GREEN BUSINESS PRACTICES

Patagonia is often asked by other businesses what they can do to make their practices more environmentally friendly. The frequency of this question inspired us to create a document that would offer guidance. Below is a list of tips and resources that can be used to help get businesses started.

1. Consider your waste stream

- Recycle as much as possible
- Measure, record and limit waste
- Properly dispose of waste

2. Consider materials used

- Measure, record, and reduce use of materials
- Use recycled content, organic, local and/or sustainable materials where possible
- Reduce the amount of materials used by your business (for example, the amount of paper used in the office)

3. Consider measuring and recording

- Measure and record your business's internal and external environmental impacts (for example, energy and water use, CO_2 emissions, resource use, etc.)
- Set goals for reducing your business' impact on the environment
- Conduct Life Cycle Analysis for your products

4. Consider the business' buildings

- Use and, if needed, build a green building
- Ensure energy efficiency in all buildings used by the business

5. Consider your suppliers, and those with whom you do business

- Work with suppliers that limit their environmental impacts
- Work with suppliers that operate under appropriate social working conditions

6. Consider supporting organizations, groups, nonprofits and people who are focused on working toward a healthy environment

7. Consider raising awareness and educating the following players about environmental issues and reducing their negative impact:

- Internal employees
- Customers
- Students in local schools
- Suppliers
- Other businesses

8. Consider being transparent to customers and other business in regards to your environmental impacts, challenges and successes

Green Business Resources

Green Business

http://www.greenbiz.com/

Greenbiz.com is an online news and information resource that provides guidance on how to align environmental responsibility with business success. It offers more than 8,000 resources, including daily news and feature stories, reports, checklists, case studies and links to organizations, technical assistance programs, government agencies and recognition programs.

Green Business Standards – Becoming a Green Business

http://www.greenbiz.ca.gov/BGStandards.html

This site, with a focus on California, provides direction on how to become a more environmentally friendly business.

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International Organization for Standardization

http://www.iso.org/iso/iso_14000_essentials

The ISO 14000 standards address various aspects of environmental management. The very first two standards, ISO 14001:2004 and ISO 14004:2004 deal with environmental management systems (EMS). ISO 14001:2004 provides the requirements for an EMS and ISO 14004:2004 gives general EMS guidelines.

World Business Council for Sustainable Development

http://www.wbcsd.org

The World Business Council for Sustainable Development provides a venue for companies to explore sustainable development, share knowledge, experiences and best practices, and to advocate business positions on these issues in a variety of forums.

Measuring Impact Framework

http://www.wbcsd.org/web/measuringimpact.htm

The World Business Council for Sustainable Development developed a framework to help businesses understand how they impact the societies in which they operate.

Sustainable Business

http://www.sustainablebusiness.com/

SustainableBusiness.com provides global news and networking services that address renewable energy, green building, sustainable investing and organics. In addition, their website includes a compilation of the most useful web sites, databases and resources for all sectors related to sustainable business.

The Greenhouse Gas Protocol Initiative

http://www.ghgprotocol.org/

The Greenhouse Gas Protocol (GHG Protocol) is the most widely used international accounting tool for government and business leaders to understand, quantify and manage greenhouse gas emissions.

US Green Building Council

http://www.usgbc.org/

The U.S. Green Building Council is a 501(c)(3) nonprofit focused on increasing the availability of buildings that use resources more efficiently and have fewer impacts on human health and the environment.

US EPA Environmentally-Preferable Purchasing Program

http://www.epa.gov/epp/

This site provides information about green products and services, identifies federal green buying requirements and calculates the costs and benefits of purchasing choices.

US EPA Lean Manufacturing and the Environment

http://www.epa.gov/lean/

Lean manufacturing is a business model and collection of methods developed to help eliminate waste while delivering quality products on time and at the least possible cost. The Lean and Energy Toolkit and The Lean and Environment Tookit are available on the site for download.

Co-op America's Green Business Network

http://www.coopamerica.org/cabn/

Co-op America's Green Business Network™ is focused on helping socially and environmentally responsible businesses emerge and thrive to form a global green economy. Co-op America also publishes the National Green Pages™ that can be found at www.greenpages.org

Business and Sustainable Development: A Global Guide

http://www.bsdglobal.com/tools/systems_lca.asp

This site describes the applications of LCA and provides case study descriptions for Electrolux, Loup Valley Dairy, Volvo and Wharington.

Sustainable Business Network

http://www.envirolink.org/topics.html?topic=Sustainable%20Business&topicsku=2002121144501&topictype=topic

Sustainable Business Network offers articles that highlight individual sustainable businesses and overall trends in industry.

Net Impact

http://www.netimpact.org/

Net Impact is an international nonprofit. Their mission is to have a positive impact on society by growing and strengthening a community of leaders who use business to improve the world.

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