




Go Green. Save Green.



**Greater Boston
Chamber of Commerce
March 17, 2009**

Agenda

- Getting Started
- Simple Opportunities
 - Reducing Electricity Usage
 - Reducing Water Consumption
 - Evaluating Purchased Products and Services
- Maintaining Momentum
- Q&A

**What is
“Going Green”?**



Getting Started



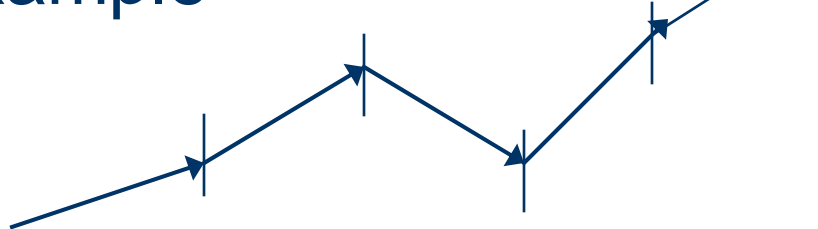
What do I
want to
accomplish?

What am I
truly willing
to commit?

The Path to Success

- Know your starting point
- Set aggressive yet realistic goals
- Develop metrics
- Measure, report and reward
- Lead by example

Baseline



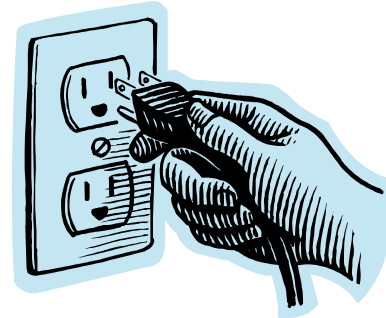
Goals

Opportunities Are Everywhere

Keep your eyes open and your mind engaged.

- Electricity
- Water
- Purchased Products and Services
- Transportation
- Waste
- Building Envelope
- Renewables
- ...

Electricity



- Minimize usage, put each kWh to maximum use.
- Use utility bills to measure success.
 - Demand and usage charges
- Simple Steps:
 - Enable power saving settings on your work and home computers.
 - Unplug equipment (automatic timers).
 - Efficient equipment - lighting (fluorescent and LED), appliances (Energy Star).

Financing/Incentives for Efficiency

- Federal, State, and Utility Incentives:
 - www.dsireusa.org
- Efficiency: Utilities
 - www.nstar.com
 - www.nationalgridus.com
- Renewables: MTC
 - www.masstech.org



Water



- Put every gallon of water to maximum use.
- Use water bills to benchmark and measure success.
- Simple Steps:
 - Efficient equipment - Low flow, dual flush toilets, low flow shower heads, efficient appliances.
 - Repair leaks
 - Conserve

Purchased Products and Services

What's lurking in the products and services you buy?

- Product Toxicity
- Paper
- Packaging
- Ask Yourself:
 - What's it made of?
 - Where did it come from?
 - What happens to it when I'm done?
 - Alternatives?



Maintaining Momentum

- Change Begins at the Top
- Continuous Improvement Not Immediate Excellence
- Manageable Steps
- Communicate, Communicate, Communicate

Going Green

is the process of continually reducing your environmental impact.

It is founded on long-term vision and strong resolve.

And often starts with simple steps.

Questions?



Thank You

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