

# GOING GREEN:

## A Guide to Greening Your Business

GREEN FOR ALL CAP GREEN BUSINESS CONTENT



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# INTRODUCTION

For almost half a century, environmentalists have been advocating for big businesses to incorporate sustainability principles into their practices. Yet even ten years ago, it was rare to hear of any business with dedicated green, environmental, or sustainability initiatives (outside of those designed to protect them from regulatory fines and other liability for polluting activities). Today green has gone mainstream, and it is big business. A recent study by The Pew Charitable Trusts found clean-energy technology outpaced all other sectors in job growth and investments, even in a recession. A number of other trends also point to the increasing premium the private sector is placing on environmental outcomes, including the growth of the market for green building materials<sup>1</sup> and reports that a high percentage of consumers are purchasing environmentally friendly products.<sup>2</sup> In fact, the Pew report predicts that government and private investments are creating “tremendous potential” for the green economy in the future.<sup>3</sup>

In the U.S., we currently face two historic sets of challenges, one to our economy and the other to our environment. In February 2010, 14.9 million Americans were unemployed.<sup>4</sup> At the same time, people here and across the world are facing increasingly dire immediate and impending impacts of climate change, such as disastrous droughts, melting arctic ice, and ever more destructive storms.<sup>5</sup>

The emerging clean-energy economy can solve both sets of problems. It has the potential to drive innovation and stimulate a sustainable economic recovery that changes the environmentally harmful “business as usual” practices of the past. Where other people might see problems and crises, innovative green business leaders see opportunity. A wave of companies both large and small is using success in business to achieve social and environmental change. These emerging business models seek to preserve environmental quality, promote social equity, and stimulate sustainable economic growth.

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1. Retrieved from [http://www.businesswire.com/portal/site/home/permalink/?ndmViewId=news\\_view&newsId=20090604005585&newsLang=en](http://www.businesswire.com/portal/site/home/permalink/?ndmViewId=news_view&newsId=20090604005585&newsLang=en) on November 12, 2009.

2. A study conducted by Green Seal Inc. and EnviroMedia found that 82% of consumers say they buy green products and services, 60% are looking for minimally packaged goods and 58% are buying green cleaning products. Retrieved from <http://www.enviromedia.com/enviroblog/?tag=education-gap> on November 12, 2009.

3. Retrieved from [http://www.pewtrusts.org/news\\_room\\_detail.aspx?id=53254](http://www.pewtrusts.org/news_room_detail.aspx?id=53254) on November 12, 2009

4. Retrieved from <http://www.bls.gov/news.release/empst.t10.htm> on March 5, 2010.

5. <http://www.nytimes.com/2009/04/17/science/earth/17drought.html>. [http://www.ucsus.org/global\\_warming/science\\_and\\_impacts/science/hurricanes-and-climate-change.html](http://www.ucsus.org/global_warming/science_and_impacts/science/hurricanes-and-climate-change.html). <http://www.sciencedaily.com/releases/2007/03/070315161102.htm>.

For example, major corporations like Walmart and Clorox are leading the way with sustainability initiatives<sup>6</sup> and development of successful green products<sup>7</sup> that are less toxic and reduce impacts on human and environmental health. Google and Intel launched the Climate Savers Computing Initiative to convene industry, government, consumers and conservation groups to help drive efficient computing practices and innovations in hardware design.<sup>8</sup>

Small businesses are leading in their own way, gaining media attention, securing investments, and capturing market share with innovative business solutions to environmental and social problems. For example, The Garden Project in San Francisco<sup>9</sup> is a great model for community-based change, with a mission to combat unemployment and improve urban environments. The Garden Project offers training and education programs for at-risk youth and former offenders, while also transforming inner cities with greening projects that reintroduce native and edible plants. In the Pacific Northwest, fast food chain Burgerville<sup>10</sup> is an excellent example of how a for-profit business founded on sound environmental and social principles can be successful while contributing to sustainable local economies. Burgerville purchases 100% renewable wind energy for all of its locations and offers healthcare benefits and leadership mentoring programs for all full- and part-time employees.

Despite the business potential of such green innovation, many entrepreneurs still feel that they do not have the capital or the know-how needed to operate a green business. Green For All created this guide to give business owners ten simple ways to make their operations greener, regardless of access to capital or special training. These ten steps are not the be-all and end-all of becoming green. They in no way represent a prescriptive or exhaustive list of all the ways a business can become more sustainable. And while many businesses should be able to easily incorporate most of these recommendations, each company will clearly have different opportunities and challenges. Still, on the whole, these suggestions can help boost sales, reduce operating costs, increase returns for investors, and establish you as an environmental business leader in your community.

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6. Walmart, the world's largest retailer, announced a new sustainability index initiative that will require more than 100,000 of their suppliers globally to answer a set of questions related to their sustainability practices. Retrieved from <http://www.nytimes.com/2009/07/16/business/energy-environment/16walmart.html> on November 11, 2009.

7. Since Clorox launched its biodegradable cleaning products brand "Green Works" in early 2008, it has become the #1 natural cleaning product brand. Retrieved from <http://www.reuters.com/article/pressRelease/idUS88912+12-Jan-2009+BW20090112> on November 12, 2009.

8. <http://www.climatesaverscomputing.org/media/whitepaper11302007.pdf>

9. <http://www.gardenproject.org>

10. <http://www.burgerville.com>

It is important to realize that even companies that were not founded on sustainable or social equity principles can become green businesses. They not only can become greener, they should. Today, many businesses treat sustainability as merely optional, a business approach that they can ignore or postpone with little or no consequence. But as consumers and government entities place a higher value on sustainability in the marketplace, green business initiatives will become increasingly necessary for the survival of all enterprises.

By integrating green initiatives into your operations, you can help conserve natural resources and reduce your contribution to global warming. By focusing on creating jobs in underserved communities, you can leverage the strength of your business to help lift those communities into economic recovery. Finally, greening your business can also help you ensure compliance with rapidly changing state and federal environmental regulations. Small business owners simply cannot afford to ignore sustainability within their operations any longer.



# WHAT IS A GREEN BUSINESS?

In an emerging field like the clean-energy economy, definitions for terms often vary among speakers and listeners. Green For All defines a green business as one whose products or services seek to address environmental and social problems. More particularly, a green business does four key things:

1. preserves or enhances environmental quality;
2. provides family-supporting wages, benefits, and safe working conditions for all its employees;
3. provides access to training and a clear career track for all its employees; and
4. provides opportunity across lines of gender, race, geography and age.

Green businesses may also be committed to particular environmental and social justice initiatives, such as the reduction of greenhouse gas emissions and other environmental pollutants; the utilization of renewable energy sources and energy efficiency measures; the conservation of natural resources and energy produced; the minimization of waste; and the creation of jobs in underserved communities.

Green businesses can be large or small. They can be owned by women or men of any age, ethnicity or socioeconomic background. Green businesses are often local businesses, meaning they either source or supply goods and services within the local community, allowing them to reduce their carbon emissions, create local jobs, and support the surrounding community.

Green For All is committed to building an inclusive clean energy economy by supporting green businesses that aim to reverse the trends of environmental destruction and socioeconomic inequality.

# THE BUSINESS CASE FOR GOING GREEN

Many small business owners and entrepreneurs are justifiably cost-conscious, especially in a recession. This often leads them to eye green initiatives warily, assuming that they are cost-intensive. But going green does not have to cost large sums of money. As detailed in the next section, “Ten Tips to Green Your Business,” many initiatives are conservation-based. By finding ways to use less of a product or natural resource, businesses can reduce both costs and environmental impact. These measures save money in the short and long run. And saving money is only one of the many business advantages of going green, which can improve brand exposure, revenues, and overall success.

Here are some specific ways going green can impact the bottom line:

## ► Increase net earnings

Going green has the potential to increase net earnings by both driving increased revenues and reducing operating expenses. Developing environmentally sustainable products and services can spur new sales to end users and large retailers in a growing consumer sector, which can increase top line revenues. At the same time, internal sustainability initiatives (such as using renewable energy and becoming more energy-efficient) can reduce operating expenses, lowering utility bills or tax liabilities (vis-à-vis government incentives).<sup>11</sup>

## ► Appeal to a consumer demand

Whether selling directly to consumers or to other businesses, the market demand for green products and services is high. A recent study of consumers conducted by Green Seal Inc. and EnviroMedia found that 60% are looking for minimally packaged goods, and that 58% are buying green cleaning products.<sup>12</sup>

## ► Increase chances of receiving critical financing

With the passage of the American Recovery and Reinvestment Act (ARRA) and many state initiatives, a number of financial resources are available for companies that are creating jobs and contributing to the green economy.<sup>13</sup> In addition, private-sector investment

11. The Database of State Incentives for Renewables & Efficiency (DSIRE) provides comprehensive information on incentive programs and state and federal regulations aimed to promote the use of renewable energy and energy-efficiency practices. <http://www.dsireusa.org>

12. Retrieved from <http://www.enviromedia.com/enviroblog/?tag=education-gap> on November 12, 2009.

13. For information on sources of business financing for green entrepreneurs, please refer to the Green For All publication “Where to Get the Green: Sources of Funds for Green Entrepreneurs” [http://www.greenforall.org/CAP\\_resources/green-financing](http://www.greenforall.org/CAP_resources/green-financing)

opportunities for green enterprises are growing; in 2008, venture capital investment in American clean-energy economy companies totaled \$5.9 billion dollars.<sup>14</sup>

Here are some examples of how several large corporations have achieved significant savings by implementing sustainability initiatives:

- **DUPONT** reduced greenhouse gas emissions by 70% between 1990 and 2004, and increased production by 33%, all while saving more than \$2 billion;
- **FOOD LION** cut costs and also reduced its energy consumption by more than 20% through refrigeration improvements;
- **JOANN FABRICS** experienced a 35% reduction in store operating costs after implementing stringent energy-conservation initiatives and installing skylights—which take advantage of natural light as opposed to requiring electricity—in its facilities;
- **OFFICE DEPOT** reduced total energy costs by 10% and total energy usage by 20%, both while increasing store count by 75 stores annually. The chain says its sustainability and conservation efforts have supported a 10.1% reduction in CO2 emissions, a \$6.2 million savings in electricity costs, and a reduction in maintenance costs of \$8,000 –\$12,000 per store.

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14. Retrieved from [http://www.pewtrusts.org/news\\_room\\_detail.aspx?id=53254](http://www.pewtrusts.org/news_room_detail.aspx?id=53254) on November 12, 2009.

# TEN TIPS TO GREEN YOUR BUSINESS, REDUCE YOUR IMPACT ON THE ENVIRONMENT AND SAVE MONEY

*Bear in mind that many of the actions highlighted below cost little or no money to implement.*

## 1. Educate yourself and your employees about what it means to be green

Before you act, do your research. To implement effective green initiatives, you must first understand where your business operations are having the most impact on the environment, human health, and social justice. Are you using toxin-free raw materials where it is possible? Are you recycling or reusing applicable products? Is your office energy and resource efficient? Are you providing your staff with safe working conditions? Are you hiring from all socioeconomic strata, regardless of race and gender?

Ways to educate yourself:

- Find out what other businesses in your industry are doing to be more environmentally sensitive.
- Make sure that you are fairly considering all applications and résumés.
- Research your product or service to discover if it creates any adverse human or environmental health issues that you can address.<sup>15</sup>

## 2. Identify a “Green Team” to lead your organization’s efforts to be greener

Implementing new green practices takes time and commitment from staff members. You may decide not to be “100% green” right away due to financial or human resource constraints, but don’t let that stop you from doing what you can to reduce your impact on the environment. Look for green leaders in your ranks who are passionate about the environment and/or social justice issues, and ask if they would like to lead your greening efforts.

Once you have a Green Team in place, work with them to develop:

- a company green mission statement;
- a list of your top five green initiatives (energy and water conservation should be on your list); and
- internal documents that communicate to your employees about how and why you are going green.

15. EPA product stewardship site: <http://www.epa.gov/epawaste/partnerships/stewardship/index.htm>. The Center for Clean Products and Clean Technologies (EERC): <http://eerc.ra.utk.edu/ccpct/index.html>.

### 3. Benchmark and reduce your greenhouse gas emissions

Many of the choices we make as individuals and as organizations have both direct and indirect impacts on greenhouse gas emissions. For example, driving a car directly impacts emissions, releasing CO<sub>2</sub> into the air. Purchasing 100% post-consumer content recycled paper has an indirect impact on emissions by helping to preserve virgin forests, which process CO<sub>2</sub> in the atmosphere.

Here are some examples of the many ways to estimate your company's current greenhouse gas emissions, and to take steps to reduce them:

- Calculate your carbon footprint to benchmark your current greenhouse gas emissions.<sup>16</sup>
- Conserve energy in your facilities and operations (see #4 below).
- Minimize the amount of car and airline travel associated with your business operations.
- Minimize quantity and distance of shipments to and from your business. A great way to do this is to source products locally.
- Consider joining the EPA Climate Leaders Program.<sup>17</sup>
- Publicly disclose your company's greenhouse gas emissions and climate change strategies through "The Carbon Disclosure Project."<sup>18</sup>
- Consider offsetting carbon emissions generated from your operations<sup>19</sup>

### 4. Conserve energy

The volatility of energy costs impacts businesses at all times, but even more so at times like now, when the economy is in recession and those costs are increasing at an alarming rate. Right now, energy conservation is one of the most significant ways businesses can save money, combat climate change, and reduce greenhouse gas emissions.<sup>20</sup>

Examples of ways to conserve energy:

- Educate staff about reducing energy consumption

16. A number of carbon calculators are available. For example, see the Climate Trust business calculator at [http://www.climatetrust.org/content/calculators/Business\\_&\\_Org\\_Calculator.pdf](http://www.climatetrust.org/content/calculators/Business_&_Org_Calculator.pdf). For a list of available calculators, see <http://hes.lbl.gov/hes/carbon-calculators.html>.

17. <http://www.epa.gov/stateply/>

18. <https://www.cdproject.net>

19. For a listing of organizations providing carbon offsets, see [http://www.ecobusinesslinks.com/carbon\\_offset\\_wind\\_credits\\_carbon\\_reduction.htm](http://www.ecobusinesslinks.com/carbon_offset_wind_credits_carbon_reduction.htm)

20. The Pew Center Energy Efficiency Web Portal provides additional information on corporate energy-efficiency strategies: <http://www.pewclimate.org/energy-efficiency>.

- Some examples: Promote the use of public transportation and carpooling; turn off lights when not in use; use power-saving settings on computers, like sleep mode; turn off computers and other appliances before going home (plugging appliances into a power strip with an on/off switch makes this easy).
- Conduct an energy audit
- Conduct your own audit, or contact your utility company to see if they offer audit services.<sup>21</sup>
- Install more energy-efficient lighting
- Replace incandescent light bulbs with more efficient bulbs; install motion-sensor lighting; investigate ways to use more natural light (called “daylighting”).
- Purchase energy-efficient appliances
- Look for Energy Star<sup>22</sup> logos (these appliances meet strict energy-efficiency standards) and learn to read EnergyGuide labels<sup>23</sup> to select appliances that use less energy and save you money.
- Reduce your Information Technology (IT) energy consumption
- Create a strategy for efficient computing<sup>24</sup> and IT management, which may include: using power saving features on all equipment; purchasing efficient hardware that can be e-cycled; designing and operating green and efficient data centers; joining the Climate Savers Computing Initiative.<sup>25</sup>
- Research alternative energy providers in your area
- The EPA Green Power Partnership program<sup>26</sup> provides resources to locate and purchase alternative energy.
- Consider green building retrofits
- Explore retrofits within your budget that will increase energy efficiency of your office.

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21. For more information about audits, see <http://www.energysavers.gov/>

22. <http://www.energystar.gov/>

23. <http://www1.eere.energy.gov/consumer/tips/energyguide.html>

24. Google’s efficient computing information offers many resources and examples of best practices: <http://www.google.com/corporate/green/datacenters/>

25. <http://www.climatesaverscomputing.org/>

26. EPA Green Power Partnership: <http://www.epa.gov/greenpower/>

## 5. Conserve water

Water is a precious resource that is becoming more scarce worldwide due to growing pressures from the human population and global warming.<sup>27</sup> To meet the needs of human consumption and agricultural use while protecting wildlife habitats, we must conserve water. Already, more than one billion people live without access to clean drinking water. This will only get worse as water supplies shrink and demand grows. Competition for water will lead to rising political tensions that will pose a security threat for America and the rest of the world.

In the U.S., we can do more to address this issue than anyone else. Americans use much more water than our counterparts in Europe,<sup>28</sup> much of which is simply wasted. Inefficient practices and technologies (e.g., appliances and fixtures that are not designed to minimize water usage) consume much more water than necessary. Landscape irrigation is another factor in America's inordinate water consumption. The EPA estimates that landscape irrigation accounts for one-third of residential water use (about seven billion gallons per day).<sup>29</sup> Such waste is even more troubling when considering that many parts of the country are experiencing more frequent droughts.

Finally, conserving water can also aid efforts to reduce energy consumption, as it takes a significant amount of energy just to transport water in some areas — water that we only end up wasting.

Examples of ways to conserve water:

- Consult the EPA WaterSense program<sup>30</sup> to learn more about effective methods to reduce water consumption.
- Check for and repair any leaks, both outdoors and indoors.
- Install faucet aerators and low-flow toilets.<sup>31</sup>
- Consider installing tankless or passive solar water heater systems.
- Analyze and reduce water usage where possible (e.g., don't let the tap run).
- Design landscaping that minimizes chemical, fossil fuel,<sup>32</sup> and water inputs (native plants are a great solution).
- Research gray water initiatives to see if they can be implemented on your

27. For additional information, see <http://www.ipcc.ch/ipccreports/tar/wg2/index.php?idp=384>.

28. Retrieved from <http://www.worldwatercouncil.org/index.php?id=25> on November 23, 2009.

29. Retrieved from <http://www.epa.gov/WaterSense/pubs/outdoor.htm> on November 23, 2009.

30. <http://www.epa.gov/watersense>

31. Low-flow toilet overview: <http://www.terrylove.com/crtoilet.htm>.

32. The EPA estimates that a gas-powered turf-grass lawn mower pollutes as much in one hour as driving a car does when driving 20 miles. Retrieved from: [http://www.epa.gov/greenacres/conf12\\_04/conf\\_knwldge.html](http://www.epa.gov/greenacres/conf12_04/conf_knwldge.html) on November 23, 2009.

property—but be sure to check with local advocacy organizations<sup>33</sup> and city permitting officials.

## 6. Create green-collar jobs in your community

Being a green business means focusing on the triple-bottom principles of people, planet and profit. While conserving natural resources and combating climate change are critical elements of operating a green business, it is also important to support your local community by providing living-wage jobs that promote social equity and stimulate economic development.

By providing green-collar jobs in your community, you will be helping to create an inclusive, sustainable local economy. A green-collar job is a traditionally blue-collar job that has been upgraded to respect the environment. These are family-supporting, career-track jobs that are open to people without high levels of education, and that contribute directly to preserving or enhancing environmental quality.<sup>34</sup>

Examples of ways to create green-collar jobs:

- Hire from within your local community.
- Work with local community action agencies to offer job training and internship opportunities to low-income, disadvantaged, and/or at-risk individuals, as part of their efforts to provide pathways out of poverty.
- Make an effort to locate your facilities in urban centers, which may allow you to take advantage of special tax credits.
- When hiring contractors, ensure that local disadvantaged business enterprises (DBE) get an equitable share of business, or at the very least, receive serious consideration.

## 7. Reduce paper waste and choose better paper products

The average U.S. office worker uses an estimated 10,000 sheets of paper per year.<sup>35</sup> This has a huge impact on virgin forests, which are important to combating climate change because they absorb carbon emissions in the atmosphere. They are “carbon sinks.” According to a report released by The Environmental Paper Network, 42% of industrial wood harvested is used to make paper, and the paper industry is the fourth largest manufacturing contributor to U.S. greenhouse gas emissions.<sup>36</sup> Minimizing the amount of paper your business uses and making greener paper purchasing decisions is doubly

33. For more information about what grey water is, see <http://greywateralliance.org>.

34. For additional information on green collar jobs, see <http://www.greenforall.org/resources/green-collar-jobs-overview>.

35. Retrieved from: <http://www.reduce.org/> on January 4, 2010.

36. Retrieved from: <http://www.thedailygreen.com/environmental-news/latest/7447>. For the full report, see <http://www.environmentalpaper.org/stateofthepaperindustry>.

effective: on the front end, it helps reduce greenhouse gas emissions; on the back end, it helps preserve forests that can absorb greenhouse gas emissions from other activities.

Reduce paper waste by:

- Recycling used paper (contact your city hall to inquire about recycling programs available in your area).
- Placing small recycling bins at each employee's desk.
- Printing double-sided copies.
- Creating electronic forms to replace paper versions.
- Encouraging employees to print only as needed.
- Purchase the following products, all of which use post-consumer recycled content:
  - Paper with a minimum of 30% post consumer content.
  - Tissues, napkins and toilet paper, made with recycled paper fibers.
  - Business cards, letterhead and pamphlets, which may also use vegetable or soy-based inks.

## 8. Reduce employee exposure to toxins in the workplace

Improving indoor environmental quality protects the health and wellbeing of your employees, minimizing their exposure to potentially harmful chemicals. Indoor environmental quality is an important element of operating a green business, as well as one of the five categories used to certify a LEED green building.<sup>37</sup>

Examples of ways to reduce exposure to toxins in the workplace:

- Purchasing non-toxic, environmentally friendly cleaning products.
- Hire a green office cleaning company.
- Use paints with lower volatile organic compound (VOC) content.
- Purchase non-toxic markers.
- Implement smoking restrictions in and near office buildings.
- Purchase recycled or environmentally friendly carpet or flooring.<sup>38</sup>
- Eliminate the use of harmful chemicals in your landscape maintenance program.

37. For more information on LEED certification and green building, see <http://www.usgbc.org>.

38. For more information on eco-friendly floor coverings, go to: <http://www.greenamericatoday.org/pubs/realgreen/articles/flooring.cfm>

## 9. Become a green consumer and green your supply chain

Every business purchases goods and services in the course of its normal operations. Each one of these decisions has a ripple effect through the supply chains that bring these products to your business. Becoming an informed green consumer is a great way to green your business, enabling you to choose vendors who care for the environment and for their local communities. The U.S. EPA offers a number of resources to help companies green their supply chain and make environmentally responsible purchasing decisions.<sup>39</sup>

Examples of green purchasing decisions:

- Ask your current suppliers about their environmental and social justice initiatives (e.g., Walmart's Supplier Sustainability Index program).<sup>40</sup>
- Investigate new suppliers who may be able to reduce the environmental impacts of manufacturing and delivering your product or service.
- Choose local vendors when possible, which will reduce the CO2 emissions required to ship goods to your locations
- Choose products with less packaging, fewer toxins, and cradle-to-cradle design.<sup>41</sup>
- Purchase electronics with energy-saving attributes and vendor-provided "e-cycling" programs.
- Purchase recycled building materials or custom furniture from recycled materials (e.g., restaurant table tops from reclaimed wood)

## 10. Green product and green business certification

Securing green certification for your products, services, or business is a great way to highlight your green initiatives and maximize your exposure to consumers who are concerned about the environment. If you have new or existing products or services that you think may qualify as green, you can get third-party certification and apply an ecolabel.<sup>42</sup> This will educate consumers about the benefits of your products/services, and show them that your business can help them reduce their impact on the environment.

39. EPA resource for choosing green products and suppliers:

[http://www.epa.gov/retailindustry/products/sustainability.html#resources?cm\\_sp=ExternalLink\\_-\\_Federal\\_-\\_EPA&cm\\_sp=Partnerships\\_-\\_EPA\\_-\\_site](http://www.epa.gov/retailindustry/products/sustainability.html#resources?cm_sp=ExternalLink_-_Federal_-_EPA&cm_sp=Partnerships_-_EPA_-_site). EPA product stewardship site: <http://www.epa.gov/epawaste/partnerships/stewardship/index.htm>. EPA guidebook to green your supply chain: <http://www.epa.gov/oppt/library/pubs/archive/acct-archive/pubs/lean.pdf>.

40. For more information on Walmart's program, see <http://walmartstores.com/Sustainability/9292.aspx>.

41. Products designed to be reused, recycled, or composted rather than ending up in a landfill.

For more information, see <http://www.c2ccertified.com>.

42. An ecolabel is a logo or seal used to distinguish a product or service as environmentally friendly.

For an index of ecolabels, see <http://www.greenerchoices.org/eco-labels/labelIndex.cfm>.

Examples of ecolabels include:

- Green Seal<sup>43</sup>
- Cradle to Cradle certified<sup>44</sup>
- Fair Trade Certification<sup>45</sup>

To become certified as a green business:

- Investigate whether your city or county has a green certification program (e.g., the San Francisco Green Business program).<sup>46</sup>
- Download your city / county green business application or checklist to learn which steps you can take to get certified.
- Explore third-party certification options such as Green America's Green Business Seal of Approval.<sup>47</sup>

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43. <http://www.greenaseal.org/>

44. <http://www.c2ccertified.com/>

45. <http://www.transfairusa.org/content/certification/>

46. <http://www.sfgreenbusiness.org>

47. <http://www.greenamericatoday.org/greenbusiness/sealofapproval.cfm>



# CONCLUSION

This guide has provided ten simple strategies intended to help you make your business more environmentally sensitive and socially just. These tactics can help your business be more successful and profitable. They will also make it part of a larger movement to combat climate change and restore social equity in the marketplace — a movement that is building the 21st century American economy. Innovative green business solutions are simultaneously addressing the issues of climate change, environmental preservation and social equity while helping entrepreneurs compete and succeed in the market. By implementing these solutions, your business can help lead the way to a more sustainable and just global marketplace.



# RESOURCES

Green America's tips to green your office

<http://www.greenamericatoday.org/cabn/resources/greenoffice.cfm>

Natural Resources Defense Council (NRDC) green business resources

<http://www.nrdc.org/greenbusiness/>

StopWaste.org's Paperless Express guide and resources

<http://www.stopwaste.org/home/index.asp?page=940>

Environmental Defense Fund's paper calculator

<http://www.edf.org/papercalculator/>

Buying Guide to Recycled paper

<http://tinyurl.com/yglcluf>

Guide to post-consumer content tissues, napkins and toilet paper

<http://www.nrdc.org/land/forests/gtissue.asp>

Choosing and installing energy-efficient lighting

<http://tinyurl.com/ylqzz5r>

Energy Star appliances and how to read EnergyGuide labels

<http://www.ftc.gov/bcp/edu/pubs/consumer/homes/rea14.shtm>

EPA assistance in finding green power sources

<http://www.epa.gov/greenpower/index.htm>

Energy Savers website

<http://www.energysavers.gov/>

Energy Savers tips on completing an audit

[http://www.energysavers.gov/your\\_home/energy\\_audits/index.cfm/mytopic=11160](http://www.energysavers.gov/your_home/energy_audits/index.cfm/mytopic=11160)

Information on weatherization

[http://apps1.eere.energy.gov/weatherization/what\\_is.cfm](http://apps1.eere.energy.gov/weatherization/what_is.cfm)

Energy Star small business information

[http://www.energystar.gov/index.cfm?c=small\\_business.sb\\_index](http://www.energystar.gov/index.cfm?c=small_business.sb_index)

PG&E resources for energy savings and rebates by industry (California)

<http://www.pge.com/mybusiness/energysavingsrebates/>

Flex Your Power, state program to promote energy efficiency (California)

<http://www.fypower.org/>

Information on volatile organic compounds (VOCs) in the workplace

<http://www.epa.gov/iaq/voc.html>

Get certified as a green business

<http://www.business.gov/expand/green-business/green-marketing/green-certification.html>

EPA: How Businesses can reduce emissions

<http://www.epa.gov/climatechange/wycd/businesses.html>

Business and sustainable development: A global guide

[http://www.bsdglobal.com/tools/principles\\_sbp.asp](http://www.bsdglobal.com/tools/principles_sbp.asp)

Benchmark, track and assess energy and water use using Energy Star's Portfolio Manager

[http://www.energystar.gov/index.cfm?c=evaluate\\_performance.bus\\_portfoliomanager\\_benchmarking](http://www.energystar.gov/index.cfm?c=evaluate_performance.bus_portfoliomanager_benchmarking)

DSIRE information on state and federal incentives and policies that promote renewable energy and energy efficiency

<http://www.dsireusa.org/>

AEEE's state-by-state energy efficiency policy database

<http://www.aceee.org/energy/state/index.htm>

EPA carbon calculator

[http://www.epa.gov/climatechange/emissions/ind\\_calculator.html](http://www.epa.gov/climatechange/emissions/ind_calculator.html)

Additional EPA information to help you reduce emissions

<http://www.epa.gov/climatechange/wycd/businesses.html>

EPA resource for choosing green products and suppliers

[http://www.epa.gov/retailindustry/products/sustainability.html#resources?cm\\_sp=ExternalLink--Federal--EPA&cm\\_sp=Partnerships--EPA--site](http://www.epa.gov/retailindustry/products/sustainability.html#resources?cm_sp=ExternalLink--Federal--EPA&cm_sp=Partnerships--EPA--site)

EPA Environmentally Preferable Purchasing (EPP)

<http://yosemite1.epa.gov/oppt/eppstand2.nsf/Pages/Standards.html?Open>

EPA product stewardship site

<http://www.epa.gov/epawaste/partnerships/stewardship/index.htm>

EPA guidebook to greening your supply chain

<http://www.epa.gov/oppt/library/pubs/archive/acct-archive/pubs/lean.pdf>

Green supply chain information

<http://www.tech.purdue.edu/it/GreenSupplyChainManagement.cfm>

Carnegie Mellon economic input-output life cycle assessment (LCA) primer

[http://www.eiolca.net/Method/LCA\\_Primer.html](http://www.eiolca.net/Method/LCA_Primer.html)

Carbon-neutral shipping resource

<http://www.greenshipping.com>

Green business scorecard tool

<http://www.greenbusinessplan.com/scorecard/scorecard.php>

Recycling electronics information

<http://www.ecycle.org>

The Center for Clean Products and Clean Technologies (EERC)

<http://eerc.ra.utk.edu/ccpct/index.html>

The Sustainability Consortium

<http://www.sustainabilityconsortium.org/>

The Global Reporting Initiative

<http://www.globalreporting.org/ReportingFramework/G3Online/DMA/>

Walmart's supplier sustainability index

<http://walmartstores.com/Sustainability/>

Business and Sustainable Development: A global guide

<http://www.bsdglobal.com>

Resources and information on environmentally friendly pest control

<http://www.ourwaterourworld.org/>

#### Green restaurant supplies

[http://www.greenhome.com/products/restaurant\\_supplies/](http://www.greenhome.com/products/restaurant_supplies/)

#### Green office and conference supplies

- <http://www.greenhome.com/products/office/>
- <http://www.givesomethingback.com>
- <http://www.greenhome.com>

#### Green Cleaning Products

- <http://www.greenhome.com/products/housekeeping/>
- [http://www.greenseal.org/certification/proposed\\_env\\_stds\\_for\\_cleaning\\_svcs.pdf](http://www.greenseal.org/certification/proposed_env_stds_for_cleaning_svcs.pdf)
- [http://www.greeningschools.org/resources/view\\_resource.cfm?id=773](http://www.greeningschools.org/resources/view_resource.cfm?id=773)
- <http://www.epa.gov/epp/pubs/cleaning.htm>