are the barriers? Case Studies in the Moreland Council area.**

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### **Abstract**

Micro and small businesses are addressing environmental sustainability and ethics in business. Case studies provide recognition and inspiration to others. An On-line Kit provided by the Ethical Business Network provides a key resource to businesses to assist them address sustainability in business. The role of a Local Government Authority and its agencies as a pioneer municipality and fostering this business leadership is also documented as well as the key role of a community group such as the Ethical Business Network. How best to provide support and resources to assist them implement active measures provides a reality check for those exploring the issues of professional and applied ethics from a more academic viewpoint. Whilst business owners and managers often have a strong philosophical commitment to ecological sustainability and undertake a range of measures other businesses are not convinced or committed. How to communicate and persuade the unconverted to the issues of sustainability is an issue to be further explored and will be taken up by all those with an interest in the field.