

THE BUSINESS TIMES

# *theSME* magazine

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**“THE PLANET, PEOPLE AND PROFIT, WHICH ARE THE KEY ELEMENTS  
IN THE TRIPLE BOTTOM LINE APPROACH, ARE THE  
CRITICAL SUCCESS FACTORS IN A SUSTAINABLE BUSINESS.”**

**STEVEN TAN, MANAGING DIRECTOR OF [ORANGETEE.COM](http://ORANGETEE.COM)**



## THE GLOW OF THE GREEN LIGHT

**D**O YOU believe in resolutions? More to the point, do you make resolutions for your business at the start of the New Year? Where do you want to take the business in the year ahead? How does it fit in with your five-year or 10-year plan? Or is there something about the business operations – or the products you roll out – that has been niggling at the back of your mind for some time, just that you never took the time to deal with it?

In this issue of *The SME Magazine*, we look at one such issue. Something that most businesses probably know is important, but have left on the back burner for awhile: Sustainability.

Sustainability has always felt like a big word, for me. Talk about sustainability and I think of green products, research & development (R&D), and green processes.

In Budding Entrepreneur, we feature one such business, Greenlots. The Singapore-based cleantech start-up specialises in charging solutions for electric vehicles.

Biomax – featured in Cutting Edge – went through a lot of serious R&D to be where it is today, the forerunner in waste management treatment. What sets it apart is its technology, which allows it to offer an environmentally friendly way to convert organic waste to fertiliser that is odourless and without harmful pathogens.

Clear – also featured in Cutting Edge – is another company which specialises in sustainable products, namely solar energy solutions, induction lamps and LED lighting.

In Smart Capital, we look at the different green incentives in the forms of tax breaks and grants given to enterprises to reduce their carbon footprint or invest in R&D.

But sustainability is about more than that. In Top Story, Singapore Compact for Corporate Social Responsibility's Christopher Ang tells us that many SMEs, in fact, already practise corporate social responsibility through the relationships that they maintain with their clients, employees, business partners and the local community.

But as OrangeTee's managing director Steven Tan – our Towkay for this issue – shares, it is sometimes a difficult balance. Most SMEs, he says, take part in charity programmes to give back to society. And while they want people to support it (thus requiring awareness), they don't want to be seen as using charity to promote their brand.

What is your take on sustainability and corporate social responsibility? Does a triple bottom line – people, planet and profit – make sense in today's business environment where climbing costs are already a constant struggle?

Perhaps the answer lies in chasing green. So that the grass is no longer greener on the other side.

*Mindy Tan*

EDITOR



### ON THE COVER

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