

Green Your Business and \$ave Money Doing It

Presented by Sarah Boren and the Green Team Project

By attending this workshop, you will:

- ◆ Discover how to save money by becoming more environmentally-friendly in your business location, through your every day practices and processes, and through your product and services.
- ◆ Learn how to market your environmentally-friendly efforts in a genuine manner
- ◆ Be given tools and resources to continue on your business's **green** journey.

Complete Workshop Descriptions on the reverse of this document

Workshop Dates

- ◆ Thursday, February 11, 7:30 - 9:30 a.m.
- ◆ Wednesday, March 17, Brown Bag Lunch, 11:30 a.m.- 1:30 p. m. ★
- ◆ Wednesday, April 21, 4:00 - 6:00 p.m.
- ◆ Tuesday, May 18, Brown Bag Lunch, 11:30 a.m. - 1:30 p.m.
- ◆ Thursday, June 10, Special Webinar Presentation, subject and time, TBA

Registration and Program Fees

- ◆ Pre-registration is required
- ◆ **Cost:** \$30 per person, payment can be made by credit card, check, or money order
- ◆ To register contact Duffan Dickert at 366-6623 or duffan.dickert@myjaxchamber.com
- ◆ No refunds - credit will be given for a future workshop date
- ◆ You do not need to be a Chamber member to participate in these workshops

Workshop Locations

All workshops, except as noted below, will be held in the Compass Bank room located on the 1st floor of the Jacksonville Regional Chamber of Commerce, 3 Independent Drive, Jacksonville, FL 32202

- ★ The March 17 workshop will be held at the Chamber's Beaches Office:
Tradewinds Conference room
1300 Marsh Landing Pkwy, Ste 108
Jacksonville Beach, FL 32250



Features of Workshop

- ◆ Understand the definition of a green business – location and space, practices and procurement, and products and services
- ◆ Receive tools, resources, and concrete information to green your business
 - ◆ Environmentally Preferable Procurement policies (EPP)
 - ◆ Sample environmental policy and environmental sustainability plans
 - ◆ Tools on how to do a greenhouse gas inventory for your business
 - ◆ Green office guide
- ◆ Take away ideas on how to market your green efforts
 - ◆ Internal messaging – sample signage, prompts, emails, blog, newsletter
 - ◆ External messaging

Hard Financial Benefits of “Going GREEN”

- ◆ Reduced utility expense (electricity, natural gas, water, solid waste disposal)
- ◆ Reduced maintenance costs (avoided dispatch and repair costs)
- ◆ Potential utility and municipal rebate income
- ◆ Greening procurement saves O&M costs (e.g., buying in bulk and green cleaning)
- ◆ New innovations are discovered
- ◆ Competitive advantage – get contracts/win bids; marketing edge
- ◆ Staying ahead of regulation – avoiding costs of playing catch-up

Soft Benefits of “Going GREEN”

- ◆ Improved health and well being by providing a healthier, safer workplace
- ◆ Reduced absenteeism and turnover
- ◆ Increased productivity – employee and processes
- ◆ Greater employee satisfaction and higher morale
- ◆ Better recruiting and retention
- ◆ Improved brand strength and brand enhancement
- ◆ Achieved positive public goodwill and perception
- ◆ Better government relations
- ◆ Improved Risk management benefits (reduces risk: IAQ, insurance discounts)
- ◆ Enhanced comfort, convenience and PR value – enhances value
- ◆ Increased competitive advantage
- ◆ Aid U.S. energy security and local economic development

What past attendees are saying

“The Green Team Project and Sarah helped us assess our practices and save money. They are quite an asset to our community.” **Lynne Paradise, Unitarian Universalist Church Board Member.**

“There’s a lot of waste out there. The sooner you drive waste out of your business and operate more efficiently, the sooner you eliminate or reduce those recurring costs and the better you can survive the tough environment we’re dealing with. Many green ideas are just common sense, such as turning off equipment and lights on nights and weekends when they’re not in use. **Bruce Doueck, Manager of Conservation Programs at JEA.**



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