



business black box

THE CHEAT SHEET

this edition: The GREEN Issue

VIEWPOINT



Doing Well by Doing Good

In the quick sound bite, us-versus-them world in which we now live, a widely held belief has arisen: Protecting the environment is bad for the economy. But that's a myth. We can have it both ways—environmental protection and economic prosperity. There are many examples proving the point. Here are just five:

1 Green buildings reduce operating costs and increase employee productivity.

Green buildings use 30 to 70 percent less energy, sell and lease faster and at higher prices and rates, reduce employee absenteeism by over 15 percent and improve employee productivity by over 6 percent because they are such nice and healthy places to work. Think of the huge positive impact of those percentages on a company's bottom line.

2 Parks, natural areas and trails increase property values and business profits.

Numerous studies show that properties adjoining or in close proximity to parks and natural areas are worth more and appreciate in value faster than comparable properties located farther away. In addition, as the spectacularly successful Greenville Health System Swamp Rabbit Trail proves, profits increase for businesses located along or near trails.

3 The three Rs reduce, reuse and recycle improve the bottom line.

You can save lots of money by reducing what you buy, reusing what you already have and recycling what you no longer need—a strategy known in short as the “Three Rs.”

4 Conservation-oriented development reduces infrastructure costs and increases profits.

By using conservation principles in designing and building projects, developers can reduce both environmental impacts and infrastructure costs.

5 Quality of life and economic development are inextricably linked.

The Upstate's quality of life and continued economic prosperity are gravely threatened by poorly planned growth that is consuming the region with sprawling developments and massive seas of asphalt. But the good news is that there are proven policies, programs and incentives that can manage growth effectively and keep our air and water clean and our quality of life high.

In conclusion, as the great Ray Anderson, former chairman of Interface Carpet and one of the pioneers of the sustainability movement, said: “You can do well by doing good.”



Brad Wyche
Executive Director
Upstate Forever

“When sustainability is viewed as being a matter of survival for your business, I believe you can create massive change.”

CAMERON SINCLAIR

Did you know?

Two minutes of an idling car uses the same amount of fuel as driving two miles. And at least with the driving, you've gotten somewhere!

iturnitoff.com

Five Ways to Make Your Business a Little Greener.

- 1 Paper**
 You can save lots of money by reducing what you buy, reusing what you already have and recycling what you no longer need—a strategy known in short as the “Three Rs.”
- 2 Recycling**
 While we’re talking about paper, why not recycle it after the fact, as well? And while we’re talking about recycling...how much other stuff could you be giving a second life? If this whole conversation stresses you out, don’t worry... there are companies out there whose sole job is to make your recycling program go smoothly. In fact, check out the links below for more info on Ever-Green Recycling and Junk Matters, two local businesses who can help. Ink
- 3 Ink**
 Outside of paper, what about all that toner you use? Yeah, that’s a good place to look, too. Many cartridges are refillable, and some companies will offer recycled toner cartridges on the cheap. Make sure you take a few minutes to see what options you have when it comes to ink.
- 4 Lights**
 Lights are one of those little things that we may pay attention to at home, but sometimes ignore in the office. But a simple practice—turning lights off when you leave a room—can not only save energy, but save you money on that electric bill. And next time you have to replace them, why not look for a more environmentally-friendly option? It may be a little more expensive up front, but they’ll last longer (less burnouts right before that big meeting!) and can do a little good, too.
- 5 Buy Green**
 And since we mentioned it, while you’re buying for the office—from supplies to furniture—take a look at the options. Sure, hitting the “reorder all” button on the order screen is easy, but a few minutes to evaluate greener options is worth it.



Ever-Green Recycling



Junk Matters

SURVEY 2013



39 countries were surveyed about what they considered major threats to their countries, and the top answer might be surprising:



International financial instability



Islamic extremist groups



Global Climate Change



North Korea's Nuclear Program



Iran's Nuclear Program

Breathe Deep

Have you signed the Clean Air Upstate pledge yet? The EPA is gearing up for its review, where states are graded on their air quality. Businesses from across the Upstate are getting on board, pledging to do what they can do make sure that the Upstate continues to be a place where people want to live and work—and bring their business. Check out the links below to see how you can get involved, and then sign the pledge to help make a difference.



Ways to Implement Clean Air Practices at Work
Scan the QR Code



Sign the pledge
Scan the QR Code

A LESSER EVIL?

In 2014, 45 percent of people responding to a survey led by Pew Research considered the U.S.’s energy problem a top priority for federal leadership. That’s even with the responses from 2013 (45%), but down from 60% back in 2009.