



## 3 Simple Tips for Keeping Your Business Green in 2010

### Managing Small Details for Big Change

Looking for new ways to keep your business green? The best advice is to always think of the three Rs: Reduce, Reuse and Recycle. If this advice is a little too general for you to formulate an action plan, here are three simple management directions to consider for staying green during 2010:

1. Manage your utilities. Develop an appropriate checklist to keep it simple. Turn off lights, computers, tools, and other power draws when not in use. Adjust the thermostat. Turn off the power strips at night. Use signs as gentle employee reminders to help you manage the business' power draws. If appropriate, consider timers that limit power, room temperature or control lighting during non-peak hours. Look at lower voltage lighting options. Many utility providers offer a free energy audit which can help you identify good ways to save.
2. Manage your paper use. Limit your printing - go "paperless" whenever possible. Adjust your printer settings to maximize performance, such as using double-sided pages or using only one color. Print on both sides of a page before recycling. Print less often. Consider paperless billing and payroll options. Reuse old file folders, donate old magazines, and consider introducing alternatives to paper shopping bags if they are used.
3. Manage your patronage. Supporting a green movement also involves buying green products and supporting green businesses. Your business can purchase green cleaning supplies, use recycled paper and recycled printer cartridges, investigate green/alternative power suppliers, and sort and recycle waste products. Your business can choose vendors with established green policies, and also publicize your own policies to attract conscientious, like-minded customers.



No single idea mentioned here will likely have a tremendous impact on its own. However, by concentrating on smaller steps that are easy to achieve, your business can get a little greener within each of its daily activities. Add together many of these small steps forward and your efforts will result in a more efficient, profitable and greener 2010.