

Going Green: 7 Tips to Make Your Small Business Eco-Friendly

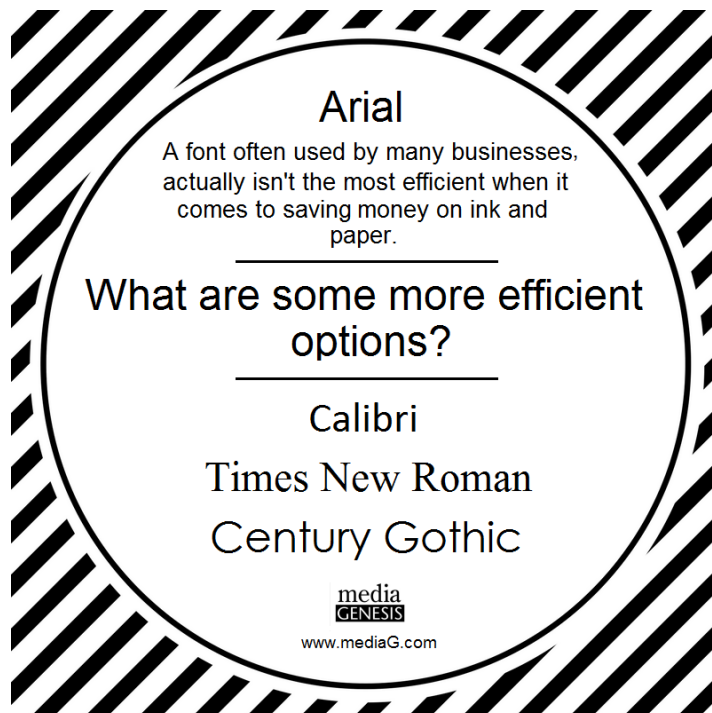
It seems like being green is a change that many companies will have to do sooner or later. Forcing big changes is often a recipe for disaster, but there are many ways that organizations can easily implement small changes to engage their workers and position themselves to be more eco-friendly. It's not only good for your environment, but it's good for your wallet too:

1) Buy Eco-Friendly

Buying green products is the easiest way to save money. Energy efficient lights and computers, remanufactured printer cartridges, and recycled paper products are often comparable or cheaper than their non-renewable counterparts.

2) Change your font

While it may seem minimal, the truth is that the difference between a fatter font and a slimmer one can affect your paper and ink/toner budget. Companies like EcoFonts have made environmentally friendly versions of popular fonts that help cut down ink usage.



3) Consider investing in renewable energy

Many states offer incentives to install renewable energy equipment like solar panels. If you can't install your own renewable technology, you can buy green power directly from many utilities, you just have to ask.

4) Recycle

If you haven't started recycling, where have you been? This is the easiest way to start helping your environment. Start an office recycling program and encourage your staff to participate.

5) Reuse

Did you know that in the U.S. alone, over four million pens are thrown out on a daily basis? When possible, buy reusable office supply like refillable pens, white board calendars, and more.

6) Power Down

Standby power, or phantom power as it's sometimes called, is a huge expense and drain on energy. Many appliances have "standby" settings that draw power—sometimes as much as 15 or 20 watts—even when they're turned off. Make sure that your devices are completely off and pull the plug from the outlet.

9) Telecommute

Encourage employees that don't require a daily, physical presence at the office to work from home. With the innovative tools available today like instant messaging, video conferencing and more, telecommuters can still productively contribute to the office while saving time, energy, and pollution.