

GO GREEN, LIVE RICH @Work
WITH TIPS FROM *NEW YORK TIMES*
BESTSELLING AUTHOR AND FINANCIAL GURU
DAVID BACH

--Easy Ways To Help The Planet And The Bottom Line--

In ***GO GREEN, LIVE RICH: 50 Simple Ways to Save the Earth (And Get Rich Trying)***, David Bach demonstrates that anyone can make simple earth-friendly changes that will put more money in their pocket and back into their business' bottom line, while taking care of the planet.

Here are some easy tips to put your dollars back in business:

- **Think Before You Print** -- American offices send 4 million tons of paper to the landfill every year. You save 6 cents for every sheet of paper you avoid printing. The average American office worker uses about 10,000 sheets of paper per year – that adds up to **\$6,000 per employee, per year!**
- **Green Your Computer** –Shutting computers down at night, enabling power efficiency settings, learning when it's actually best to buy a new computer versus just upgrading your old one are all easy ways to save money and energy in the office. A recent article on greenercomputing.com reports that **General Electric saved \$6.5 million in electricity costs a year simply by changing its computers' settings.**
- **Be a Green Business Traveler** – More than 18% of air travel is for business purposes. Using today's technology such as video conferencing, you can save the cost of airfare and hotels and help **prevent the predicted 65% aircraft emissions increase anticipated over the next 18 years.**
- **Regulate Room Temperature-** Reduce energy costs by maintaining heating and cooling systems regularly to ensure efficient function and install a programmable thermostat. Use shades to let light in during the winter and to keep light out during the summer, close windows when operating an air conditioner, and open windows and use fans during temperate times to circulate air without heavy energy usage (this also improves indoor air quality!). **Typically, 45% of the utility bill goes to heating and cooling.**
- **Keep it Light and Bright-** Replace office light bulbs with compact fluorescent bulbs (CFLs), which are 4 times more energy efficient and last 10 times longer

than regular bulbs. Install timers or motion detectors in rooms, hallways and storage rooms with low traffic. **Save \$45 in energy costs and 67 lbs of CO₂ emissions over the lifetime of each bulb!**

- **Pull the Plug** –Lap top, cell phone, and battery chargers still consume electricity when they remain attached to an outlet- even after charging is complete. Pull plugs when charging is done, and plug into powers strips when you can. Electronics still use several watts of power in standby mode, so unplug computers and audio visual equipment that is not in use. **Americans spend about \$4 billion a year on electricity for things they're not using!**
- **Remember your Three Rs (Reduce, Reuse, Recycle)** – Sounds like a no-brainer, but many employees are more than happy to grab a new pen, bottle of whiteout, or box of paperclips when theirs goes “missing”; it isn't on “their” dime. They also don't mind running off 20 copies of that proposal, and then 20 more when it prints wrong the first time. Remind employees that in a way, that money is “their” dime, and that money saved from practicing the three Rs can be used towards something fun- like an employee outing.