

# suppliers

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Your business prosperity depends on many stakeholders – employees, customers, suppliers, contractors, regulators and lobby groups. Think of it less as a chain than a web – one that sometimes demands a delicate balancing act. Consider your suppliers, for example. Just as you hope your own environmental efforts will help attract and retain customers, your own purchasing power is a means to influence the network of businesses you buy from. It may be necessary to swap to new suppliers that share and support your enthusiasm for green business practices, but that's not always possible or even desirable: there is a place also for persuasion and education, using your relationships to coax the less committed along the sustainability path.

