

GMC Guidelines: Actions You Can Take

- Integrate sustainability into your company's vision, values or core mission statement.
- Create a sustainability council or office green team to ensure your company is meeting its sustainability principles.
- Purchase supplies locally whenever possible; choose vendors and partners who also have environmental initiatives.
- Establish your energy baseline by documenting your purchased energy (electricity, natural gas and other) and calculate total energy usage and spending for your company.
- Partner with your city, county or state government agencies to take advantage of grants, loans and tax savings for energy-saving green initiatives.
- Conduct a waste assessment to examine where waste is generated and how it is disposed of or recycled.
- Replace stand-alone office equipment such as printers, scanners and fax machines with multifunction systems.
- Reduce energy consumption by powering down electronic equipment when not in use or at the end of each day.
- Reduce your paper consumption: change document margins to 1" (or even less), print on both sides, scan to e-mail instead of faxing and proof or edit using Adobe PDF files.
- Implement technologies and policies such as video conferencing and telecommuting to reduce business travel and commuting.
- Improve list hygiene and data management to better target your customers and prospects and cut down on advertising waste.
- "Print for Recycling": avoid solvent-based inks and coatings, "scratch-off," foils, plastics, polystyrenes and polyesters. Use Recycling Compatible Adhesives (RCAs), specify inks with a high BRC (Bio-derived Resource Content) and choose papers made with recycled post-consumer waste content that do not contain chlorine bleach.