access ON DEMAND

GREEN GUIDE FOR BUSINESS

50 WAYS TO GO GREEN

Want to go green? Not sure how? Or simply not convinced that it will make a difference?

This guide has been compiled specifically to provide small to medium-sized businesses (SMBs) with some simple steps that will not only enable them to become more environmentally friendly but make significant cost savings, too.

Climate change has been described by leading scientists as the most important issue facing the world. Perhaps you don't think you can make a difference, but with SMBs accounting for 99 percent of all companies in the UK, collectively we can make a big impact.

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ENERGY-SAVING INITIATIVES

1. Use energy-saving light bulbs

Ok, so this one sounds obvious, but did you know that energy-saving light bulbs last around 10 times longer than ordinary light bulbs, and can save you up to £7 per light bulb per year in electricity? Better still, switch off unnecessary lights when not in use

2. Switch to a green energy supplier

3. Move into more energy-efficient premises

4. OR install your own 'green energy' systems

Proposed changes to planning rules, announced in August 2007, mean UK businesses will be able to install 'green' technologies like solar panels much more easily

5. Make sure appliances such as kettles, fridges and microwaves are energy efficient

Look for the Energy Saving Recommended logo, which guarantees that appliances are the most energy efficient in their category. The EU also has a labelling scheme to provide a standard for measuring energy efficiency, with A (best) to G (worst)

6. Turn off equipment when you're not using it

On average, offices waste £6,000 every year by leaving equipment on over weekends and bank holidays. Turning off your monitor, printer, scanner and other peripherals before you leave the office could make more of a difference than you may think

7. Keep it cool

Try to keep your thermostat at 19°C. Your heating costs will go up by around 8 percent every time you increase the temperature by just one degree

8. Use the tap

Most containers for bottled water are made from non-degradable plastics, which can take 450 years to break down when disposed of in a landfill site

COMPANY POLICIES

9. Appoint a 'green champion' in your workplace

10. Introduce a written company policy

Communicate your policy to everyone in your organisation and set targets so your staff know what they are collectively working towards

11. Always look to use suppliers with a clear policy on energy reduction

12. Involve everyone in your company

Talk to your workforce, find out what matters to them and how they would like to get involved. Their ideas could make all the difference

13. Strive for a paperless office

Reduce your paper filing and store documents in digital format. As well as saving paper and ink, you'll also free up space

14. Allow employees to make use of Internet technologies

You can access PCs remotely and conduct online meetings using web based products. Find out more at www.citrixonline.com

15. Only use recycled paper

16. Print on both sides of your paper

Opt for double-sided printing and copying, and use misprints as notepaper to save on workbook costs

17. Partner with a green charity such as PURE

PURE is a UK-based registered charity dedicated to combating climate change. PURE supports a number of EU and UN approved schemes that are guaranteed to reduce carbon emissions. Find out more at www.puretrust.org.uk

18. Choose a sustainable conference centre for company events, preferably not too far away

Why not try this sustainable cliff-top venue in Kent: www.pinescalyx.co.uk

TRAVEL-FOCUSED INITIATIVES

19. Allow your staff to work from home one day a week

Did you know that a 30-mile commute by car uses 27 pounds of carbon – that's equivalent to the average UK household's daily carbon footprint! Why not let your employees work from home one day a week using remote-access tools such as GoToMyPC? **Sign up here for a free trial:** www.gotomypc.co.uk

20. Choose online over face-to-face meetings

Use online collaboration tools such as GoToMeeting to reduce the number of off-site face-to-face meetings. **Sign up here for a free trial:** www.gotomeeting.co.uk

21. Limit business air travel to essential trips only

A return flight from London to Spain generates about 0.52 tonnes of CO_2 per passenger. This is almost the same amount of CO_2 that an individual creates **every year** when disposing of household waste

22. Review your car fleet and introduce more environmentally-friendly vehicles over time

23. Put in place a comprehensive company policy on business travel

24. Encourage staff to walk, cycle or use public transport

Motor vehicles are responsible for 25 percent of the UK's CO_2 emissions. Mass transportation is inevitably more CO_2–emission-efficient than individual arrangements

25. Implement or sign up to a car-sharing scheme

Why not visit www.liftsharesolutions.com a Web site designed for organisations who are interested in setting up a car share scheme

26. Record your car and business travel in mileage instead of costs

If an employee told you their car journey to work cost £10, would you know what that equates to in CO_2 emissions? Record business travel in mileage – this will enable you to easily work out CO_2 emission levels using the calculators at www.gotocleanair.co.uk or www.puretrust.org.uk

RECYCLE AND REUSE

27. Adopt sustainable practices for sustainable profits
Envirowise is a Government-funded programme dedicated to putting the sustainable use of resources at the heart of UK business practice. Find out more at www.envirowise.gov.uk

28. Recycle newspapers, paper, magazines and cardboard

29. Donate used computer equipment to reuse schemes
UK charity Computer Aid International can take back PCs – at no cost to you – and refurbish them for use in schools and hospitals in the developing world. Find out more at www.computeraid.org

30. Dispose of electrical items responsibly and donate old mobile phones to charity

31. Provide separate bins in your staff kitchen for organic waste and recyclables
By removing the organic waste from your bin, you can take a big step towards reducing the environmental impact of your rubbish as well as stopping your bin from ponging!

32. Dispose of your printer cartridges responsibly

33. Get your milk delivered
Returnable, recyclable, reusable glass bottles are better than plastic or tetrapak containers. And milk floats are usually emission-free, electronic vehicles!

34. Buy reusable office stationery
Use rechargeable batteries for wireless keyboards, or refillable pens and markers

35. Use ceramic mugs instead of paper or polythene cups

36. Reuse packaging
Why not reuse cushioning materials such as bubble wrap, brown paper and air bags from deliveries that you've taken? It could also save you a few pounds!

37. When replacing furniture, buy recycled/recyclable office furniture
Make it a policy to buy furniture, carpeting and paint that are free of volatile organic compounds (VOCs) that won't let off gas-toxic chemicals

38. Use paper clips instead of stapling, or use a staple-less stapler!

39. Stimulate recycling by specifying products with a recycled content
Recycled products can be competitive on both price and performance

IDENTIFY AND REDUCE YOUR CARBON FOOTPRINT

40. Ask someone to show you how to use a carbon calculator
Yes, you know you need to do it, but it just looks impossibly difficult. Why not nominate someone in your organisation or ask for volunteers? You'd be surprised how many of your employees care. And they'll feel good about helping, too

41. Carry out a carbon emissions audit
It's important to measure your business carbon footprint and identify ways to reduce it. Find out more at www.puretrust.org.uk

42. Make a donation to a carbon-offsetting scheme

Find an organisation such as PURE, a registered UK charity that uses donations to financially support Kyoto Protocol emissions reduction projects around the world

43. Plant trees/plants in any outdoor areas

44. Use environmentally-friendly products

Try eco-friendly hand soap, washing up liquid and cleaning products

45. Place plants around the workplace indoors

Not only will they look nice, but they produce O_2 which offsets your personal carbon emissions, cools immediate environmental conditions when it is hot and provides a home for microbes which can also filter air

MAKE A DIFFERENCE

46. Purchase products from local manufacturers

This will help maintain the local economy as well as reduce the need for long-distance transport

47. Ask your suppliers what they are doing for the environment and encourage them to do more

48. Proactively communicate your company's green policy

Your customers, partners and stakeholders might be persuaded to join you

49. Attend an Envirowise event

Since 1994, Envirowise has helped UK industry save more than £1 billion. Visit www.envirowise.gov.uk/events for information on events, workshops and exhibitions that could help you increase profitability and reduce your environmental impact

50. Email this guide to 10 business people in your network and ask them to do the same!

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ABOUT GOTOCLEANAIR

GoToCleanAir is an initiative set up by Citrix Online to encourage UK SMBs to measure, reduce and offset their business carbon footprint in conjunction with PURE the Clean Planet Trust. PURE the Clean Planet Trust is a UK Registered Charity (No 1112249), and its relationship with Citrix Online is conducted in accordance with UK Charity Law and Best Practice.

ABOUT CITRIX ONLINE

Citrix Online, a division of Citrix Systems, Inc. (Nasdaq: CTXS), is a leading provider of easy-to-use, on-demand applications for remote desktop access, Web conferencing and collaboration. Its award-winning services, which are used by more than 22,000 businesses and hundreds of thousands of individual subscribers, include: Citrix® GoToMyPC® for remote PC access; Citrix® GoToAssist™ for live remote support; Citrix® GoToMeeting® for online meetings; and Citrix® GoToWebinar™ for do-it-yourself Web events. Based in Santa Barbara, California, Citrix Online has offices around the world. For more information, please visit www.citrixonline.com.

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