



# The Green Recycler

May 2009

Save Green and be Green...RECYCLE!

## Green Business Tips

Making environmentally responsible business decisions is no longer just about "doing the right thing". Greening your business has become a marketing strategy—customers are preferentially choosing businesses that are "greener."

Give your business a boost and go green! Here are 10 simple steps you can take to green your business:

### 1. Recycle

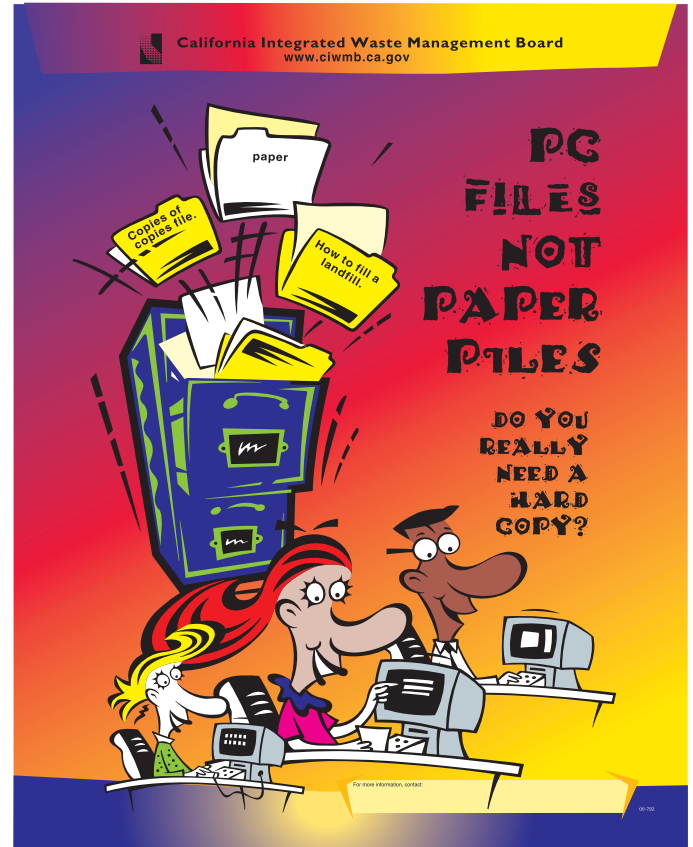
Recycling not only saves resources, but it reduces greenhouse gas emissions. Creating products out of virgin materials uses more energy and resources than making products from recycled items. Recycling can save you money too. In Davis, you pay for your trash service, but recycling service is free. Save money on your trash bill by recycling most of your waste!

### 2. Work at Home & Telecommute

If you can work from home and/or telecommute, you can save a lot of gas, and of course money too. If you allowed your employees to work at home even one day a week, you could significantly decrease carbon emissions.

### 3. Go Paperless

Keeping files, reports and day-to-day business files strictly electronic can save you money on paper, printer ink, staples, paper clips, file folders, etc. Saving paper means saving trees and other important resources.



#### 4. Meet Virtually

Use conference calls whenever possible to avoid driving to a meeting place. If a conference call won't get the job done, carpool or take a bike instead of a car.

#### 5. Reduce Postal Mail

Offer electronic notifications instead of sending them by mail. Your customers and business associates will receive it faster, you'll save money on printing and postage, and you'll save paper and trees. You can also receive bills electronically and request that communications be sent by email instead of by post. If you are receiving a lot of junk mail at your business, go to [www.stopjunkmail.org](http://www.stopjunkmail.org) and use the junk mail stopping kit to reduce your unwanted mail.

#### 6. Try Electronic Marketing

60% of Davis residents are web savvy. Electronic advertising can be a great way to promote your business. Many of the ways that you can promote your business online are very cheap—or even free. Before you design, print and mail out an advertisement...check out the online alternatives.

#### 7. Use Energy Efficient Products

When replacement is necessary, computers, lighting, printers, break room refrigerators and many other items can be replaced with energy-efficient models. Saving energy is good for your pocketbook and will lower your carbon footprint.

#### 8. Flip That Switch

Turn off all computers when not in use—especially at the end of each workday and over the weekend. Post reminder notices on light switch plates reminding employees to turn the light off when they leave a room.

#### 9. Buy Recycled

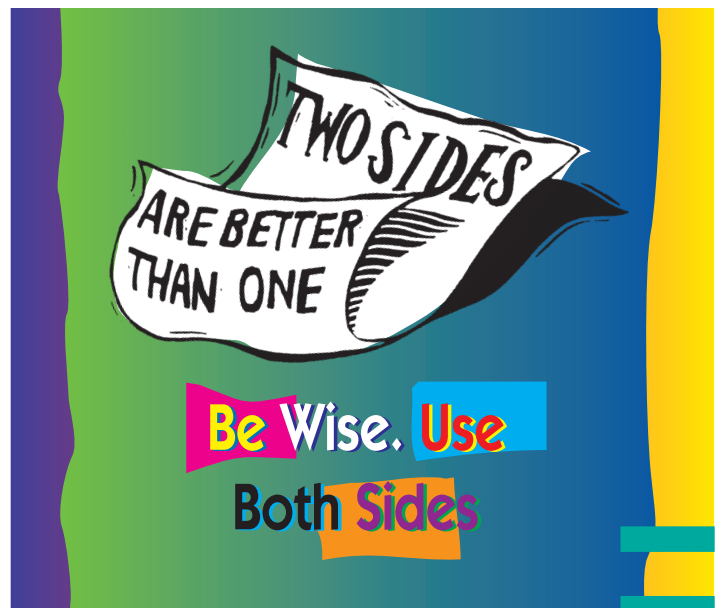
From recycled envelopes to paper towels, there are so many items that are now made from recycled materials. Buying recycled closes the recycling loop and keeps recycling

costs down.

See [www.ciwmb.ca.gov/BuyRecycled](http://www.ciwmb.ca.gov/BuyRecycled) for vendors that offer recycled products.

#### 10. Get More Green Tips

There's always new ideas on how to be green without spending a lot of green. Stay on top of things by checking out the California Environmental Protection Agency's website [www.calepa.ca.gov](http://www.calepa.ca.gov).



### FREE RECYCLING CONTAINER

Want a free recycling container?

The California Department of Conservation offers a free recycling kit that includes a recycling container, posters, and information on starting a successful recycling program.

Free recycling kits are available online at [www.bottlesandcans.com](http://www.bottlesandcans.com). Just place your mouse over *Posters & Stuff* and click on *Recycling Starter Kit*.

