

Energy and Water

Have a professional perform an on-site audit of your energy use

Track energy usage and share data with employees

Replace incandescent bulbs with compact fluorescents

Replace old T12 fluorescents with energy efficient lighting

Use motion sensors, timers, or other lighting controls in appropriate rooms

Unplug chargers when not in use

Use "Energy Star" equipment

Update insulation or windows (includes tinting)

Use programmable thermostat

Get an HVAC tune-up or refrigeration tune-up

Set all computer monitors to turn off after 10 minutes of inactivity

Turn all computers off at the end of each business day

Use renewable energy (e.g. solar) or purchase "Green Power" from local utility

Use aerators and/or auto shut-off on faucets

Operations

Offer a green or sustainable product or service

Replace production equipment with energy or water efficient models

Install trees, bushes and other landscaping at local facility

Use recycled or previously used material in manufactured products

Reduce and recycle waste materials from manufacturing process

Adjust work schedules for efficient utility use and reduced

traffic from employees and shipping vehicles

Implement a protocol for employee suggestions for Efficiency.

Purchasing

Buy office copy paper with at least 30% recycled content

Print letterhead and business cards on 100% recycled stock

Purchase and use safer, more eco-friendly alternative(s) to previously used products for janitorial, pest control, and/or facility maintenance (for example, Green Seal products)

Purchase recycled/re-manufactured toner cartridges

Purchase biodegradable or compostable "to go" food Containers

Purchase more materials in bulk

Use low-emission building materials when remodeling

Purchase used furniture, equipment, or materials

Exchange or donate unwanted furniture, equipment, scrap

Transportation

Implement policies/practices to encourage employee walking, biking, carpooling, transit, and/or

Telecommuting

Provide an incentive or reimburse employee travel on public transportation

Provide an incentive to employees that use alternative transportation

Use teleconferences or web conferences rather than traveling for face-to-face meetings

Schedule regular tune-ups for business vehicles; check tire

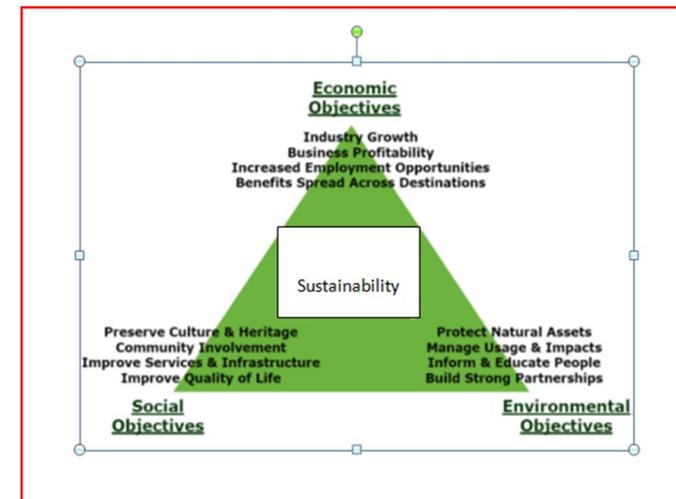
pressure regularly; check for "ground staining" regularly

Recycle all vehicle fluids, oils, etc



Becoming a Sustainable Business

Sustainability requires looking at the various elements of your business operation that determine your business success. These elements include business profitability, meeting visitor expectations, engaging local communities, and protecting the environment for future generations through environmental performance.



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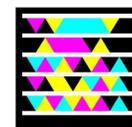
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What are the benefits of being sustainable?

Some key benefits of 'sustainability' to your business include:

Attract responsible green customers who make purchase decisions based on minimizing their own footprint

Reduce operating costs by undertaking initiatives that reduce waste, water and energy consumption, e.g. changing four light bulbs to compact fluoro bulbs can save \$65-\$70/year

Develop a competitive advantage by establishing and promoting sustainable practices as a point of difference. Consumer demand for sustainable product is on the increase. If you provide the same product or experience as another business but can advertise your business as sustainable, you will have a point of difference

Attract and retain valuable staff by adopting policies that meet with employee values and concerns. Also, by creating an environment of team knowledge sharing, best practice, and innovative ideas, employees will feel better about their work environment, and new employees may be attracted to the business

Increase local community support and referrals to your business. Involve the community in your operations. Go to community or regional workshops. Share your knowledge with other businesses and engage with your community

Encourage investors interested in companies with long-term sustainability plans that minimize operating risks in the future

Increase long-term profitability by maximizing your business potential and putting plans in place now that will create savings in the future such as minimizing transport costs that will continue to rise as fuel becomes more expensive

Know that your actions are actually making a difference to protect the environment!

Involving Stakeholders

Involve employees in developing your green business plan; get their input

Establish a "green committee" of employees to make the green business plan and to regularly identify new strategies

Provide training for employees on implementing green business practices

Institute a green business policy in the employee handbook, making participation in the practices a condition of employment

Inform suppliers and/or customers about your green business interests and efforts; solicit their suggestions

Encourage "green" practices by your customers

Achieve sustainability recognition, award or certification for your business

Achieve sustainability recognition, award or certification for your employees

Participate in a local clean-up event (Lake Waco Cleanup, Brazos River Cleanup, Neighborhood Cleanup, Adopt-A Road, etc)

Attend training/information sessions on green practices (i.e. industry specific, local program, US Green Building



Waste Prevention



Reduce copying: use electronic distribution to avoid unnecessary document printing, and set copier and printer defaults to two-sided

Regularly update/purge your mailing list

Contact catalogue senders and others to reduce the amount of bulk mail and duplicate mailings you receive

Use marketing materials that require no envelope

Reuse packaging and shipping materials

Offer reusable shopping bags and/or discounts for those who use them

Replace individual hand soap containers with larger, refillable dispensers

Use reusable rather than disposable products-dishes, towels, boxes, bags, containers

Install motion towel dispensers or air dryers near all sinks

Install motion activated soap dispensers

Prohibit littering at the workplace or while on duty,

Recycling

Recycle paper

Recycle glass

Recycle aluminum and other metals

Recycle plastic bottles, utensils, wrappers and other materials

Recycle boxes and other cardboard materials

Recycle pallets, pallet wrap, and any other wood debris

Recycle toner and inkjet cartridges

Recycle or properly dispose of all used batteries

Recycle used cooking oil

Install signs and distribute instructions on recycling to staff