

Going Green! Citipeak Promotions Review the Simple Steps to Make Your Small Business Environmentally Friendly

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As an increasing number of people are aware of the impact global warming will have on their lives and the lives of future generations, there has been a growing demand for environmentally-friendly products. [Citipeak Promotions](#) review the simple steps that small businesses can take to become more environmentally friendly.

For small business owners there are [benefits](#) to being green that go beyond simply knowing the company is doing the best by the planet. More and more consumers are aware of the pressures on the environment and small business are able to meet the needs of consumers who want what they're buying to be socially and environmentally responsible. It also helps lead the way for other companies who are looking to set up more sustainable business models.

With so many products and services to choose from, it has never been more important to differentiate from the competition and going green is a great way to stand out.

Whatever the industry, Citipeak Promotions believes there are plenty of ways to tailor services to the burgeoning green client base. The firm review these 5 simple steps to *'Going Green'*.

1 Use Technology

Encourage communication via email or phone calls. Email messages should be read onscreen to determine whether it's necessary to print – if not, don't! A business can also reduce paper use by focusing on online advertising. Directing people to the company website will provide much more information about the firm and what it does. Less paper means less outlay on printing, and more potential clients; a win-win for the business and the environment.

2 Have a Company Ethos

A company ethos can make a big difference when it comes to the attitude of the workers. When establishing a company ethos, it can be extended to other areas of the business including encouraging staff not to print out emails, using public transport and turning off computers and equipment when not in the office.

3 Use Energy Saving Light Bulbs

Although initially, an energy saving light bulb is more expensive, they last significantly longer and use much less energy; all helping towards saving the environment.

4 Recycle

Not only can a business find ways to recycle products, they can also buy office supplies and products made out of recycled materials. There are certain companies such as Green Earth Office Supply and The Green Office that sell environmentally friendly office supplies such as recycled paper. Special recycle bins can be installed, so office paper, newspapers and other recyclable items used within daily business operations go to the recycling plant rather than end up in landfill.

5 Turn Off Equipment

When not being used, all equipment should be switched off. This can reduce energy use by 25% and turning off computers at the end of the day can save an additional 50%.

Going green may seem to be the latest trend, but Citipeak Promotions believe it is a trend with a variety of benefits for business owners. Applying green processes creates a healthy working environment, reduces unnecessary waste and recognises the role that businesses play in leading the way for social change. Citipeak Promotions urges more small businesses to take the plunge and Go Green!

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