

Nuralite Waterproofing

Less flying for business saves emissions, time, and money, plus raises cash for charity.

Lots of benefits to staying on the ground

Nuralite develops and supplies roofing and waterproofing. They take sustainability seriously to maintain their Toitū carbonzero certification.

To reduce their carbon footprint, they've cut back on business flights. This became easier after Covid-19 lockdowns, when people got used to meeting online. Now most of Nuralite's meetings and many of its workshops are online. They've dropped about 70 flights a year.

Staff are now trained so they're confident presenting to a virtual audience. And for every person attending online, Nuralite donates \$10 to charity. In one year, those donations totalled \$15,000.

John Simmons, Managing Director

"We've seen a lot of benefits to reducing business flights," says John Simmons, Managing Director. "Online meetings are a great way to connect with our customers and reduce emissions. Plus we're saving time and money."

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[How to motivate your staff](#)

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[When your staff feel motivated they're more likely to care about your business and do their jobs well.](#)

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[How to be environmentally sustainable](#)

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[Making your business environmentally sustainable is about finding ways to use resources better and reduce waste.](#)

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[What is sustainable business?](#)

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[Sustainable business means doing things thoughtfully by thinking ahead and looking at the impact your actions have.](#)

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[Here are some key things you should consider.](#)

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