

JEAN CANNON HELPING MEET THE ECO CHALLENGE PAGE 31

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**CUSTOMISED SOLUTIONS:** Jean Cannon . . . companies must change the way they think. Picture: MARK BRAKE

## Small enterprises need 'change of attitude'

**VALERINA CHANGARATHIL**

SA's 80,000 small businesses must commit to stronger sustainability and climate change goals to ensure the state is not left behind in meeting carbon emission and greenhouse targets, an expert says.

Helping these smaller companies meet the bigger challenges is EnviroAction founder and managing director Jean Cannon, an environmental biologist.

The grandmother, 65, blogger, author and YouTube-star, has helped to train small and medium enterprises on reducing their carbon footprints since the late 1990s.

EnviroAction breaks down myths and misconceptions, encourages internal and external audits and uses Environmental Management Systems (EMS).

"There is a need to change the way they (small businesses) think, to make them realise that they do have a big impact on the environment," Ms Cannon said.

Since SMEs have cost constraints, the idea is to build customised solutions and bring about gradual change.

"It is too late to prevent the

### Challenge to business



climate changes, but we can slow it down and it's important to do it for our grandchildren . . . to leave them a better world," Ms Cannon said.

Her book *It is easy being green* outlines the various steps that companies can take to turn over a new leaf – and a greener one at that.

Ms Cannon recently won the seafood industry's training award for environmental sustainability.

Some of the companies Ms Cannon has worked with include the Sarin Marin Farm, Adam's Pest Control, Wind Prospects, Adam and Amos Abalone Food, Australian Prawn Farmers Association and organisations like the Australian Business Womens' Network.