

How to Green Your Business

No matter how you look at it, business and the environment are closely connected. Some businesses impact the environment more than others, but all have an impact through the products manufactured or purchased, energy and water used, waste discarded, and travel or transportation associated with delivering products.

Greening your business doesn't happen overnight. You have to begin a plan to improve both profitability and production.

Start by writing an environmental vision statement.

Define what your company stands for and is willing to do to help the environment. This will build goodwill and show your customers and community how you have invested in the environment.

Get your employees involved.

Educate your employees to environmental issues, your company's environmental goals and how they can be involved. Consider incentives, rewards and recognition for those who excel in promoting your company's environmental efforts.

You will need to design a green checklist that is specific to your business, products and services. **ECO Guardian's** Checklist is just a start....but every little step helps the environment!

For more ideas and information, email info@ECOGuardian.com.



Greening your company is good for business!

Improves efficiency

Less waste

COST SAVINGS

Reduces risk to the environment

Promotes goodwill

HOW TO GREEN YOUR BUSINESS CHECKLIST

❑ Green your office space

- Install water-efficient fixtures such as low-flow aerators for faucets, and "dams" or other devices for toilets
- Use green cleaning products and replace traditional trash bags with biodegradable ones
- Make green purchasing decisions when purchasing office equipment, furniture, computers, etc.

❑ Reduce waste and recycle—it's simple and painless!!!

- Conduct a waste audit to identify recyclable materials...check with local government agencies; some offer a free audit
- Develop a more efficient waste disposal and recycling program...involve staff, start in the lunchroom—how many bottles and cans can be recycled?
- Check with your city/county waste management agency and your local waste hauler for recycling options
- Reuse shipping materials like polystyrene foam, bubble wrap, and loose polystyrene fill (packing peanuts)
- If your company is on the receiving end, ask your vendors to avoid using the above shipping materials
- Recycle electronics through charities that accept e-waste like cell phones and check with your manufacturer about take-back programs for old computers
- Change from polystyrene foam and plastic products such as coffee cups, plastic tableware, etc. to ones made from natural products that biodegrade

❑ Reduce energy use

- Review your utility bill for areas where you can cut energy use
- Make sure all office equipment is running properly so that they use as little energy as possible
- Only use the lights you need; shut off lights in unused rooms; or install occupancy sensors
- Replace incandescent bulbs with compact fluorescent light bulbs (CFLs)
- Power down: enable power management so your computer and monitor shut down when not in use (do this at home, too)

❑ Reduce paper use

- Switch from single-sided to double-sided copying and printing
- Scan and save files electronically
- Switch to electronic billing and ordering processes—this will also help your customers save paper
- Reduce paper weight to reduce the tons of paper sent to landfills: change to 10-18 lb paper when practical
- Reduce the amount and weight of your product packaging and/or use recycled packaging

❑ Reduce your footprint

- Select vendors that use sustainable and renewable products
- Offset business travel or shipping miles by purchasing carbon credits or participating in tree planting or forest protection efforts
- Reduce employees' commutes; offer the option of telecommuting
- Promote alternative transportation; support a bicycle-friendly environment; offer incentives for taking mass transit
- Offer environmentally-friendly options for drivers; support vanpool/carpool programs; preferred parking for carpoolers
- Green your fleet; purchase or lease vehicles with the highest possible fuel economy or alternative fuel vehicles
- Teleconference rather than travel to a meeting; if you absolutely must travel, stay in ecologically-sensitive hotels
- Make your meetings and events environmentally aware

❑ Green your business practices

- Develop workflows that incorporate sustainable practices
- Communicate green ideas into your products and message when and if applicable

