



CLIMATE ALLIANCE  
For The Common Good

# Top Ten Actions Organizations Can Take to Protect our Planet

“It may seem counterintuitive that spending more money on sustainable business practices can boost a company’s profitability, but studies show that the most sustainable companies are also the most profitable.” *Harvard Business School Online*

## 1. Speak up!

- Support climate policy by calling or writing policy makers.
- Work with professional organizations to promote sustainable processes.
- “Backing policies that reflect your values are good for the bottom line [...] 87% of customers will purchase a product from a company that advocated for an issue they care about.”

*Green Business Network*

## 2. Publicize your sustainability.

- Advertise your climate friendly commitment. Customers and potential employees prefer sustainable companies.
- Let staff know the company’s climate goals. This increases employee satisfaction.
- Let potential hires know about the company’s environmental commitment; this increases your firm’s ability to hire the best staff.

## 3. Reduce energy use.

- Install LED lighting -- uses up to 75% less electricity.
- Add sensor-driven switches and lighting.
- Upgrade equipment with energy-efficient models.
- Insulate
- Switch to smart power strips.
- Purchase laptops instead of desktops.
- Invest in energy star office equipment.
- Involve staff in reducing energy use.
- Reduce paper use.
- Replace appliances with energy-smart systems.

## 4. Use renewable energy.

- Add solar panels to cut energy bills by 89%.
- Ensure business stability with renewable energy with backup battery storage.

## 5. Provide responsible food-related options.

- Get a headcount before ordering staff meals.
- Request recyclable containers.
- Add a plant-based meal options at the workplace when food is made available to staff.
- Encourage staff to take home leftovers.



local action  
global change

## **6. Rethink transportation.**

- Reduce air travel through online meetings in place of in person.
- Support employee use of public transport and ride-sharing.
- Permit employees to work from home where possible.
- Replace company-owned transportation with electric models.

## **7. Reduce, reuse, and recycle (in that order).**

- Make it easy for employees to recycle by providing clearly labeled recycle bins.
- Consider working with retailers offering device buy-back and trade-in programs.
- Use recycled materials in production, if possible.

## **8. Leverage finances to shape change.**

- Switch to procurement through climate-friendly businesses.
- Invest in your business to reduce the firm's carbon footprint.
- Use local suppliers to reduce carbon emissions, rather than international suppliers.

## **9. Preserve and protect the natural world.**

- Add native landscaping to your office building.
- Plant trees to shade the area, reducing hot zones in an urban area.
- Sponsor an employee volunteer day involving climate-positive action.

## **10. Go electric across your entire business.**

- Replace furnaces and gas-powered water heaters with heat pumps –moving from gas or oil.
- Replace your organization's fleet with electric vehicles,
- Put solar panels over a parking lot that can be used to charge employee cars.

Almost no organizations can do everything, but every organization can do something. Everything we do makes a difference!

Let us know what you are doing: [contact@climatealliancecg.org](mailto:contact@climatealliancecg.org). We want your ideas and suggestions in the race to reduce carbon emissions.

