

GREEN YOUR BUSINESS

GREEN YOUR BUSINESS: RENEWABLE ENERGY AND GREEN POWER



After addressing energy-efficiency opportunities available in your facility, you may also want to consider renewable energy and green power. Renewable energy refers to electricity supplied from energy sources, such as wind, solar, geothermal, hydro, and biomass. These energy sources are considered renewable sources because they are continuously replenished.

Electricity that is generated from renewable energy sources is often referred to as “green power.” Green power products can include electricity generated exclusively from renewable resources or, more frequently, electricity produced from a combination of fossil and renewable resources.

If interested in installing renewable energy equipment in your facility, incentives may be available in your state to “buy down” the cost. To learn more about incentives visit the [“Finding Funds”](#) section of this guide.

Of course, not every small business can install renewable energy technology at their facility. Fortunately you can buy green power for your facility directly from many utilities at a slightly higher cost than regular electricity. If your utility does not offer green power options you can still participate by purchasing renewable energy certificates. Renewable energy certificates (or green tags) document the purchase of renewable energy.



Check out the following links for additional information on renewable energy and green power:

[EPA's Clean Energy Web site](#)

[EPA's Green Power Partnership](#)

[DOE's Energy Efficiency and Renewable Energy \(EERE\) Office \(EXIT>\)](#)

[Renewable Energy Policy Project \(REPP\) \(EXIT>\)](#)

[National Renewable Energy Laboratory's \(NREL\) Renewable Energy for Small Business Owners \(EXIT>\)](#)

[Interstate Renewable Energy Council's Small Wind Energy \(EXIT>\)](#)

[DOE's EERE's The Green Power Network \(EXIT>\)](#)

GREEN YOUR BUSINESS: AIR POLLUTION

Pollution Prevented Through Energy Savings



Employing energy-efficient technology such as [ENERGY STAR qualified products](#) can help reduce emissions ([air pollution](#)) from power plants that produce energy. Carbon dioxide emission is a primary cause of global climate change, sulfur dioxide is a key component of acid rain, and nitrogen oxide is responsible for smog.

Making your business more energy efficient means you will use less energy and save money, while helping the environment at the same time! Since utilities will not need to generate as much electricity, they won't burn as much fossil fuel, which means they are releasing less pollution into the atmosphere. To find out more about estimating how much money you can save by reducing your facility's energy use, please visit the ["Calculate"](#) section of this guide.

Air Pollution links:

[EPA's Air Pollution Web Page](#)

[AIRNow \(EXIT>\)](#)

[DOE's Clean Air, Soil, & Water Web Page \(EXIT>\)](#)

[Centers for Disease Control and Prevention's Air Pollution & Respiratory Health \(EXIT>\)](#)

Did You Know?

For each kilowatt-hour (kWh) of electricity that you save through the application of energy-efficient technologies, you are reducing the emissions of carbon dioxide, sulfur dioxide, and nitrogen oxides.

NEW BUILDING DESIGN



GREEN YOUR BUSINESS: NEW BUILDING DESIGN & CONSTRUCTION PROJECTS

The intent of energy-efficient design for new construction and/or remodeling is to utilize efficient equipment while optimizing the use of natural energy sources. The ultimate goal is to provide increased comfort with reductions in energy costs and greenhouse gas pollution.

Energy-efficient design and construction does not need to cost any more than standard design – so get started and realize significant energy and cost savings for your business. Let [ENERGY STAR's Building Design Guidance](#) help you manage the design and construction process right from the start!

Get energy code advice from [DOE's Building Energy Codes Program](#). (EXIT>)

Energy-Efficiency Design and Construction Resources

[Whole Building Design Guide's Building Types](#) (EXIT>)

[DOE's Design, Construct & Renovate](#) (EXIT>)

[ENVIRON Design Collaborative's Solar & Energy Efficient Design](#) (EXIT>)

Sustainable and Green Building Guidance

[EPA's Green Buildings](#)

[Building Green's Making the Case for Green Building](#) (EXIT>)

[California Integrated Waste Management Board's](#) (EXIT>)

[Green Building Design and Construction](#) (EXIT>)

[Sustainable Buildings Industry Council](#) (EXIT>)

[U.S. Green Building Council](#)(EXIT>)



GREEN YOUR BUSINESS: PAPER



You may not think of your business' paper use as an area to save energy, but it is. Paper manufacturers in the U.S. consume a significant amount of energy each year in the production of paper – not to mention the energy spent harvesting and shipping trees, and shipping paper products to your business. There are some simple steps you can follow to optimize your use of this valuable resource that will save money, reduce waste, protect our nation's forests and reduce energy consumption!

- ▶ Use double-sided printing and copying.
- ▶ Distribute documents electronically instead of in hard copy when feasible.
- ▶ Select paper products with a high recycled content.
- ▶ Recycle as much of the paper products you use as possible.



Check out the following links for additional information:

[EPA's WasteWise](#)

[Paper Industry Association Council \[paperrecycles.org\]\(http://paperrecycles.org\)'s Recycling: in the workplace](#) (EXIT>)

GREEN YOUR BUSINESS: RECYCLING



It does not matter what type of business you have or what type of facility you run – there is some amount of material you use that can be recycled. From aluminum cans, and glass and plastic bottles, to used oil and printer toner cartridges, recycling reduces the amount of waste materials that are put in landfills or incinerated while decreasing greenhouse gas emissions and deforestation. That's good for everybody! Ask your building management or waste handler about recycling opportunities.

Check out the following links for additional information:

[EPA's "Recycling" Web page](#)

[EPA's "Recycling/Pollution Prevention" Web page](#)

[EPA's "WasteWise" Web site](#)



Technology Specific Recycling

During your upgrade projects, and normal maintenance, you will likely have to deal with lighting and electronic waste. The disposal of some of this waste may be regulated, since both electronic and lighting waste may contain potentially harmful substances, and these products may need to be separated from your other garbage. The best way to dispose of this waste is to recycle it.

To learn more about the recycling and disposal of lighting and electronic waste visit:

[EPA's Toxic Substance Control Act \(TSCA\) Disposal Requirements for Fluorescent Light Ballasts Fact Sheet \(PDF\)](#)

[EPA's Electronics: A New Opportunity for Waste Prevention, Reuse, and Recycling Fact Sheet \(PDF\)](#)

[National Park Service's Envirofacts: Lighting Waste Management Fact Sheet \(PDF\) \(EXIT>\)](#)

[National Electrical Manufacturers Association's Lamp Recycle.org Web site \(EXIT>\)](#)

GREEN YOUR BUSINESS: WATER



You may wonder what water use and saving energy have to do with each other? In most cases, electricity or gas are used to heat water, and this costs you money. In addition, your water company uses energy to purify and pump water to your business as well as in the treatment of your sewage. So part of your water and sewage bill is really an energy bill. The more water your business consumes, the more you will benefit from optimizing water use. Some ways to save related to the water you use are:

- ▶ Repair leaking pipes, fixtures and seals.
- ▶ Install [water-efficient appliances](#) where applicable.
- ▶ Install efficient [showerheads](#) (EXIT>) and [faucets](#). (EXIT>)
- ▶ Install controls that turn faucets off automatically.
- ▶ Put in [high-efficiency toilets and urinals](#). (EXIT>)
- ▶ Depending on your type of business, use [horizontal axis washing machines](#).
- ▶ Practice [green landscaping](#) (greenscaping or xeriscaping) to preserve natural resources and prevent waste and pollution.
- ▶ Install an insulation blanket on water heaters seven years of age or older, and insulate the first 3 feet of the heated water “out” pipe from your water heater.
- ▶ Install an energy-efficient [electric](#) (EXIT>) or [gas](#) (EXIT>) water heater.
- ▶ In areas of infrequent water use, consider “tankless” water heaters to reduce “standby” storage costs and waste.

Did You Know?

Repairing a seal that is leaking water can save money and hundreds of gallons of water per year – and if it’s a hot water leak, you can save even more money!

Check out the following links for additional information:

[EPA’s “WaterSense: Efficiency Made Easy” Web page](#)

[EPA’s Water – Glossary](#)

[“Water Wiser – The Water Efficiency Clearinghouse” Web site](#) (EXIT>)

[“Water Efficiency Manual for Commercial, Industrial, and Institutional Facilities” \(PDF\)](#) (EXIT>)

[Colorado Springs Utilities’ “Xeriscape” Web page](#) (EXIT>)

GREEN YOUR BUSINESS: SMALL BUSINESS TRENDS

Small Business, Big impact!



One thing is for sure, as a small business owner you are not alone! There are millions of small businesses across the United States traveling the same road as you each and every day. Although your business operates in its own unique fashion, the cumulative impact of the small business sector is enormous.

Small business is BIG!

- ▶ The 23 million small businesses in America account for 54% of all U.S. sales.
- ▶ Small businesses provide 55% of all jobs and 66% of all net new jobs since the 1970's.
- ▶ The 600,000 plus franchised small businesses in the U.S. account for 40% of all retail sales and provide jobs for some 8 million people.

Did You Know?

Small business drives the U.S. economy by providing jobs for over half of the private workforce.

- ▶ The small business sector in America occupies 30-50% of all commercial space, an estimated 20-34 billion square feet.



Furthermore, the small business sector is growing rapidly. While corporate America has been “downsizing”, the rate of small business “start-ups” has grown, and the rate for small business failures has declined.

- ▶ The number of small businesses in the United States has increased 49 % since 1982.
- ▶ Since 1990, as big business eliminated 4 million jobs, small businesses added 8 million new jobs.

For more interesting facts about the Small Businesses community visit:

[U.S. Census Bureau's Statistics of U.S. Businesses](#) (EXIT>)

[U.S. Small Business Association](#) (EXIT>)

[SBA Office of Advocacy's Firm Size Data](#) (EXIT>)

[DOE's Energy Information Administration](#) (EXIT>)

[National Small Business Association](#) (EXIT>)