



RESPONSIBLE DEVELOPMENT IS GOOD BUSINESS | 2010

These days we can all contribute to cutting costs. This is why Sacer Atlantique conducted a campaign to make its employees aware of how much they could save if they behaved in an eco-responsible way. They thus learned that regardless of their position in the company, if they were vigilant **1 million euros** could be saved or used for other projects in just one year.

Although **1 million euros** is a lot of money, for Sacer Atlantique this represents a savings of only 50 euros a month per employee.

***A million euros saved is a million euros earned!***

Which of the following costs 50 euros?

**A :** A truck taking a 40-mile detour

**B :** Two restaurant meals

**C :** Two people driving 100 km without car-pooling

**D :** One surplus ton of mix

**E :** Replacing a triangular warning sign, instead of repairing it

**F :** 12 reams of paper wasted on unnecessary printing

**G :** A 25,000 euro invoice collected 30 days late

**H :** Two hours of temporary labor

**I :** A rental car returned one day late

**I :** One hour of power shovel rental

**K :** 50 marketing brochures "forgotten" in a closet

**L :** The electricity consumed by two computers left on for one month

***You may have guessed that all of these answers are right!***

A million euros is earned 50-euro bill by 50-euro bill, employee by employee and month after month! This is what we mean by **responsible development**.