



**Free, Simple, Socially-driven.**

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## INTRODUCTION

Environmentally sustainable development is a great challenge for our societies.

Organizations, public bodies and associations feel the need for a simple environmental framework, and even companies and businesses recognize the need to respond to the sustainability challenge, but do not know how to turn it to their advantage and use it to drive value creation.

EuCham - European Chamber has set itself the goal to bring together all strands of economic, social and environmental policy under one overarching objective, which is to continually improve the quality of life and well-being on Earth for present and future generations.

For these reasons, EuCham developed GREENWILL, an initiative for GREEN & SUSTAINABLE policies aimed at all organizations, including companies and households.

At a time when the world is facing a food crisis, a looming energy crisis, as well as the negative effects of the climate change, it is more important than ever to have a coherent and long-term vision for our future development.

Organizations may find a number of reasons to go green. Some go green to save money. Some do it to reassure stakeholders, or because clients are expanding their corporate responsibility to include their whole supply-chain. Some may do it because they have no choice – their employees insist or they are pressured by their community and society. Whilst others do it because it seems like the right thing to do. Whatever motivates your organization, GREENWILL helps you with an environmental policy which is easy to apply.

This initiative is not only committed to finding ways to protect the environment and minimizing the carbon footprints, but it is also committed to providing green options and earth-friendly ideas. GREENWILL provides these guidelines as a first step for any organization that wants to decrease its environmental impact.

Please note that the guidelines are written to assist end-users; they are not intended to provide technical information.

### Starting tips

- **Put the Green Policy on the wall.**
- **Empower the Green Officer, who will manage the application of the guidelines.**
- **Support the creation of a voluntary group as Green Team, it will help.**



## COMMUTING



### *Why take action*

Cars carrying only one occupant use fuel and roads less efficiently than shared cars or public transport, and increase traffic congestion. Commuting by car is a major factor contributing to air pollution.

### *Facts & figures*

If public transportation would be used instead of cars, dependence on oil would significantly decrease and will have a corresponding benefit in terms of carbon dioxide emissions.

The bike is an ideal way of transport for short distances and more than 70% of the roads in cities worldwide are less than 5 km.

### *In the long term*

To reduce fuel consumption and cut CO<sup>2</sup> emissions, use vehicles suitable for your delivery operations which are hybrid or have smaller engines and are more fuel efficient.

Reducing the number of single occupancy vehicles on the road can significantly reduce traffic congestion and emission levels. Carpooling for work-related commutes is an easy way to group people because they have consistent times and locations.

## COMMUTING TO WORK

- Encourage employees / colleagues to go to and from work by foot or bicycle as the best and healthiest way. A 30 minute walk every day is beneficial for overall health and a person's daily mood.
- Support foot and bike commuting by providing at the workplace:
  - adequate space
  - safe lockers for clothing
  - shower facilities
  - safe bicycle storage possibility (ideally, it should be closer, better accessible and better located than car parking; the idea is to favor bicycles over cars)
- Use public transportation to and from work. Some of the benefits of using public transportation over cars:
  - it reduces the cost of transportation
  - convenience, provides time for reading or relaxing
  - reduces the environmental impact
- Motivate employees / colleagues to use environment-friendly transportation choices such as public transport and carpooling for getting to work.
- Colleagues from the suburbs and conurbations should share their cars at workdays if public transportation is not possible. Consider also the park&ride options, which often is the fastest way to work.
- Consider working at home if the work and company rules allow it. Telecommuting is a wonderful way to reduce the need for transport.

## MEETINGS / CONFERENCES

- Organize events in locations that can be easily reached by public transportation.
- Provide information about the public transport, and / or arrange shuttle buses to transport attendees to and from the event venue.
- Travel less by using teleconference and videoconference.

## TRANSPORTATION



### *Why take action*

According to the World Health Organization, 2 mil people die in the developing countries every year as a result of air pollution. By now, every third child is suffering from allergies resulting from the air pollution as well.

### *Facts & figures*

Transport contributes to overall air pollution and a greenhouse gas production of about 15%.

### *In the long term*

One of the solutions for the long term is hybrid and electric cars, electric motors and scooters, cars powered by hydrogen gas etc. It is good to use hybrid cars and at the same time do something for the future.

Transportation can significantly reduce or increase the negative environmental impact. Using deliveries or sharing one vehicle with more people significantly reduces the size of the ecological footprint.

### **DELIVERIES**

- If you send packages by courier, use a bicycle courier company for local deliveries.
- Favor transport companies with a green policy and environmental program.
- Favor local producers / local suppliers.

### **CAR USAGE**

- Drive sensibly and observe speed limits. Speeding and aggressive driving can rapidly increase fuel costs. Gas mileage usually decreases rapidly at constant higher speed.
- Avoid excessive idling. Shut off your engine while waiting in traffic delays or while conducting drive-up transaction. Idling the engine wastes fuel and produces unnecessary pollution.
- Remove excess weight and use cruise control. It helps to maintain a constant speed and reduces petrol usage.
- Maintain the car properly and make regular emission tests. Keep tires properly inflated.
- Choose more efficient vehicles such as hybrid or electric vehicles.
- Avoid peak hours.
- Consider telecommuting programs. It can cut fuel costs in half and save wear on your car.

## ELECTRICITY



### Why take action

Lighting consumes up to 35% of electricity in commercial buildings, and it is the primary source of heat gain.

### Facts & figures

The energy saved when recycling one glass bottle is enough to light a traditional light bulb for four hours.

Buildings account for about 40% of energy use and 21% of carbon emissions. Choosing to generate local, renewable power that is clean and eco-friendly cuts pollution and can ultimately reduce operational costs.

### In the long term

Be your own power electricity provider. It can give a competitive advantage by protecting the organization from rising energy costs.

There are several types of renewable-power systems your organization might consider:

- Solar panels and solar shingles to generate electricity.
- Solar thermal heater for warming water.
- Wind turbines and micro hydropower system for producing electricity.

Improved energy efficiency in buildings, industrial processes and transportation could reduce the world's energy needs in 2050 by one third, and help control global emissions of greenhouse gases. Reducing energy usage decreases emissions and lowers the energy costs.

## LIGHTING

- Turn off lights when nobody is using them.
- Practice “daylight harvesting” – make use of natural light and cut down the number of lamps in areas with ample natural light.
- Install occupancy sensors to turn off the lights automatically in public areas with low activity e.g. corridors, toilets, staircases, etc.
- Promote efficiency by putting “save energy” / “switch off” stickers next to switches.
- Use energy efficient bulbs. Replace incandescent lamps with fluorescent or LED lights.
- Phase out fat tubes (T10 or T8 fluorescent lamps) and use thin tubes (T5 fluorescent lamps) and electronic ballasts based on technical assessments.

#### *Important:*

*Change should be done when previous bulbs are not working anymore. Unnecessary change when an equipment is still operating may lead to unnecessary waste. The production of new equipment consumes resources as well.*

## OTHER

- Select office equipment with energy efficiency labels, and specify the requirement of energy efficiency labels in your procurement policy. "A" is the most efficient energy rating, "G" the least, refrigerators now go up to A++.
- Switch off all devices after office hours (suggestion: arrange for the last person out to do this) or make use of timers for switching off machines. Do not leave machines in “Standby” mode after office hours.

## WATER



A good water management plan helps to kick-start a successful water management program by setting the water conservation goals and opportunities. Knowledge of current water consumption and its costs is essential for making the most appropriate water management decisions.

### *Why take action*

Of the water resources on Earth only 3% of it is fresh and 2/3 of the freshwater is locked up in ice caps and glaciers.

### *Facts & figures*

By 2025, 1.8 billion people will be living in countries or regions with absolute water scarcity, and 2/3 of the world's population could be living under water stressed conditions.

### *In the long term*

Repair water pipes to minimise water in transport.

Rainwater harvesting refers to the collection and storage of rain. Stored water can be used for non-potable purposes such as irrigating lawns, shrubs, washing vehicles and flushing toilets.

- Install faucet aerators that spread water stream into many little droplets, thus helping save water and reduce splashing.
- Attach to existing faucets auto taps which turn the manual taps into an infrared no-touch sensor faucet.
- Install instant water heater near your taps so you do not have to run the water while it heats up.
- Upgrade older toilets with water efficient models.
- Wash vehicles when needed rather than on a schedule. Use commercial car washers that recycle water.
- Check sprinkler system frequently and adjust sprinklers so only lawn is watered and not the building, sidewalk or street.
- Irrigation: implement the “drop” method to increase water-use efficiency by minimising evaporation losses.

## HEATING AND COOLING



The energy performance of the building depends on many different factors, including insulation, windows, tight air ducts, air sealing of the home, high efficiency furnaces and water heaters, and programmable thermostats.

### *Why take action*

Pollution indoors is considered to be one of the most important environmental health problems facing many businesses and people. It is considered that improved air quality can result in higher productivity and fewer lost workdays.

### *Facts & figures*

Lowering the room temperature by 1°C saves 5% of heating energy on average.

### *In the long term*

A cool roof reflects the sun's energy, helps keeping temperatures low and reduce cooling energy needs.

A rooftop garden on top surface will not only insulate but will provide a valuable wildlife habitat and maybe even some green space for people.

Solar water heating systems and photovoltaic (PV) systems reduce energy costs and use a more sustainable source: the sun.

### HOT CONDITIONS

- Set an acceptable standard for air temperature and do not cool lower. In many cases the standard is set between 22° and 26°C.
- Lower blinds or draw curtains to reduce excess heat from direct sunlight, provided the benefit is not offset but increasing artificial light.
- Turn off AC units in areas such as meeting rooms when they are not in use, and where the design of the AC system permits.
- Practice regular maintenance and cleaning of dust filters and fan coil units to improve efficiency.
- Dress lightly to minimize the use of AC. Allow less formal dress (no tie, no jacket).
- Use Time-set air-conditioning.

### COLD CONDITIONS

- Set an acceptable standard for air temperature and do not heat higher. In many cases the standard is set between 18° and 22°C.
- The ideal relative humidity range is 40-70%. Set relative humidity at the point in the range which requires least energy.
- Install thermometers at strategic locations to ensure that staff are aware of the room temperature.
- Avoid heating unused areas, e.g. store rooms and corridors.
- Do not put furniture in front of radiators.
- Use heating controls: a programmer or thermostatic radiator valves. It will keep rooms at a comfortable temperature, making them warm when needed and switching off when not.

## WASTE OPTIMIZATION



### *Why take action*

Forests absorb carbon dioxide and produce oxygen. They store around 300 billion tons of carbon in their living parts – roughly 40 times the annual greenhouse gas emissions from the fossil fuels.

### *Facts & figures*

Smaller fonts = bigger forests  
-1 your font size. It can lead to an average 18% reduction in the paper consumption when printed. In this way 20 billions sheets of paper could be saved every year.

16 million hectares of forest cover comes under the axe. Out of which over 5-million hectares of forest vanish for producing paper, a major portion of which is consumed for printing.

### *In the long term*

Assess the amount of waste that is generated and what part of your operations procedures is the majority of this waste.

Minimize the environmental impact of purchasing and consumption of paper and paper related products. The environmental impact of the production and the usage of paper include:

- destruction of forests and their biodiversity
- pollution from chemical bleaching and other paper production processes
- greenhouse gas release in harvesting forests, in production and from waste in landfills.

## PAPER CONSUMPTION

- Think about whether you really need a hard copy. Whenever practicable, communicate via email instead.
- Use paper with the highest recycled content the manufacturer or supplier recommends for the machines.
- Adjust the margins and font size of documents to optimize paper usage.
- Encourage good office practices including double-sided printing, use of recycled paper where appropriate and collecting reusable paper for recycling.
- Promote the use of stamps or a digital version of business cards. In this way you can stamp your personal data on anything or keep it on digital device.
- If there is more than one company in the office block, they can try to organize the transportation of waste paper together.
- Reduce or ban the use of paper cups, paper plates and plastic cutlery and use refillable containers and reusable cutlery, dishes, cups, etc.

## MATERIALS USAGE

- Recycle or refill toner and ink cartridges.
- Use ink and toner save settings.
- Install a press for plastic bottles and aluminum cans to reduce the waste size. Recycle.
- Use rechargeable batteries where possible.
- Use refillable pens and reusable stationery, such as envelopes, folders, packaging material, boxes, and plastic foam.



## RECYCLING



The recyclable materials could be passed on to reprocessors so they can turn them into new products. Using recycled materials to manufacture new items could be cheaper than using raw materials which means less energy used. Recycling helps to preserve natural resources and to protect the environment for future generations.

### *Why take action*

More than 70% of the waste produced by organizations can be recycled to reduce the amount of waste going to landfill.

### *Facts & figures*

In America, recycling and composting prevented 85.1 million tons of material away from being disposed of 2010, up from 15 million tons in 1980. This prevented the release of approximately 186 million metric tons of carbon dioxide equivalent to taking 36 million cars off the road for a year.

### *In the long term*

Carry out a waste assessment for your organization by determining the type of waste that are produced and their possible recycling.

- Educate staff on what materials are to be accepted for recycling. The use of a signage list will ensure that the recyclable systems set up are adhered to.
- Provide adequate recycling bins next to the general waste containers.
- Install proper waste facilities in order to facilitate recycling:
  - papers, newspapers and magazines (remove plastic cover first)
  - glass
  - plastic packaging
  - metal
  - electronic & computer materials
  - batteries
- If your offices or facilities do not have such disposal containers, contact your local waste management company and ask for appropriate advice.
- Check if there are recycling companies willing to purchase the selected waste.

## STOCK AND PRODUCTION SITES

- Re-use incoming packaging (boxes, filling material), use it for your own deliveries.
- Periodically review if production waste can be sold to some other business.

## HAZARDOUS MATERIALS



Hazardous materials and waste have substantial or potential threats to public health or the environment. They exhibit one or more of the following hazardous traits:

- ignitability
- reactivity
- corrosivity
- toxicity

### *Why take action*

Hazardous materials health effects depend on the substance, the dose, the duration of exposure and the susceptibility of the person exposed. Many solvents affect the central nervous system and are skin and eye irritants.

### *Facts & figures*

Outdated medications, paint, motor oil, antifreeze, auto batteries, lawn care products, pest control products, drain cleaners, pool care products such as chlorine and acids, and household cleaners are also considered hazardous materials.

### *In the long term*

Establish and document an efficient procedure for proper procurement, storage, handling and use of hazardous materials to prevent environmental damage or harm living organisms.

- Establish and maintain a list of chemicals used and/or stored on organization premises, including their names, their purpose and their areas of use.
- Hazardous chemicals should be systematically substituted by less hazardous alternatives or preferably alternatives for which no hazards can be identified.
- Create a restricted material list to inform suppliers and organizations about the units of chemicals that are banned, restricted for use and substances that could potentially be of concern.
- Hazardous and non hazardous waste shall be stored separately and in predefined areas.
- Establish and maintain a list of hazardous and nonhazardous waste. The list shall include information regarding the amount of waste and its classification, which should be updated at least every year.
- Hazardous waste shall be kept in a specific storage facility. The storage facility shall be designed and maintained to prevent any health risks and to avoid emissions to air, water and ground.
- Ensure the presence of containers, able to hold the volume of largest barrels/tanks in case of leakage of chemicals.
- Adequate ventilation in storage facilities can prevent risk of explosion or other possible hazards.
- Provide the presence of appropriate rain, snow and sunlight protection for containers of chemicals stored outdoors.
- All chemical containers must be appropriately labeled by names in both international and local language, including risk symbols.

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## QUICK TIPS

### General

- Purchase goods and services from companies that implement environmental policies.
- Encourage your workplace to use alternative cleaning materials.

### Office environment

- Use a laptop instead of a desktop, if practical. It consumes about 50% less electricity.
- Enable the power management function on your computer (the screensaver does not save energy).
- Use paper clips, staples, string or non-toxic glue instead of adhesive tape when possible.
- Use stick-type glues or basic white glue. Avoid glues and cements that emit the smell of solvents (e.g. rubber cement and hobby glue).
- Replace the inkjet printer with a laser printer which is more cost-effective in longer term when much printing is needed.
- Use one large power strip for your computer, modem, scanner, printer, monitor and speakers. Switch it off when equipment is not in use. This is a practical way to cut 5 - 10% of energy use.

### General activities in organizations

- If you send packages by courier, use a bicycle courier company for local deliveries.
- Weatherproof your workplace to save energy.
- Set up an environmental bulletin board to post notices about local environmental meetings, environmental news and green tips.
- Lobby your company to set up a committee to monitor its environmental performance.
- Make a sign for inside the front door that says "last one out turns off the lights." (also on printers, coffee machines, etc.)
- Keep plants and flowers in office because they increase the rate of oxygen.

### Personal tips

- Use your own ceramic/reusable mug and glass at work.
- Bring your lunch in a reusable container.
- Help to educate your coworkers about the environment.
- Encourage your company pension plan (and relatives, co-workers) not to invest in companies that harm the environment.