

## Take Steps Now to Save

The typical small business spends about 18% of its gross income on energy bills.



**Let us help you lower your costs!**

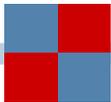


The California Air Resources Board wants to help all businesses become sustainable.

Our goal is to help you reduce the amount of energy and fuel you use—it's good for your bottom line and good for the environment.



Visit: [www.coolcalifornia.org](http://www.coolcalifornia.org)



## Make Your Business Sustainable

Business practices such as lowering your energy use and fuel costs are just some of the ways you can make your business more sustainable. Healthy, long-lived businesses are more efficient, use less resources, less packaging, less toxic materials, less water, and produce less waste than their competitors.

**All of these factors can make your business more profitable.**

Other benefits that sustainable businesses enjoy include happier and more productive employees. Sustainable businesses show leadership in their community by going beyond policies, laws, and regulations. Show your customers and clients you care by demonstrating a commitment to a cleaner, healthier future.



For more information on money saving actions and financing options, check out the **Small Business Toolkit** at:

**CoolCalifornia.org**  
Simple steps for a sustainable future



# Sustainability:

# Good for Your Business and the Environment

 *California Environmental Protection Agency*  
**AIR RESOURCES BOARD**

[www.arb.ca.gov/](http://www.arb.ca.gov/)

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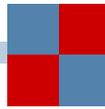
# Sustainability Improves Your Business Profitability

Sustainable business practices are more important than ever. Sustainable practices such as energy, fuel, and water efficiency, and material conservation will reduce costs, leading to a more durable and profitable business. These practices can save your business money, improve your bottom line, and/or free up capital to invest in strengthening your company.



## No or Low Cost Actions You Can Take

Every business can make simple behavior changes (such as those on the next page) to produce immediate results at **no cost**. Some actions take a little more effort and/or may take additional time to pay for themselves. Greater rewards typically require some additional commitments. With a little bit of work, time, or possibly some investment, your sustainable strategies will save money, reduce the environmental impact of your business, and help position you for growth.



Examples of quick and easy actions to take:

- **Improve energy efficiency**—change the lights (CFL/LED), adjust the thermostat, use day lighting, insulate, and be energy conscious! 
- **Shut off equipment**—turn off computers, unplug equipment, and put timers on machines to turn off power.
- **Modify driving habits**—slow down, reduce idling, conduct routine maintenance, haul full loads, or drive alternative fuel and hybrid vehicles. 
  - **Travel less**—limit and/or combine trips, encourage telecommuting, public transportation, conference calling, and alternative work weeks.
- **Reduce waste and increase recycling**—reduce paper use, create a recycling program, purchase green products, and rent, share, or lease equipment. 
- **Be water efficient**—reduce and conserve water, install water-efficient appliances, and reuse water.

## Save Money

The most important step is to **make a commitment** to improve the energy efficiency of your business to get the most for your money. Begin by looking at your monthly utility bills to determine your baseline energy and fuel costs. Tracking costs will identify opportunities to save money and help prioritize your

actions. Contact your utility to see if they will do a free energy audit.

Next, estimate the costs and payback time for each savings opportunity and seek financing options and incentives for implementing energy efficiency measures. Monitor and track your energy savings to protect your investment and identify opportunities for improvement.

Finally, keep your employees and customers aware of your progress and achievements.



- Share these efforts with all employees and ask for their suggestions.
- Reward staff for their work and contributions.
- Encourage teamwork across levels and rank/titles.
- Keep your efforts consistent and connected to daily activities.
- Establish goals and enjoy your success. 
- Make it fun!

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