

15 free green business practices

beginner's toolkit for small & midsize
businesses



01

**evaluate your
energy and water
usage**

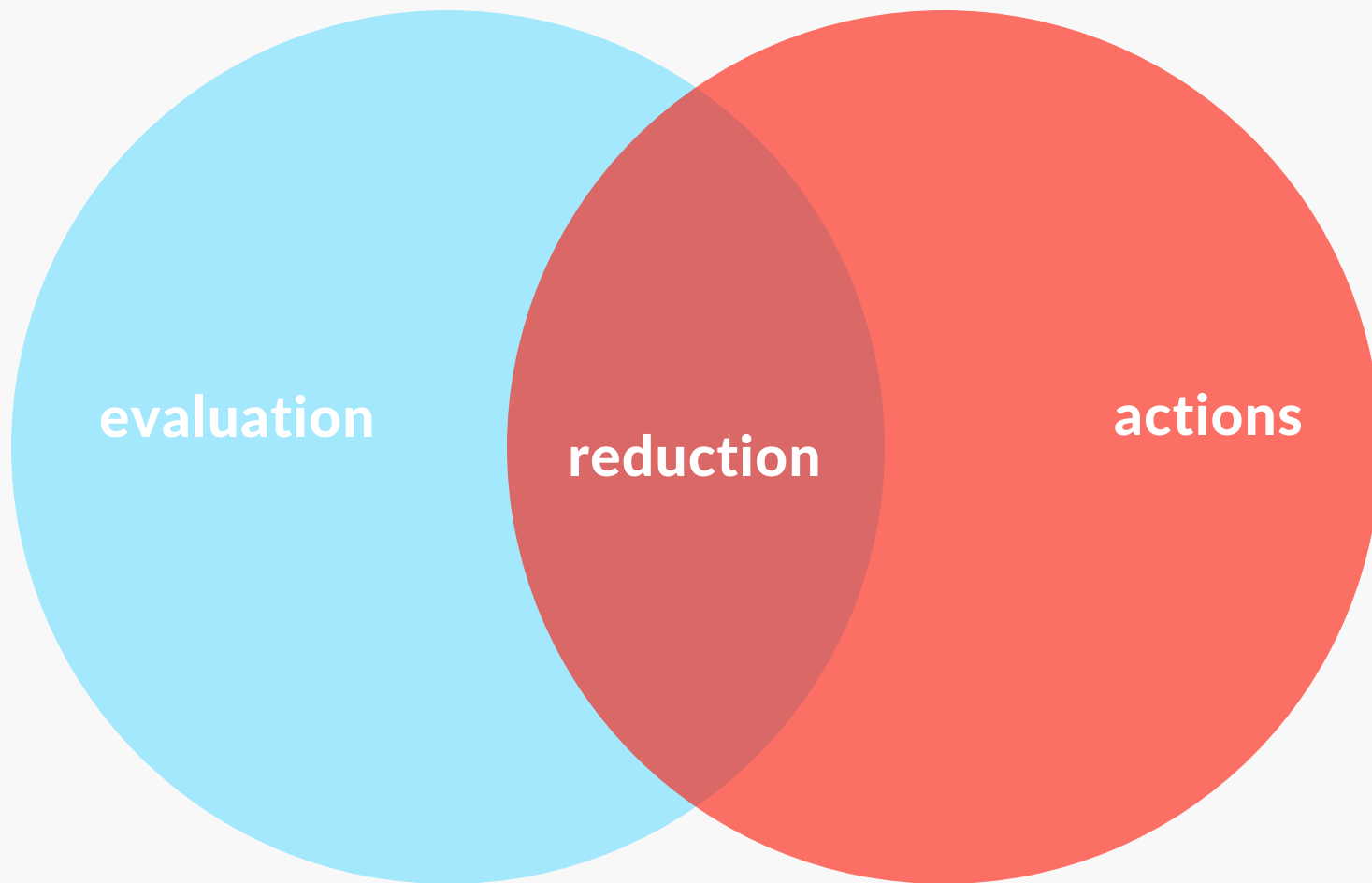


evaluation

Learn how you are consuming

- **The act of evaluating and measuring your consumption will lead to reduction**
- **Utilize simple audits to get started**

\$ energy savings \$



02

**turn out the
lights**

what works best?

1. USE NATURAL LIGHTING

Place workspaces next to windows or under skylights to optimize natural lighting

2. SIMPLE SIGNAGE

Hang a "Turn out the Lights" sign next to the light switches

3. NIGHTTIME EFFICIENCY

Make a policy that all lights are to be turned off before leaving the building each night

4. TEST SENSORS

If your building has sensors, make sure each of them are working properly

natural vs artificial



03

**adjust your
thermostat**

comfort and efficiency

- Set thermostat to highest comfortable setting in the summer
- Set thermostat to lowest comfortable setting in the winter
- Program thermostat in evening for higher/lower temperatures when employees have left the building

the power of one touch



04 printing

simple ideas

- Encourage employees to print only when necessary
- Set all printers to double-sided only mode
- Instead of sharing printed documents for review, leverage online tools for collective such as google docs

saving trees and \$



05

**eliminate vampire
energy**

don't let them suck your profits

energy vampire. noun.

the electric power consumed by electronic appliances while they are switched off or in a standby mode; also called standby power, [phantom load]

stop the gadgets from bleeding

1. UNPLUG

When not in use, unplug your electronic devices

2. ALL IN ONE

Plug all your related electronics into a single power chord and switch them off in evening or when not in use

3. HUNT AND TEST

Go on the hunt to make sure you have found all vampires. Test your electronics to see how much energy is being wasted

4. SMART STRIPS

If you have them, test your programmable "smart strips" and set them accordingly

06

telecommute

giving choices

- When not needed at the office, allow employees to work from home
- Utilize free conference call lines
- Utilize Skype, Zoom, or other free video or screen sharing platforms
- Enjoy your happy team!

attract better employees



07

recycle right

3 tricks

LABEL

MAKE SURE YOU
CLEARLY LABEL
EVERY BIN. PICTURES
HELP PROVIDE
CLARITY

DONT MAKE IN
CONFUSING

PLACE

PUT YOUR RECYCLE
BIN RIGHT NEXT TO
THE GARBAGE BIN

DON'T MAKE PEOPLE
HUNT FOR THE BIN

CHECK

LOOK TO MAKE SURE
YOU DON'T HAVE
CONTAMINATION

DON'T LET YOUR
WORK GO TO
"WASTE"

proven effective:
recycle across the world.org
standardized labels



08

carpool

easy peasy

1. CREATE A NOTICE

Let your employees know you are starting a carpool program and ask for interested participants

2. IDENTIFY BEST ROUTES

With members who showed interest, map out best routes for the team or teams

3. PICK YOUR POOL

Will it be a designated driver, alternating driver, company van or other type of pool system?

4. SET THE RULES AND ARRANGE SCHEDULE

Setting expectation and putting rules in place will be key to an effective carpool program

09

green team

Better results with more brain power

- Send invitation to staff to participate in green team
- Set regular times each month to work together
- Set goals and objectives
- Evaluate your success
- Provide rewards for the team

Team Power



10

flextime

flexibility in schedule

1. EXPLORE AND MAP

Beyond telecommuting, determine the type of flextime your company can implement and map it out.

2. DESIGN

Design and schedule and program that works for the entire team

3. POLICY

Create a formal written policy that is inclusive and deliver it to the team.

4. MONITOR

To achieve success, you must evaluate on a regular basis and ask for feedback from the team.

11

green break room

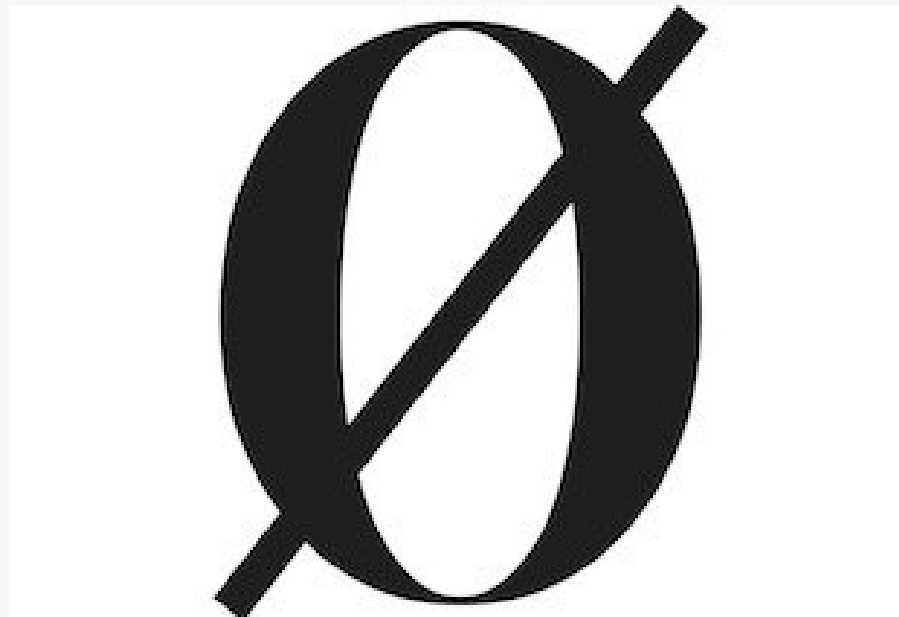


reduce waste

Inspire less consumption

- Encourage employees to bring in their own mugs
- Donate the Keurig /pod machine and replace with the old coffee maker (or only utilize reusable filters)

no cups no trash



12 **more
sustainable
commuting**

encourage your team to...

1. USE PUBLIC TRANSPORTATION

Provide schedules and emails of encouragement to utilize your city's commuting resources

2. BICYCLE TO WORK

Find a space for employees to park their bicycle at work

3. WALK TO WORK

Both walking and bicycling make for healthier and happier employees.

4. ENCOURAGE EACH OTHER

Give team recognition to those members who commute regularly via green alternatives

efficient and healthy



13

**be kind and
respectful**

**it will take your
company further than
any other practice.**

period

a sustainability "family"



14 **share and
inspire**

Promote

- Make sure your entire team knows the steps you have taken to make a more sustainable business
- Encourage all of your employees to also participate and share ideas
- Promote green practices on social media and in e-newsletters
- Share your progress and success stories!

consumers will respond positively



15

educate

knowledge is power

*"An investment in knowledge pays
the best interest."*

-- Benjamin Franklin.

3 pillars

READ

READ ARTICLES
ABOUT GREEN
BUSINESSES LEADERS

READ, READ, READ

ATTEND

ATTEND
SUSTAINABLE
BUSINESS WEBINARS

GO, GO , GO

GROW

EMBRACE NEW IDEAS
AND
IMPLEMENT

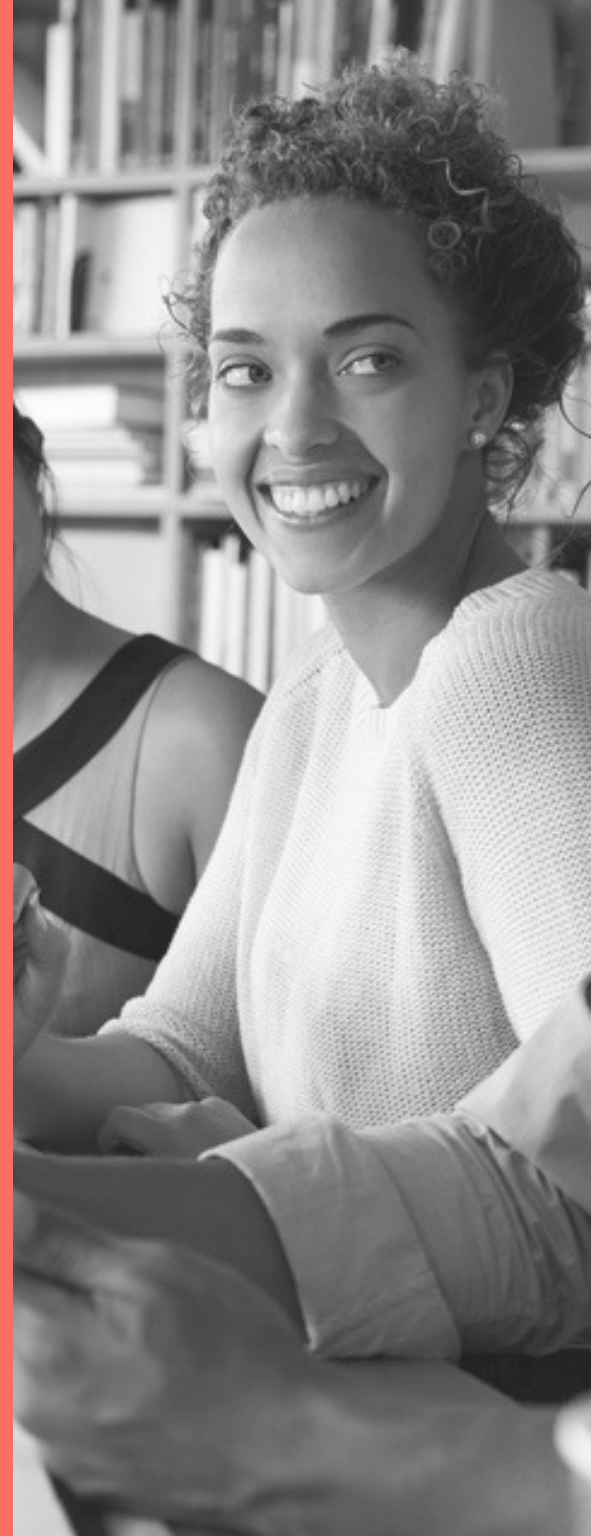
GROW, GROW, GROW

next steps

- Get your FREE energy efficiency toolkit at www.climatecounts.org
- Go to www.usgreenchamber.com and sign up for our online Sustainable Business Associate (SBA) Certification
- Use coupon code 55DISCOUNT for a \$55 discount

congrats.

You are on your way to creating a more sustainable business!



Visit our websites

- www.usgreenchamber.com
- www.climatecounts.net



U.S. GREEN
CHAMBER OF COMMERCE



ClimateCounts