

Businesses Influence the Environment

- Over-discharge pollutants
- Operate without environment protection facilities
- Carbon dioxide and greenhouse-gas emissions, i.e. automobiles

"The damage industries and commerce do to people and the environment is real, it is considerable, and it is unacceptable. But, it is also unnecessary."



-Valli Moosa, President of the International Union for the Conservation of Nature

Working Men and Women Agree with Going Green

In our study*...

- 1/3 worked in companies with no green practices
- 85% believed in promoting green practices
- 90% said they would pay extra for a product that was more environmentally friendly

*Our study consisted of the development and distribution of a survey conducted among forty working men and women from a variety of fields.

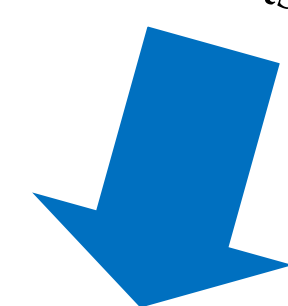
Toyota Leads the Way

- Camry Hybrid named Hybrid auto of the year
- Trashcans replaced with recycling bins
- Trash literally turns green by placing a 4-ton composter on site for all organic food and waste. The product is then used as a fertilizer for a garden on the plant's grounds



Driver Benefits

Environmental Impacts



Wal-Mart Goes Green

- Taking advantage of National and State incentives to convert to the use of solar energy
- Spreading the initiative to their manufacturers by requiring them to adhere to specific social and environmental criteria
- Member of the Department of Energy's Retailer Energy Alliance



The Green Business Revolution

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Construction Companies Use New Methods and Products

- Building methods that lead to lower energy and water consumption such as improved insulation, natural filtration of storm water, drought resistant plants and skylights
- Leadership in Energy and Environmental Design (LEED) has developed a rating system for construction projects in which companies may follow
- Benefits of building green include: reduced energy costs, utility and tax incentives, and increased building value



Banks Seek Environmental Opportunities

- Investing in green practices, and also in projects whose goal is to protect the environment
- Taking on a low-carbon lifestyle by limiting business travel and substituting with video conference calls



The International Energy Agency

- Intergovernmental organization which acts as an energy policy advisor to its 28 member countries, founded during the oil crisis in 1973-74
- Focuses on energy security, environmental protection, economic growth, and worldwide engagement

Our Plan of Action

- Inform and educate employees about environmental problems, the benefits of green practices, and our plan to implement such practices
- Invest in non-government organizations and local community projects
- Create a Board of Advisors who are experts on the environment so that we can develop a better understanding of how business and the economy affect it
- Make all-around satisfying products: Instead of completely changing our line of products, we should keep our original products but manufacture them in a way that satisfies our new "green code." By keeping our products relatively the same but with additional benefits, we will be able to keep the approval of former customers, as well as gain that in new ones.
- Focus on the benefits: Going green could become costly at first, but it is important to focus on the benefits that our company, and the environment, will receive in the short and long run.