

BUSINESSES



WHY IS SUSTAINABILITY IMPORTANT?

All over the world, sustainability is becoming a high priority for consumers, clients and employees. People want to know their work and money will go towards a business that supports the community, and that works to lessen their impact on the environment. Businesses must evaluate their purchasing, energy, waste, transportation and equity practices to eliminate their contributions to climate change and injustice.

These efforts will serve to improve the world and your business. Thorough and authentic measures to address sustainability in your business will build brand trust, increase staff investment, lower operating costs, and increase resiliency to the growing risks climate change presents.

SUSTAINABILITY

“the integration of environmental health, social equity and economic vitality in order to create thriving, healthy, diverse and resilient communities for this generation and generations to come.”

- [UCLA Sustainability Committee](#)

RESILIENCE

“a company’s capacity to absorb stress, recover critical functionality, and thrive in altered circumstances.”

- [Harvard Business Review](#)

Visit [EARTHDAY.ORG](https://www.earthday.org) to learn more

BUSINESSES



BEHAVIOR CHANGE

- Reduce paper usage by printing on both sides, using digital files, or implementing paper-free days.
- Provide opportunities to teleconference rather than travel when possible.
- Repair and update old equipment before replacing it. When it must go, research donation or eco-friendly disposal options.
- Turn electronics off when not in use, enable auto-sleep options to save energy.

STAFF EMPOWERMENT

- Donate a percentage of your employees' time to volunteer in community projects.
- Create a Green Team of dedicated staff who will lead sustainability initiatives.
- Give incentives and recognition for staff contributions.
- Post reminders around facility for staff and customers to turn off lights when not in use.
- Encourage recycling by providing recycling stations. Collect hard-to-recycle materials like office supplies to send to appropriate recycling facilities.
- Demonstrate commitment to sustainability at every level.

COMMUNITY INVOLVEMENT

- Host your own event, like tree-planting, a cleanup or Teach-In.
- Sponsor a local student group to conduct an environmental project.
- Adopt a river, roadway or vulnerable species.
- Promote environmental awareness on company social media.
- Challenge other business in your community to go green. Host a competition to see who can reduce their emissions the most!

BEHIND THE SCENES

- Switch to post-consumer waste paper products, LED light bulbs, and rechargeable batteries.
- Hire a green cleaning company or purchase eco-friendly cleaning products.
- Create a company garden or green roof. Plant native species to support pollinators and reduce run-off.
- Implement compost collection and host a workshop on reducing food waste.
- Conduct an energy audit to identify efficiency improvements. Replace equipment with energy efficient options.
- Switch to a renewable utility provider.
- Switch to renewable auto-fleet.

Visit [EARTHDAY.ORG](https://www.earthday.org) to learn more