



Fall 2012

## 7 EASY STEPS TO SHADES OF GREEN

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Creating a greener, more sustainable company is a process. Here's how to start incorporating cost-effective steps into your operations:

1. **Energy** – Start with energy-efficient lighting. Find out if you'll need help upgrading lights with a no-cost, no-obligation energy assessment of your site from [Smart Lights](#). If you go forward with a project, they can provide free start-to-finish technical assistance and instant rebates to help defray the cost of upgrading or repairing existing equipment.
2. **Waste** – Recycle all that you can in your operations (paper, glass, metal, cardboard, plastics, etc.) and make sure you close the loop by buying recycled content materials. Check the label on recycled content paper for at least 30% post-consumer waste (PCW).
3. **Water** – Request Marin Municipal Water District's complimentary review of your facility's water use. They can install water-saving measures that cost you nothing, as well as provide tips on water conservation. Call the MMWD conservation line at (415) 945-1523 to ask for a free assessment.
4. **Pollution prevention** – Use cleaning products low in toxic ingredients and packaged in non-aerosol containers. Look for those that are [SF Approved](#), [Green Seal certified](#), or receive at least an 8.1 rating on the [GoodGuide](#).



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5. **Emissions reduction** – Join the Air District’s Spare the Air program and notify employees and customers of [Spare the Air](#) days. This free service can help businesses develop a customized transportation plan for employees – such as setting up vanpools and ride-sharing, awards, transit programs and transit mapping.
6. **Home-based businesses** – You can request free water and energy audits through California Youth Energy Services. They can install free CFL light bulbs and water-saving devices. Call (415) 532-7566 to schedule a no-cost [Green Home House Call](#).
7. **Cigarette butts** – The # 1 littered item in our environment, cigarette butts are made of non-biodegradable plastic. Wildlife is often the innocent victim of cigarette butt litter, mistaking the toxic trash for food. Butts also wash down storm drains and poison our bays. Download this printable poster to encourage your employees to [properly dispose of cigarette butts](#).

Click to learn more:

- [Printable Shades of Green cards](#) with contact information for San Rafael Clean and Marin County’s green business certification program
- [TV news video](#) on San Rafael Clean’s cigarette butt litter campaign
- [TV news video](#) on how to support San Rafael Clean’s cigarette butt litter campaign