Make "Green" = Success in your Business

Posted At : May 29, 2019 8:58 AM | Posted By : Admin
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Our community is a leader in sustainablity. Even though we beat ourselves up about doing even more, we are way ahead of many others and are thinking about more and better ways to utilize resources more effieciently every day. In our world of Information Technology, the industry has done a lot to make their products use less energy and last longer. Hewlett Packard (yes they are self-serving) does provide products that are more sustainable. Here are some ideas that you can incorporate into your business or organization.

By 2050, there will be **9.8 billion people on earth**. Greenhouse gas emissions expected to rise 34%, energy use expected to rise by 48%, and the demand for water will be 40% higher than supply. And we have just 12 years to make massive changes to our global energy infrastructure to limit global warming to moderate levels, according to a comprehensive **2018 United Nations study**.

Beyond a few recycling bins, making your business greener may not have been a priority until now. It's time to change that. Not only will you be helping the planet, but it'll also be good for your business: **88% of consumers** will be more loyal to a company that supports environmental issues. Here are some things your business can do to make an impact.

IT sustainability

All businesses including small businesses can make a big difference.

- **Streamline your print strategy.** Optimizing your printers to conserve energy and cut down paper waste helps the environment on two fronts. If you need a little guidance, HP Managed Print Services can help you find ENERGY STAR® qualified printers that turn off when they're not in use and default to multisided printing as their standard.
- **Find fewer devices that do more.** Really, it's way past time to recycle the office fax machine. Invest in energy-efficient HP Multifunction Printers (also known as MFPs) that'll scan, fax, print and copy.
- **Look for tech that keeps trash out of landfills.** Recycled hardware is becoming more and more common. HP's EliteOne All-in-One PCs and EliteDisplay monitors all contain more than 33% PCR plastic, and HP has used over half a million pounds of ocean-bound plastic to make Original HP Ink cartridges.
- **Make the jump to Device as a Service.** Some DaaS providers (including HP) guarantee that the tech you're done with will be recycled responsibly. This includes accessories that people often forget to recycle, such as cables.

Public sustainability

Work across departments to make your whole business greener.

- **Partner locally.** A smaller company can't always develop the international partnerships that enterprise companies can. Instead, look for local environmental organizations that you can volunteer with or other companies who you can pair up with to make a difference.
- **Find your niche.** What does your company specialize in? Is there a way you can modify your products and services to help the environment? For example, Clean the World works with hoteliers to recycle soap and plastic bottles; another company, Terracycle, helped cosmetic brands transform their empty containers into a playground in Australia. And HP has pledged to make every page printed forest positive, carbon neutral, and part of a circular economy.

- **Think about your office.** Get inspired by new office designs that make a commitment to the environment, such as HP's new Houston campus. If that's beyond your budget, even simple measures such as adding plants, buying sustainable office furniture and letting in natural sunlight can make a difference.
- **Brag a little.** Don't be shy! Broadcast your green efforts on your company website, in social media and in press releases. Not only will it appeal to consumers (63% of whom prefer to support businesses that align with their values), but it might also help with recruiting, too.