

GREEN YOUR BUSINESS & IMPROVE YOUR BOTTOM LINE



**Save money! Enhance your brand! Differentiate yourself!
Increase employee satisfaction!**

SB NOW's Essential Guide to Greening Your Business

The SB NOW Essential Guide to Greening Your Business can help you make your organization more environmentally sustainable while also reducing your operating costs. The comprehensive guide covers water conservation and quality, energy conservation, waste reduction and recycling, pollution prevention, environmentally-friendly procurement and training. The easy-to-use guide offers checklists, practical steps, ideas and resources to help you “green” your organization.

Get Certified

The Guide, offered along with a certification process developed and administered by the Sustainable Business Network of Washington (SB NOW), offers compelling third-party validation of your commitment and achievement regarding your environmental goals to your customers and employees. Getting certified also allows you to green your brand and differentiate yourself in the marketplace.



What Color is Your Business?

While the idea of making your business greener may seem difficult or costly, it isn't so – in fact, going green can save you money! Our guide helps you identify cost-effective ways to become a deeper shade of green. Don't know where to start? Don't worry! Designed for beginners and leaders alike, the Green Business Guide can help any organization participate in the “green revolution.” And, our certification process is not rigidly structured; not every business must meet identical requirements to become certified green. You can also receive credit for positive things you are already doing!



What it Means to be Green

Society's expectations for business have changed. Savvy organizations understand that appealing to a growing number of environmentally-conscious consumers and positively impacting the communities where they live and work are essential components of building a successful enterprise. Going green sends a strong message to your customers, suppliers and employees that you are taking a leadership position as a steward of the health of the planet and protecting our future. What's more, you'll feel great knowing that how you run your business makes a difference for future generations – while saving you money and helping you stand out from the competition.

Some Benefits of Going Green

With wildly fluctuating energy prices, not to mention concerns over landfills, air and water quality and global warming, it pays – literally – to be as green as possible. Green businesses operate in ways that help solve, rather than cause environmental problems. Not only is going green the right thing to do, it makes business sense. A few reasons for going green include:

1. Reduce pollution, waste and greenhouse gas emissions
2. Increase employee satisfaction, retention and productivity
3. Improve operational efficiency and effectiveness
4. Save energy, water and raw materials
5. Develop a positive, proactive relationship with local compliance inspectors
6. Avoid liability, fines and other sanctions
7. Brand your business and differentiate it from the competition
8. Shield yourself from escalating energy and water prices

Demonstrate your Commitment to Environmental Sustainability Today

The Essential Guide to Greening Your Business is designed to enable all organizations, regardless of where they are in the continuum of greening their business processes, to participate and to provide a blueprint for constant improvement. Already LEED™ certified? Our Guide is designed to complement existing standards such as the US Green Building Council's Leadership in Energy and Environmental Design (LEED) Green Building Rating System™.

About SB NOW

SB NOW is a non-profit educational corporation that helps business embrace the sustainable marketplace of the future. A member-driven organization of over 100, SB NOW helps change the way business operates and innovates with a focus on building better companies and stronger communities.

For more information

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