

Celebrate Earth Day by Making Smart Decisions in the Office

By Vincent Scire, vice president of Greater Philadelphia, Xerox

The City of Philadelphia has made a commitment to going green with initiatives spanning from citywide reductions in greenhouse gas emissions to innovative storm water management solutions and green space development.¹ With the 40th anniversary of Earth Day on April 22, 2010, now is the perfect time for local businesses to join the effort.

Reducing carbon footprint is a goal that is attainable by businesses of all sizes and in all industries. Simple modification of habits in the office is a great way to start. Consider the following:

- **Work toward a paper-light strategy:** The reality of the paperless office is elusive for a number of reasons, but many companies are reducing paper use and achieving a paper-light environment. Paper reduction strategies can drive environmental sustainability improvements, often with the hidden benefit of cost savings in the form of decreased spend on power and supplies.
- **Reduce the energy consumed by office equipment:** devices like computers and printers can consume phantom power even while in standby mode, creating the potential for equipment to be the biggest green offender in the office. To reduce the amount of power used, unplug devices that aren't frequently used, purchase ENERGY STAR qualified equipment when upgrading and make use of energy-saving settings like low-power mode.
- **Deploy solutions traditionally deployed by enterprises:** Small-and-medium-sized businesses are often hesitant to explore green options because they fear added costs and major transformation. This is an outdated perception, however, as a reduced carbon footprint can support fundamental business objectives – significantly reducing cost and increasing worker productivity. SMBs are beginning to find they can tap into these benefits by tailoring solutions traditionally deployed by enterprises. Managed print services, electronic content management, and Lean Six Sigma are all strategies that can be scaled to fit the needs of an SMB and deliver enterprise-size green benefits like reduced energy consumption and waste generation.

For more on Xerox's involvement in the local business community, please call us at 856-797-4078 or email us at Jill.Piecko@Xerox.com.

¹ Philadelphia Going Green Web site, <http://www.phila.gov/green>