

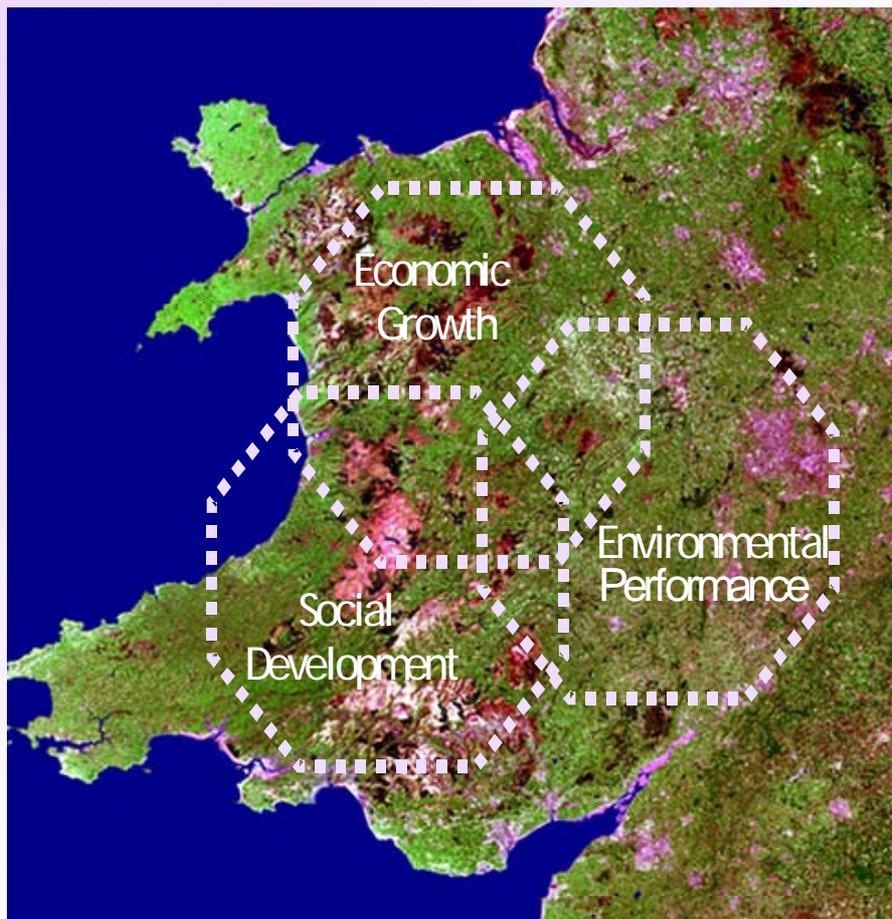
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Llywodraeth Cynulliad Cymru
Welsh Assembly Government

WELSH ASSEMBLY GOVERNMENT

Sustainable Business Wales



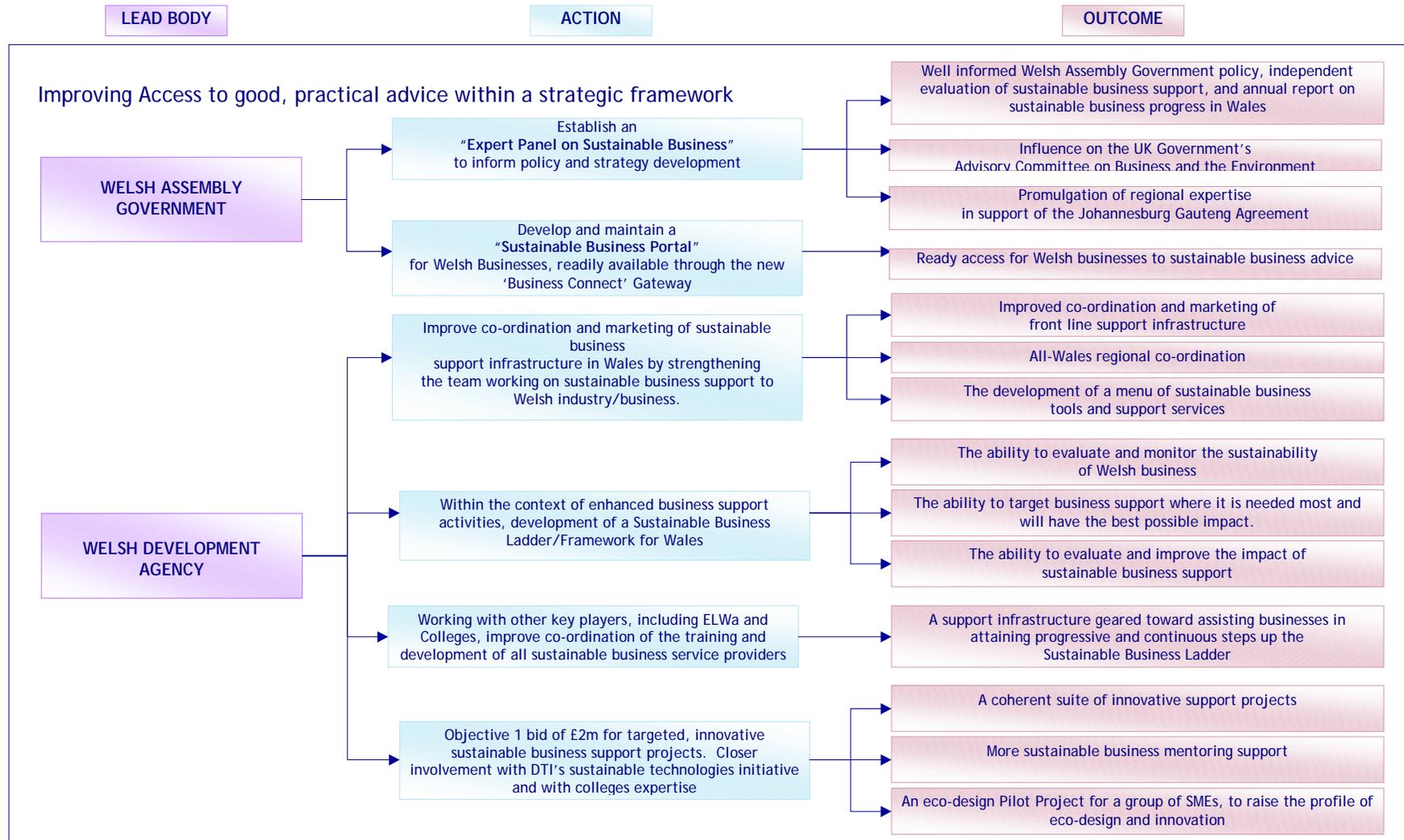
1 Introduction

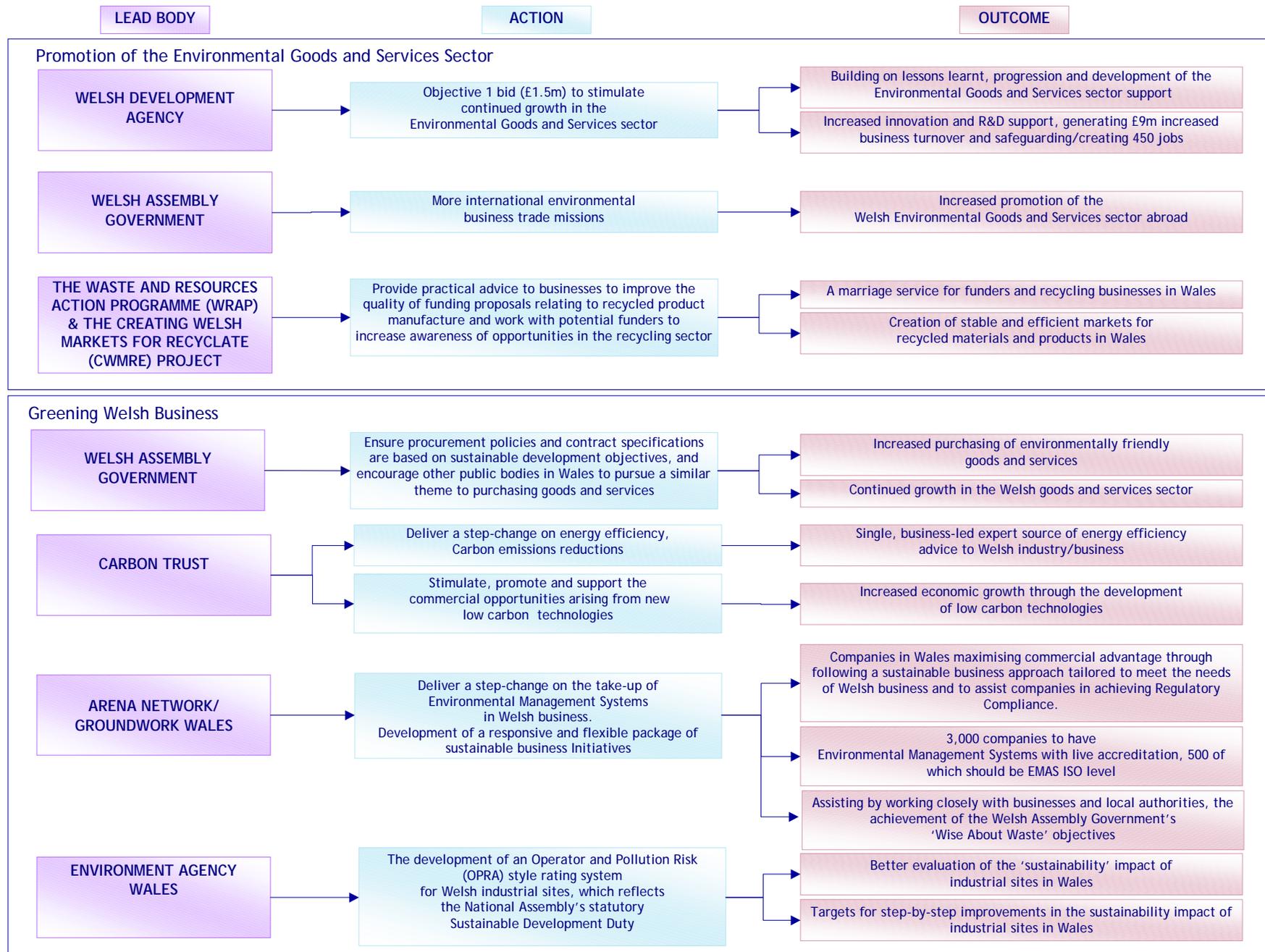
- 1.1 Against the ever-growing recognition of the importance of our environment, **Sustainable Business Wales** sets out the sustainable business agenda for Wales. This action-oriented document is based upon the premise that industry and businesses in Wales are the main deliverers of sustained economic growth.
- 1.2 Despite the potential for significant commercial gain through savings, new markets and raised consumer profile - the much publicised “**triple bottom line**” large parts of Welsh business remain unaware of what sustainable development means for them. The Welsh Assembly Government is committed to providing leadership in this key area and this plan is set within the context of the Welsh Assembly Government’s sustainable development scheme.

2 What action is proposed?

- 2.1 This Action Plan sets out what will be done by the Welsh Assembly Government, its agencies and its main partners, in particular the WDA, Carbon Trust, Environment Agency, Arena Network, Groundwork Wales and WRAP to improve support to Welsh business in their efforts to generate sustainable economic growth for Wales.
- 2.2 The Action Plan is designed to:
 - ***Improving access to good practical advice within a strategic framework.***
 - ***Promote and develop the Environmental Goods and Services sector in Wales.***
 - ***Help business become more competitive through the adoption of environmental best practice.***

Sustainable Business Action Plan for Wales





3 Consultation

3.1 This plan raises issues on which the Welsh Assembly Government would welcome your views. We look for the responses to this consultation to help us develop a balanced and impact-orientated package of sustainable business support for the foreseeable future. You are invited to comment on any issue within the Plan, but in particular, we would ask that you consider the following questions:

- Will this Plan deliver the framework of support and advice Welsh business needs to manage the threats and take advantage of the opportunities arising from increased Globalisation and the heightened emphasis on the environment / sustainable development?
- Are there any key issues or actions within this Plan that you feel should not be included?
- Are there any key issues or actions that you feel should be included within this Plan but are not?
- Are there any suggestions as to how this Plan could more explicitly incorporate the Assembly's equal opportunities and diversity objectives?