

Small Business & Earth Day: Easy ways to make your business more sustainable!

www.root360.org





Manomet's Mission

Applying science and
engaging people to sustain
our world.

Benefits for your business of integrating sustainability

- Lower costs
- Competitive advantage
- Better risk management
- Stronger brand/customer relations
- Supply chain compliance
- Better recruitment & retention
- Increased viability & resiliency





Easy & cost-effective
ways for
small businesses
to be more sustainable

Energy



- Use natural lighting i.e. sunshine
- Turn off all lights when leaving rooms, bathrooms and offices, or install motion sensors
- Turn off power strips at the end of the night
- Look for ENERGY STAR® appliances as you replace items around the office
- Use LED light bulbs
- Turn down the thermostat one degree in cooler temps and up one in the warmer months.

Waste

- Compost in your office kitchen
- Recycle, recycle, recycle!
- Use 30% Post Consumer Recycled Paper products whenever possible
- Use refillable ink cartridges
- Set printers to duplex printing
- Ask customers if they'd like a receipt before printing
- Use the blank side of printed-on paper for note pads and scrap paper
- Keep reusable dishes in the office



Employees

- Gather employees for a brainstorming session specific to your business
- Provide new employees with eco-friendly 'welcome gifts' (e.g., reusable coffee mug, water bottle, tote bag, etc.)
- Incentivize employees to walk, carpool or bike to work
- Make sure bike parking is in a safe area, out of the weather



Employees (continued)

- If possible, have employees work remotely one day per week
- Start an employee green team
- Have employees sign a sustainability commitment letter
- Encourage volunteerism in your community



Toxins

- Use all-natural products for cleaning
- Remove all synthetic air fresheners or replace them with natural sprays, bowls of dried fruit, essential oils, etc.
- Whenever possible, open windows (even for just a short time) to allow fresh air to circulate
- Fill your work space with plants – they're nature's air purifiers!
- If you need to paint, opt for zero-VOC products



Other

- Use local suppliers
- Share what you're doing with customers and clients
- Talk about other sustainable practices you're applying in your life outside of the office
- Replace water fixtures with low-flow items whenever possible
- Put no idle signs up in your parking areas
- Support local non-profits through sponsorship, in-kind donations and volunteerism





Manomet's Root360 Platform: Engaging the underserved small business sector

- Online benchmarking tool
- SWOT analysis
- Impact calculators
- Connect to SBDC counselors

Go to www.root360.org to learn more and take your free 15-minute small business assessment!



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