

Native Workplace

we make a path by walking

The Leader in Green Collar Careers
for American Indians & Veterans
A Native Operated 501(c)(3)

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Specializing in Green Collar Career Pathways for American Indians and Veterans

NCAIED RES 2009 Conference: Green Panel Handouts

Green Guide for New Businesses

This guide provides you with some important information on implementing an environmental strategy for your business, including steps to becoming energy efficient, compliant with environmental regulations, and a recognized "green business."

Step 1: Comply with Environmental Regulations

As a green business, you should practice what you preach. This means complying with all environmental regulations relevant to your business. Compliance not only protects the environment, it protects your business from fines and legal action from the government. Consult the [Environment Regulations](#) section of the [Green Business Guide](#) for more information.

Step 2: Develop an Environmental Management Plan

Running a green business means creating an environmentally-friendly, energy efficient workplace. A sound [environmental plan](#) will help minimize your company's eco-footprint, and encourage green business practices throughout your organization.

Step 3: Build Green

If you are opening a business in a new or remodeled building, make sure you build green and install energy efficient heating and air conditioning systems, appliances, equipment and lighting. Consult the following resources for more information:

- [Small Business Guide to Energy Efficiency](#)
- [Green Building Resources](#)

Step 4: Buy Green Products

Consider buying green products that are

- Made from post-consumer, recycled materials
- Bio-based
- Non-toxic
- Energy efficient rated products, such as [ENERGY STAR?](#)

- Renewable and recyclable
- Locally produced, such as food that is locally grown and organic

Step 5: Adopt Energy Efficient Practices

Good energy management is good business. The prudent and conservative use of energy is one of the easiest and most cost effective steps you can take to cut costs, increase profitability, and create shareholder value. Given the potentially high returns and minimal risk, implementing energy efficiency practices is at the core of most business environmental management strategies.

- Conduct an Energy Audit. Whether you are opening a home based business or moving into an existing commercial building, having an energy audit conducted on your facility will help you quickly identify areas where you can save energy costs. See [Managing Energy Efficiency Products](#) for more information
- Purchase [ENERGY STAR](#) appliances and office equipment
- Provide [energy saving tips](#) to your employees
- Look for [green power and renewable energy](#) sources
- Visit the [Small Business Guide to Energy Efficiency](#) for more information

Step 6: Reduce, Reuse, Recycle Wastes

Most businesses can save a substantial amount of money by reducing waste. In addition to lower removal costs, waste reduction measures help cut costs on raw materials, office supplies and equipment. Furthermore, by streamlining your operations to reduce waste, you may also be able to enhance your overall efficiency, productivity and public image.

Develop waste management procedures throughout your operations that includes:

- Use of post-consumer, recycled products
- Elimination of excessive product packaging materials
- Optimized use of [paper products](#)
- Participation in recycling programs, such as EPA's [WasteWise](#)

For more information visit our [Waste Management Guide](#).

Step 7: Conserve Water

The increased demand on our nation's water supply is threatening human health and the environment. By implementing a water efficiency program, you can not only help conserve this precious resource, but cut your costs associated with buying, heating, treating and disposing of it.

- Have a water audit conducted at your facility by your local water agency
- Conserve water using [best available technology](#) and water saving equipment utilities
- Minimize discharges to sewer/wastewater
- For more information visit our [Water Conservation Guide](#).

Step 8: Prevent Pollution

Every business generates waste. For some, it may be only waste paper or dirty water; for others, it may be hazardous or toxic wastes that require special handling and disposal.

Whatever the type or volume of waste your company generates, it is costing you money. You pay for what you use twice - once when you buy it and the second time when you throw it away. The bottom line is that preventing waste will save you money.

For resources to help you prevent pollution, visit our guide to [Pollution Prevention](#).

Step 9: Create a Green Marketing Strategy

If you are starting a green business, you need to market yourself as one. Adding "green" claims and eco-labels to your marketing strategy will enhance your brand image and secure your market share among the growing number of environmentally concerned consumers.

Visit our [Green Marketing Guide](#) for information on the legal aspects of green marketing and strategies for successful campaigns.

Step 10: Join Industry Partnership and Stewardship Programs

The U.S. Environmental Protection Agency (EPA) sponsors a wide variety of [industry partnership and stewardship programs](#) that aim to reduce the impact of industrial activities on the environment. These partnerships will help you build relationships with other green business owners in your industry, and build a brand that's credible with your customers.

Small Business Guide to Energy Efficiency

Whether you own your building or are a tenant, you typically need lighting, heating, air conditioning, power for office equipment, and other services to stay in business. This guide will help you:

- Become more [energy efficient](#)
- Understand [cost savings](#) from improved energy efficiency
- Identify [financial incentives](#) for making energy efficient upgrades
- Locate [state and local](#) government programs that provide financial and technical assistance to help small businesses adopt energy efficient technologies and green business practices

Browse the topics on the left to learn more about how becoming energy efficient is one of the smartest decisions a business owner can make!

Green Business Case Studies

Companies known for proactive environmental policies can garner favor from customers, employees, regulators, the media, and others. Because of their reputation, they are able to reap benefits such as reduced pressure from activist groups and the media, increased ability to attract and retain high quality employees, improved community relations, enhanced brand image, stronger customer loyalty, and increased appeal to socially responsible investors and portfolio managers.

[Ben & Jerry's](#) sustainable business practices have always been a key part of its corporate image and its economic success.

[Whole Foods Market](#), which was founded in 1980 as one small store in Austin, Texas, became the world's leading retailer of natural and organic foods by remaining true to its original commitment to stringent quality standards and sustainable agriculture.

[Patagonia](#), whose mission statement includes using business to inspire and implement solutions to environmental problems, has parlayed this commitment into a successful brand of outdoor clothing for customers who care about the environment.

[GE Ecomagination](#). It's no mistake that even though only a limited number of customers can purchase the seventeen products featured in its Ecomagination initiative, such as jet engines and locomotives, GE's advertising campaign is aimed at the general public. Why? To build trust in GE's brands.

Source: www.business.gov