

The next wave of a sustainable lifestyle

In the lead up to Sustainability Month 2004 we can reflect on how far we've come in adopting changes to our regular lifestyle that are more in line with principles of sustainability. We buy organic food, use recycled materials, take our own bags to the supermarket, purchase enviro friendly cleaning products, recycle our paper, reuse our waste water, incorporate solar energy into our homes and compost our organic waste. A growing voice of concern speaks out against corporations and governments when policies and business practices appear to be working against a sustainable future. An ever widening circle is taking on these challenges as we become more aware of what the future costs will be if we don't act sooner rather than later.

The forefront of the challenge going forwards is to extend this philosophy of sustainability to decisions about our investments and superannuation. To date there has been a disconnect between this philosophy that we so readily apply to our lifestyle practices and the process by which we make decisions about where to invest our savings. We have quite a tangible idea of the benefits achieved from those sustainable lifestyle

practices that we take home with us yet maybe even more can be achieved by considering sustainability from an investment perspective.

Every dollar that goes towards a "sustainable", "ethical" or "socially responsible" investment increases exponentially the future benefits of that investment. As share holders we own a little piece of the company that makes the solar panels, or produces the wind energy or recycles the waste and as these companies grow, your ownership stake enables them to make more of their product. More support for "good" companies will also influence all companies to improve their standards in business dealings that will result in better outcomes for the environment, local communities and other stakeholders.

Take a look

ABC online

Greenhouse calculator

See how you can save the earth by choosing ethical investments!

www.abc.net.au/science/planetslayer