

Small Business Checklist

Project	Have done	Will do
Write an environmental policy statement		
Measure and track your waste		
Understand requirements of compliance		
Reduce office waste		
Create a reuse and recycling culture		
Green your purchasing		
Conduct an energy audit		
Lower your energy needs		
Equip with efficiency		
Use energy efficient lighting		
Be smart with heating/cooling		
Maintain equipment		
Conduct a water audit		
Reduce and conserve water		
Install water-efficient fixtures		
Encourage alternative transportation		
Green your fleet		
Make your meetings matter		

Next steps to increase your profitability through environmental practices...

Look in the BEA's How-To Guide Series for:

- #1: Developing an Environmental Policy Statement
- #2: Carrying Out an Environmental Assessment
- #3: Setting Environmental Goals and Objectives
- #4: Assessing Environmental Resources (2 parts)
- #5: Educating Your Employees About Sound Environmental Policies
- #6: Evaluating Profitable Environmental Opportunities
- #7: Measuring Performance
- #8: Developing Continual Action Plans

For more information: www.sonomabea.org

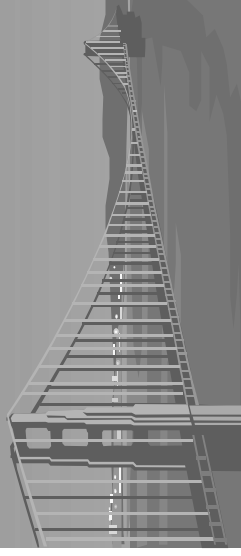


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BEA How-To Guide #9:

Guide for Small Businesses



**"Profitability
 Through Sound
 Environmental
 Practices"**

Sonoma County
 Business Environmental Alliance

This guide will show you several ways you can help your business conserve energy, water, and waste, and save money at the same time! These everyday changes can make a real difference when you add up your bills, and you'll be conserving our increasingly scarce natural resources at the same time.

Laying the Groundwork

Measure and track your resource usage: Look at what resources your company consumes—energy, supplies, raw materials—and what it wastes—finished, packaging, raw materials, energy, emissions. Try to measure and quantify this waste: how much do you spend to purchase, handle, store, and dispose of the wasted material? Your audit may be as simple as counting or weighing the trash bags your company disposes of on a weekly or monthly basis, or checking energy utility bills. Also be sure to know and monitor your rates for garbage, energy, and water.

Write an environmental policy statement: It's easier to get behind a vision when everyone knows what your company stands for. This will show customers, stakeholders, and your community that your business is invested in the environment. Be sure your employees understand policies.

Check requirements for compliance: Understand the rules from federal and local agencies that affect your business. There are a number of programs that provide free compliance assistance to small businesses.

For more information:
BEA How-to Guide #1
<http://www.assistancecenters.net>

Reducing Waste

Reduce office waste: Use fewer products and raw materials in administrative operations.

- Reduce paper use: establish company-wide policy of copying on both sides of the paper, e-mail reports instead of printing.
- Post memos in central places rather than distributing to employees
- Use outdated forms and letterheads for in-house memos

Create a reuse and recycling culture: Set up workplace recycling system for paper, plastics, aluminum, and glass. Wasted materials are wasted money.

Green your purchasing: Specify your commitment to seek out environmentally preferable products – paper purchases must contain a minimum 50% recycled material.

For more information:
www.recyclenow.org

Energy Efficiency

Conduct an energy audit: Free assessment that can yield considerable energy and financial savings.

Lower your energy needs: encourage employees to turn off lights, computers, and other devices when not in use, especially after hours and on weekends. Consider installing timers where appropriate to ensure things get turned off.

Equip with efficiency: Buy energy-efficient equipment. The average building owner can cut energy costs up to 60% by replacing outdated, inefficient electrical equipment with new, high-tech electro-technologies, a potential savings of \$1 per square foot.

Use energy-efficient lighting: There are many lighting products available that will offer significant energy savings and improved lighting; examples include occupancy sensors, compact fluorescent lights in place of incandescent bulbs, and timers. Many of these can pay for themselves in as little as a few months. Natural lighting is also a great option.

Be smart with heating and cooling: Fix air leaks and make sure you have proper insulations and double-paned windows

Keep equipment running smoothly: Follow maintenance schedules – you'll keep your company's equipment running smoothly and at rated energy efficiency.

For more information:
www.sonoma-county.org/bea/resources
www.pge.com
www.sbeaonline.com

Water Efficiency

Conduct a water audit: Contact the BEA for a free assessment that can yield considerable water and financial savings.

Reduce and conserve water: Locate and fix water leaks regularly. Promote water-efficient landscaping.

Install water-efficient fixtures: Consider low-flow aerators for faucets and “dams” or other devices for toilets. When building or remodeling, seek out low-flow appliances.

For more information:
www.scwa.ca.gov
www.sonoma-county.org/bea/water.htm

Travel

Encourage alternative transportation: Your people have to travel, but they don't have to pollute. Also, provide environmentally friendly options for those who drive, such as transit subsidies or preferred parking for carpools. Support employees that walk or bike to work: this will create a healthier workforce and reduce pollution.

Green your fleet: Purchase or lease vehicles with the highest possible fuel economy, or those that use alternative-fuel sources, such as electric, hybrid, or fuel-cell vehicles. Whatever vehicles you use, have them tuned regularly. Keep tire pressure at recommended levels, in order to increase fuel efficiency.

Make your meetings matter: Try to teleconference, rather than travel to a meeting. If a face to face meeting is necessary, encourage employees to carpool.

For more information:
<http://www.sctransit.com/>

What Else Can You Do?

Become a BEA Partner to help stay up to date about Best Practices and New Technologies.



For more information on this free information-sharing program, call (707)565-7257.

For more general information:
www.sonomabea.org
www.greenbiz.com