

## Greening your Business Packet

This site is intended to be a resource center on how to “green” your business. You will find tips and links to Tulsa area resources targeted to specific business practices in the following categories: Energy, Waste/Recycling, Purchasing/Sourcing, Transportation and Certification/Recognition Programs. All of these practices may not be applicable to your business, please strive to implement as many as are feasible.

### **Why should your business “Go Green?”**

“Going Green” is not a trend but a practical business model. A green business operates in a way that conserves natural resources, reduces energy usage, eliminates waste and minimizes emissions. While reducing the impact upon the environment, green businesses improve their bottom line by enhancing their brand image through social responsibility, attracting more clients, lowering operating costs and improving employee productivity. Plus, since 92% of recent college graduates expressed that they prefer to work for an environmentally-friendly company (according to MonsterTrak), “going green” will improve Tulsa’s economy by attracting and retaining an educated, skilled workforce. Please visit the individual categories for more information on why your business should go green.

### **Tips for a successful “green” program:**

#### Leadership

To be successful in implementing a sustainable business program, the motivation must start with leadership and then spread throughout the organization. Management and employees must be educated, aware, and committed for a “green” program to work. It is essential to designate a green leader or team to coordinate the businesses’ green changes. Once you have established leadership, your next steps should be to ask for input from employees and clients, write up an action plan, create a kick-off campaign, and communicate your goals. Then, you should set up a monitoring system, evaluate and report your progress, identify barriers or problems with your program and revise your plan as needed.\*

\*the steps to set up green program were sourced from Leslie Moyer’s PowerPoint presentation at Muskogee SUCCESS Expo, May 2008. A copy of the PowerPoint can be found at [http://www.sustainablegreencountry.org/main/?attachment\\_id=298](http://www.sustainablegreencountry.org/main/?attachment_id=298)

#### Local Government

Get involved with your local government and encourage elected officials to provide incentives for businesses that choose to “go green.”

Tulsa City Council: <http://tulsacouncil.org/>

Tulsa’s Mayor’s Action Line: (918) 596-2100

INCOG: Tulsa area Council of Governments- <http://incog.org/>

Link to find your state and federal legislators: <http://www.capitolconnect.com/oklahoma/>

TYPros’ Legislative Review Link- [coming soon](#).

#### Take it Home

Employees should be encouraged to take home their new green habits and incorporate the practices into their lifestyle and community. Eight simple things you can do at home include:

- Turn off the lights in rooms that aren’t occupied.
- Sign up for the City of Tulsa’s curbside recycling or take recycling to a near by M.e.t location.
- Place weight in your toilet tank to cut down on the amount of water used to flush.
- Buy locally produced foods from one of Tulsa’s many Farmers Markets.
- Take your lawn clippings and branches to the City of Tulsa’s Green Waste Site.
- Catch and reuse rain to water your plants.
- Compost leaves, coffee grounds, vegetable scraps, egg shells, and scrap paper.
- Save on gas and car maintenance costs; take the bus, ride your bike, or walk to work once a week.

### **More about this site:**

~ Brought to you by the Tulsa Young Professionals, Sustainability Crew~

**Since this site is continually evolving with new materials and resources, feedback and suggestions are appreciated.**

*\*This is not a listing of all available resources. The Tulsa Metro Chamber of Commerce does not necessarily verify or promote any of the businesses listed.*

For more information please contact: [kristishreve@yahoo.com](mailto:kristishreve@yahoo.com)

## **Categories:**

### **Energy:**

**Not only is going 'green' marketable, but its incredibly profitable. Businesses are realizing the many opportunities for saving large amounts of money! For instance, correctly programming thermostats easily saves 20-40% of cooling and heating costs – which amounts to mass savings in Oklahoma's extreme climate.**

**The simple measure of installing efficient bulbs can save nearly 10% of energy costs. For many businesses, 10% of energy savings amounts to thousands of dollars each year – or more! Another alternative is to install motion sensors in rooms that are infrequently used – conference rooms, bathrooms, hallways, etc.**

**The following list is a variety of tips, suggestions and resources to help you easily and affordably decrease your businesses energy costs, reduce your carbon footprint, and improve your overall sustainability quotient.**

*-Cory Hoffart, Green Collar Energy, LLC & TYPros' Sustainability Crew Leader*

## **Tips:**

### **Appliances and Electrical Equipment:**

- Install ENERGY STAR labeled equipment and appliances.- see [www.energystar.gov](http://www.energystar.gov)
- If you are using ENERGY STAR labeled computers and monitors, make sure to activate the power management features.
- Plug in all electrical equipment (computers, monitors, printers, etc.) into a power strip that can be switched off when not in use or during off hours.
- Use the “energy saving” settings on refrigerators, or set between 35-37°F & freezers between 32-30°F.
- Install alternative power systems (like wind or solar) to offset energy use.

### **Doors:**

- Use weather striping on exterior doors (on the tops and sides).
- Install door sweeps on exterior doors.
- Replace old exterior doors with insulated ones.

### **HVAC systems:**

- Install a programmable thermostat on the HVAC unit.
- Set thermostat to shut off or return to a low temperature (like 55°F) in winter or a high temperature (like 80°F) in the summer when the building/offices are unoccupied.
- Shade the outside AC compressor unit, but don't block the air circulation.
- Check to make sure all taped joints on ductworks are sealed from leaks- use Mastic instead of aluminum tape, which can leak.
- Regularly clean or replace filters on the return vent.
- Don't block registers or return vent with furniture.
- Insulate the building with a high rated isolation product.
- Insulate with environmentally friendly materials like cellulous.
- Insulate above and beyond code minimum.

## Landscaping

- Invest in a Green Roof system. What is a “green roof”? See- [http://www.greenroofs.org/index.php?option=com\\_content&task=view&id=26&Itemid=40](http://www.greenroofs.org/index.php?option=com_content&task=view&id=26&Itemid=40)
- Plant deciduous trees, shrubs, and vines near the south and west facing exterior walls for shading in the summer.

## Lighting:

- Use as much natural lighting as possible, i.e. windows & skylights/solar tubes.
- Use efficient fluorescent fixtures, CFL bulbs, or LED lighting.
- Dust light bulbs occasionally.
- Turn off lights when not in use. Encourage employee compliance by posting signs or installing motion activated sensors, especially in areas that are used infrequently.
- Use light sensors to control the artificial lighting level.
- Use task lighting to light specific areas.

## Sealing:

- Seal around baseboards.
- Install draft guard insulators behind light switches and outlets.
- Weather strip attic or basement access.
- Caulk electrical wire penetrations.
- Seal all plumbing access doors/openings.

## Windows:

- Install ENERGY STAR labeled windows.
- Use weather striping around windows.
- Use window treatments to shade and insulate windows.

## ***Local energy management resources:***

### Alternative Energy Businesses:

Guaranteed Watt Saver: <http://www.gwssi.com/>

Sun City Solar Energy: <http://www.suncityenergy.com/>

See Sustainable Tulsa’s Green Directory: <http://www.sustainabletulsa.org/greendirectory.php>

Geothermal- <http://www.sustainabletulsa.org/greendirectory.php?area=47>

Solar- [http://www.sustainabletulsa.org/pages/green\\_directory?area=49](http://www.sustainabletulsa.org/pages/green_directory?area=49)

Wind- [http://www.sustainabletulsa.org/pages/green\\_directory?area=51](http://www.sustainabletulsa.org/pages/green_directory?area=51)

### Energy Auditing Businesses:

Green Collar Energy, LLC- [www.greencollarenergy.com](http://www.greencollarenergy.com)

See Sustainable Tulsa’s Green Directory: <http://www.sustainabletulsa.org/greendirectory.php?area=46>

### General:

Oklahoma Chapter- US Green Building Council: <http://www.usgbc-oklahoma.org/>

Oklahoma Department of Commerce- Energy Resources:

[http://www.okcommerce.gov/index.php?option=com\\_content&task=view&id=342&Itemid=426](http://www.okcommerce.gov/index.php?option=com_content&task=view&id=342&Itemid=426)

Oklahoma Department of Environmental Quality (ODEQ): Alternative Energy in Oklahoma-

<http://www.deq.state.ok.us/pubs/aqd/altenergy.pdf>

Oklahoma Sustainability Network- Energy Resources: <http://oksustainability.org/guide/energy.php>

## **Waste/Recycling:**

**Making environmentally-friendly choices is paramount in the world of business these days as both businesses and clients realize the need to be more environmentally conscious. Personal changes are important when**

**we hear statistics such as "each American produces 4.5 pounds of trash each day." What's even scarier is that for each pound of trash that the average American throws out, 70 pounds of trash was created upstream before a product even reaches the customer! Reducing municipal waste is a step in the right direction, but it's time to attack the bigger monster: the industrial waste stream. Waste created by businesses greatly overshadows what individuals throw away, and as consumers wake up to this reality, the importance for businesses to reduce, reuse, and recycle will only grow.**

*-Ginger Fast, The Recycling Revolution, LLC. & TYPros member*

## **Tips**

Solid waste in general:

- Perform a waste audit.
- Set up a recycling program for materials such as paper, plastics, cardboard, & metals.
- Don't supply bottled water or disposable cups for employees. Supply reusable cups or require employees to bring reusable mugs and cups from home.
- Donate old computers and office furniture.
- Participate in electronics recycling.
- Use refillable ink jets, or recycle at a local drop-off site.
- Reuse and recycle as much in-process material as possible.

Food and Beverage:

- Offer filtered tap water, not bottled water.
- Compost coffee grounds, vegetable and fruit scraps, scrap paper, egg shells, etc.
- If you wash dishes, scrape off all food scraps into the trash and dry wipe dishes before washing to reduce the amount of grease that goes down the drain.
- Recycle waste cooking/frying oil.
- If you have a grease trap, set up a pumping schedule with a City of Tulsa permitted grease hauler.
- Use washable plates, glasses, utensils, and napkins.
- Use compostable take-home containers or containers made from post-consumer materials.

Landscaping

- Collect and use rainwater to water lawn and gardens.
- Design "rain gardens" to collect and slow down water drainage from buildings and pavement.
- When using a sprinkler system to water lawn, position the nozzles to water only what needs water.
- When landscaping, use eco-friendly or organic methods. If you must use pesticides and fertilizers, be responsible, follow the directions, use the minimal amount and only in dry weather periods.
- Plant native drought resistant plants and trees (Zeriscaping).
- Mulch around trees and plants.
- Collect grass clippings, leaves, yard waste, etc and take to a green waste site. Do not blow, rake or sweep yard waste into the street or gutter.

Paper:

- Go paperless. Convert files into Adobe .pdf format, then distribute by email instead of mailing or faxing.
- Store archived information electronically.
- Print on both sides of the paper.
- Reuse and recycle all office paper waste.
- Purchase Forest Stewardship Council paper and/or recycled paper - preferably "post consumer" recycled.

Stormwater:

- Keep trash picked up on the property.
- Keep the areas around dumpsters and loading areas clean.
- If a spill occurs outside, dry clean/sweep first.
- If you must store anything outside, cover and protect from the rain.

- If you must power wash the exterior of a building or the parking lot, do not use detergents or heated water.
- Install pervious paving like pavers, bricks, pervious concrete, or gravel for driveways and parking lots.

#### Water and wastewater:

- Install Water Sense rated toilets and faucets.
- Use faucet aerators.
- Repair leaks as quickly as possible.
- Use green cleaning supplies.
- Use the “less” hazardous options for in-process chemicals.
- If necessary, use concentrated chemicals and dilute as needed.
- Use non-potable water to flush toilets.

### ***Local waste management resources:***

#### Composting:

Metropolitan Environmental Trust (M.e.t): <http://www.metrecycle.com/education/m-e-t-projects/composting/>

Oklahoma State University: <http://pods.dasnr.okstate.edu/docushare/dsweb/Get/Document-1495/BAE-1744web.pdf>

Vermicomposting- <http://pods.dasnr.okstate.edu/docushare/dsweb/Get/Document-1494/BAE-1742.pdf>

#### Food-Handling Establishments:

City of Tulsa’s Best Management Practices- <http://www.cityoftulsa.org/Environment/PACE/documents/FOG-COT-2005Official.pdf>

ODEQ’s Best Management Practices- <http://www.deq.state.ok.us/pubs/CSD/food4thought.pdf>

#### Landscaping:

City of Tulsa’s Green Waste Site- <http://www.cityoftulsa.org/environmental-programs/greenwaste.aspx>

Oklahoma Mesonet: Simple Irrigation Plan (S.I.P.): <http://sip.mesonet.org/>

Tulsa Master Gardener’s: <http://www.tulsamastergardeners.org/>

How to make a rain barrel- <http://www.tulsamastergardeners.org/RainBrl.shtml>

#### Sustainable Tulsa’s Directory:

Farm & Garden supply- <http://www.sustainabletulsa.org/greendirectory.php?area=89>

Native Plant Sources- <http://www.sustainabletulsa.org/greendirectory.php?area=91>

#### Recycling:

##### Local Commercial/Office Recycling Pick-up Businesses:

Gentle Earth Recycling- <http://www.gentleearthrecycling.com/>

Greenstar- <http://www.greenstar-na.com/index.cfm?pageID=96>

Show Inc. - <http://www.showinc.org/>

The Recycling Revolution- <http://www.therecyclingrevolution.com/>

Metropolitan Environmental Trust (M.e.t): business directory- <http://metrecycle.com/directory.htm>

Directory of businesses that recycle ink cartridges: <http://metrecycle.com/inkcart.htm>

ODEQ: Oklahoma Recycling information and local directory-

<http://www.deq.state.ok.us/LPDnew/Recyclingindex.htm>

See Sustainable Tulsa’s Green Directory (Environment Section- Recycling)

<http://www.sustainabletulsa.org/greendirectory.php>

#### Waste Audit:

ODEQ: Performing a waste audit- <http://www.deq.state.ok.us/pubs/CSD/HowToInventoryWaste.pdf>

EPA’s WasteWise: free waste auditing program-

<http://www.epa.gov/epawaste/partnerships/wastewise/index.htm>

### **Purchasing/Sourcing Materials and Equipment:**

**Working in commercial property management, my company constantly needs bids from local contractors and suppliers. Fortunately, there are several local vendors and businesses that help me to keep costs down and reduce our carbon footprint. In an industry continuously building and/or repairing, it is absolutely about the most cost-effective, highest quality products while adhering to environmentally-friendly standards. For example, landscaping costs are reduced by using a vendor that purchasing their products from local growers. These simple cost saving measures creates more buying power for future business.**

*-Amber Neville, former Assistant Property Manager & TYPros member*

### **Tips**

- Buy locally made/produced, organic, or fair trade products.
- Purchase materials and equipment made from “post consumer” recycled materials.
- Purchase ENERGY STAR labeled equipment and appliances.
- Purchase carbon offsets.
- Upgrade instead of replacing materials or equipment.
- Use eco-friendly cleaning products or hire a “green” janitorial company.
- Purchase recycled carpet and tiles.
- Purchase low or VOC\* free materials.
- Buy in bulk.
- Purchase products with minimal packaging.
- Use staple-free staplers.
- When doing building renovations, choose “green” building materials.

\* VOC- Volatile Organic Compounds affect air quality and can cause respiratory problems. VOCs can be found in carpet & underlay, adhesives, paint & other finishes, wall coverings, ceiling tile, copiers, printers, art supplies, fiberglass insulation, wood furniture, cabinetry, cleaners, air fresheners, upholstery, particle board, MDF, OSB and plywood.

### **Local purchasing/sourcing resources:**

Business Directory:

Oklahoma Green Business Alliance: Oklahoma green business directory and consumer education-

<http://www.okgreen.org>

Oklahoma Sustainability Network- eco-shopping: <http://oksustainability.org/guide/ecoshopping.php>

Sustainable Tulsa’s Green Business Directory- <http://www.sustainabletulsa.org/greendirectory.php>

Recycled Products: [http://www.sustainabletulsa.org/pages/green\\_directory?area=152](http://www.sustainabletulsa.org/pages/green_directory?area=152)

Apparel: <http://www.sustainabletulsa.org/greendirectory.php?area=129>

Furnishings: <http://www.sustainabletulsa.org/greendirectory.php?area=131>

Natural Cleaning Products: <http://www.sustainabletulsa.org/greendirectory.php?area=132>

Thrift Stores: <http://www.sustainabletulsa.org/greendirectory.php?area=20>

Carbon Offset:

Carbon Offset: Pricing and Companies-

[http://www.ecobusinesslinks.com/carbon\\_offset\\_wind\\_credits\\_carbon\\_reduction.htm](http://www.ecobusinesslinks.com/carbon_offset_wind_credits_carbon_reduction.htm)

Electronics:

Green Electronics Council- <http://www.greenelectronicscouncil.org>

Food:

Sustainable Green Country’s, Buy Fresh, Buy Local directory:

<http://www.sustainablegreencountry.org/main/?cat=7>

Sustainable Tulsa’s Green Directory (Food Section)-

Co-ops: <http://www.sustainabletulsa.org/greendirectory.php?area=66>

Farmer’s Markets: <http://www.sustainabletulsa.org/greendirectory.php?area=67>

General:

ODEQ: How to select an environmental consultant- <http://www.deq.state.ok.us/pubs/CSD/consultbro.pdf>

Sustainable Tulsa's Green Directory: Revitalization/Planning-  
<http://www.sustainabletulsa.org/greendirectory.php?area=42>

Green Building Resources:

US Green Building Council, Oklahoma Chapter: <http://www.usgbc-oklahoma.org/>

Tulsa Partners, Green Building Resource Library: <http://www.tulsapartners.org/GreenBRC/Standards/>

Home Builders Association of Greater Tulsa: <http://www.tulsahba.com/?t=menu&page=Green+Building>

Sustainable Tulsa's Green Directory (Shelter Section: Green Building):

<http://www.sustainabletulsa.org/greendirectory.php>

## **Transportation:**

**Businesses play a vital role in keeping our communities healthy by supporting clean and physically active modes of transportation. Besides contributing 30% of American climate change pollution, conventional transportation creates very localized pollution that affects our daily lives. For example, diesel particulates and ozone can aggravate childhood asthma. Tulsa is close to being classified by the EPA as a nonattainment area, and if we are classified as not meeting these national standards we risk suffering from sanctions and losing federal highway funding.**

**As I advise businesses and universities on how to become more energy efficient, cleaner transportation options are always a critical component of our planning, and not only because it is the right thing to do for the environment. Internal programs to encouraging carpooling, telecommuting, or walking and biking increase employee health and satisfaction. Companies can avoid lost productivity due to sick days when employees are getting more exercise and can work from home occasionally. Communicating these greening efforts also improves community relations and attracts potential customers.**

*-Claire Roby, Carbon Accounting Coordinator at Clean Air-Cool Planet & TYPros member*

### **Tips**

- Chose business locations that are close to public transportation options.
- Utilize a carpool matching program.
- Set up parking incentives for carpoolers or employees who drive hybrid or electric vehicles.
- Install bike racks.
- Provide incentives for employees who ride the bus, bike, or walk, such as allowing more casual attire that day or free breakfast for a quarterly "Bike to Work Day."
- Provide opportunities for employees to work from home or utilize flex scheduling.
- Teleconference instead of traveling to locations for meetings.
- Limit air travel.
- Use fuel efficient fleet vehicles.
- Use natural gas, propane, or biofuels in fleet vehicles.
- Implement a "no idling" policy for fleet vehicles.

### ***Local Green Transportation Resources:***

Alternative Fuels:

Tulsa BioFuels- [www.tulsabiofuels.com](http://www.tulsabiofuels.com)

Bike/Pedestrian Routes:

INCOG's web listing- <http://www.incog.org/transportation/trails.htm>

Bus System:

Tulsa Transit: <http://tulsatransit.org/>

Maps and Schedules: <http://tulsatransit.org/maps-schedules/>

Park and Save: <http://tulsatransit.org/transit-programs/park-save/>

Ride Share:

INCOG's Green Traveler Program: All inclusive info for green travel in Tulsa: [www.green-traveler.org](http://www.green-traveler.org)

Teleconferencing tools:

Skype: [www.skype.com](http://www.skype.com)

Go To Meeting: [www.gotomeeting.com](http://www.gotomeeting.com)

## **Green Management Systems, Certifications, Marketing, and Recognition Programs:**

It's great that a company has implemented green practices into its business, but what difference does it make if no one knows about it. Businesses should "complete the cycle" and take advantage of certifications, green labeling, and recognition programs. Even though these programs can be time consuming and expensive, in the long run, these programs are invaluable to a business' bottom line. Programs like these enhance a business' image with regulators, investors, employees, and ultimately the public. As increasing numbers of consumers are choosing green options, these programs allow consumers to make educated choices when choosing products and services. For me personally, with all things being equal, I'm going to choose the more "sustainable" product or service. However, if that product or service is not labeled or marketed as such, how will I or other "green-minded" consumers know which one to choose?

- *Kristi Shreve, City of Tulsa's Pollution Prevention Program Supervisor & TYPros member*

### **Tips**

- Utilize established Best Management Practices or an Environmental Management System.
- When marketing your green business, consider using recycled content paper or go paperless.
- Utilize free electronic/online social networking tools like blogging, twitter, facebook, youtube, etc.

### ***Resources for certification and recognition programs:***

City of Tulsa:

Partners for A Clean Environment- <http://www.cityoftulsa.org/environmental-programs/pace.aspx>

Best Management Practices for Industries- <http://www.cityoftulsa.org/environmental-programs/pace/business.aspx>

ENERGY STAR Building Certification- [http://www.energystar.gov/index.cfm?c=business.bus\\_bldgs](http://www.energystar.gov/index.cfm?c=business.bus_bldgs)

Environmental Management System- <http://www.epa.gov/ems/>

Forest Stewardship Council- <http://www.fscus.org/>

Green Seal Certification- [www.greenseal.org](http://www.greenseal.org)

Greenguard: Indoor Air Quality Certification- <http://www.greenguard.org/Default.aspx?tabid=14>

ISO 14000- [http://www.iso.org/iso/iso\\_14000\\_essentials](http://www.iso.org/iso/iso_14000_essentials)

Rainforest Alliance Certification- <http://www.rainforest-alliance.org/certification.cfm?id=main>

Scientific Certification System- <http://www.scscertified.com>

Oklahoma Department of Environmental Quality (ODEQ):

OK Star- <http://www.deq.state.ok.us/LPDnew/pollutionprevention/OSIP/index.htm>

Environmental Performance and Recognition Program (EPRP) -

<http://www.deq.state.ok.us/LPDnew/pollutionprevention/EPRP/index.htm>

U.S. Green Building Council: Leadership in Energy and Environmental Design (LEED) Certifications-

[www.usgbc.org/leed/](http://www.usgbc.org/leed/)

USDA Organic Certification-

<http://www.usda.gov/wps/portal/!ut/p/.s.7.0.A/7.0.1OB?parentnav=COOPERATIVES&navid=ORGANIC CERTIFICATIO&navtype=RT>

## **General- Local Resources:**

BeGreen Tulsa: <http://www.cityoftulsa.org/environmental-programs/begreen-tulsa/begreen-home.aspx>

INCOG: Tulsa area Council of Governments- <http://www.incog.org>

Metropolitan Environmental Trust (M.e.t.): [www.metrecycle.com](http://www.metrecycle.com)

Oklahoma Chapter of the US Green Building Council (USGBC): <http://www.usgbc-oklahoma.org/>

Oklahoma Department of Environmental Quality: [www.deq.state.ok.us](http://www.deq.state.ok.us)

Pollution Prevention- <http://www.deq.state.ok.us/factsheets/general/P2program.pdf>

Small Business Hazardous Waste Handbook:

[http://www.deq.state.ok.us/factsheets/customer/Small\\_Bus\\_HW\\_Handbook.pdf](http://www.deq.state.ok.us/factsheets/customer/Small_Bus_HW_Handbook.pdf)

Ozone Alert: [www.ozonealert.com](http://www.ozonealert.com)

Up with Trees: <http://www.upwithtrees.org/>

Sustainable Green Country: <http://www.sustainablegreencountry.org>

Sustainable Tulsa: <http://www.sustainabletulsa.org>