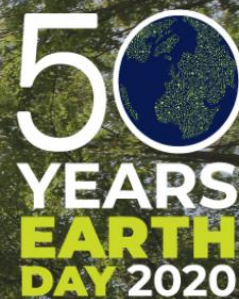


BUSINESSES

*Earth Day 2020
Menu of Engagement*



Businesses can make important environmental steps in their industry and to serve as role models in their community. Going green in your business is not only good for the environment but can also save you money! For **Earth Day's 50th anniversary**, engage your staff in energy- and money-saving opportunities, boost workplace motivation and set an example for other companies to follow.

Ideas to Go Green in your Business

Community Involvement

- Donate a percentage of your employees' time to volunteer projects in your community.
- Host your own event, such as a [tree-planting](#) or [Great Global Cleanup](#).
- Sponsor a local scout troop or school eco-club to conduct an environmental protection project.
- Promote environmental awareness on company social media.
- Organize fundraisers for environmental organizations and charities.
- Adopt a river, roadway or [vulnerable species](#).
- Challenge other business in your community to go green.

Behavior Changes

- 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 options or, if equipment can't be donated, recycle it.
- Turn computers off when not in use and enable an auto-sleep function to save energy.
- Collect hard-to-recycle options like markers, tape dispensers and other office supplies to be disposed of responsibly.

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Empower your Staff

- Create a green team of dedicated staff members that carry out environmental initiatives.
- Organize events to raise environmental awareness, such as documentary screenings or guest speaker discussions.
- Give recognition awards to those who demonstrate environmental stewardship.
- Organize a staff outing or picnic to a local natural area or park.
- Set up a pledge board where employees can set commitments for what they will do for the environment.
- Host competitions to decrease plastic waste or electricity and water usage.
- Provide incentives for those who take eco-friendly transportation to work.
- Allow employees to telework some days to reduce commutes.
- Post reminders for staff to turn off lights when not in use, or install light timers.
- [Encourage recycling](#) by setting up easily visible recycling stations and hanging up instructions. Provide an option to recycle at each trash can.

Submit your action in our [Billion Acts of Green](#) database and help us reach 3 billion acts to commemorate Earth Day's 50th anniversary!

Installations

- Start a company garden or a green roof to improve air quality, keep buildings cooler, reduce storm water runoff and support biodiversity.
- Designate no-mow zones, plant native species or install insect hotels to support local wildlife.
- Implement a compost collection system at your office and host a workshop on preventing food waste.
- Conduct an energy audit to identify efficiency improvements, such as sealing leaks and cracks, treating windows or updating to products with a [WaterSense label](#).
- Contact your utility company and learn about renewable energy options for your office.

Purchasing Choices

- Switch to [post-consumer waste \(PCW\)](#) paper products, CFL or LED light bulbs and rechargeable batteries.
- Buy energy-efficient equipment with an “Energy Star” logo.
- Use laptops instead of desktops because they are more energy efficient and use fewer materials in production.
- Purchase biodegradable cleaners or hire a green office cleaning company.
- Use green web hosting, where web hosts take part in a variety of environmental activities to mitigate the environmental impacts of running servers and infrastructure.

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