



Is Going Green Cost Effective?

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As we celebrate Earth Day now is an opportune time to recommend *going green* as a way for companies to cut costs while making a contribution towards saving the planet. You may ask how can I, in my small company, in my small corner of the world have an effect on climate change or stop global warming. Well, the effect of our behavior on the environment is cumulative so we all have a part to play in helping to conserve and protect it.

Thinking green can be more cost effective than many companies think so this week we will focus on some of the things that they can do to reduce their cost and preserve the environment at the same time.

Use Less Paper!

Companies waste a lot of paper on a daily basis because people are not mindful of what they print. Most documents are not printed in duplex (i.e. on both sides of the paper). Paper wastage also comes as a result of the number of office equipment which uses paper; most companies have printers, faxes and scanners. One alternative is to try to secure an all in one system which would cut down significantly on the amount of paper used.

Another way to reduce on your paper consumption is to promote the use of paperless communication like emails and to a lesser extent, texting. The advent of emails has given organizations a quicker and more efficient way of communicating. Memos can now be sent in seconds and responded to almost instantaneously. When receiving emails, it is important that individuals review them online before printing thus eliminating the amount of paper that is discarded. As we all should know, paper is made from trees so save a tree today and use less paper.

Get Energy Efficient!

It has been estimated that companies can decrease their energy costs by as much as 25% by simply turning off equipment when they are not being used. This includes turning off lights in low traffic areas. Companies can also save by ensuring that computers are turned off at the end of every work day. Further savings can be had from using energy efficient bulbs and appliances.

Stop Wasting Water!

Both organizations and their employees are culprits when it comes to water wastage. Organizations usually waste water because of faulty plumbing while employees are very liberal in the amount of water they use when washing hands and dishes. The first problem

is solved easily by ensuring that all plumbing is maintained properly and that any related issues are dealt with swiftly. The latter problem is not so easily addressed because that would mean monitoring how employees use water on a daily basis. However, one possible solution is to have motion sensitive taps installed that only release water when hands or dishes are placed under them.

Earth Day should remind us of the importance of our environment and our impact on it but we should not only remember this on Earth Day. We can incorporate these practices into our everyday living. Conservation is beneficial to everyone, from the private individual to the small company to the large corporation and to the world.