

EIBF GUIDE



**REDUCE. REUSE.
RECYCLE.**

**IMPROVING THE ENVIRONMENTAL
IMPACT OF YOUR BUSINESS**

For more eco-friendly tips, visit
www.europeanbooksellers.eu

Our environment is under threat and urgent action is needed to help prevent further decline. Supporting the sustainable agenda is high on the priority list for many countries, businesses and individuals, but knowing where to start with making your business more environmentally friendly can be quite daunting. However, even small changes can have positive knock-on effects, and ensure you are moving in the right direction long-term.

We collated some activities for your consideration:

CONDUCT A GREEN AUDIT OF YOUR BUSINESS

A green audit is a tool used to compare your business practices with the best practices for sustainability.

The audit will help you **identify areas for improvement**, and can serve as guide for long-term development plan. The Carbon Trust provides useful guidance, such as this one on the [retail sector energy efficiency guide](#).





REDUCE YOUR ENERGY FOOTPRINT

Alternative energy sources, such as solar, wind or geothermal, are a good way to tackle your business' and building's emissions. From lighting, heating and/or cooling, to appliance operation, buildings are one of the main energy drainers. By **choosing a green electricity provider and switching to energy efficient bulbs** or LED lights, you can do something good for the environment, while also potentially reduce the cost of your energy bills.



REDUCE YOUR WASTE

There are probably quite a few places where your business can save on waste and they don't require big changes to be made: e.g. **installing recycling bins** to reduce waste, **replacing outdated appliances** with greener counterparts that will use their energy more efficiently, and cutting down on any wasted energy by **switching off computer monitors, printers and the lights** at the end of each day. This might seem obvious, however, we are all forgetful sometimes. Colorful and friendly signs hung at the right place may remind your staff to turn off various appliances.



USE GREEN CLEANING PRODUCTS

The chemicals in most cleaning products can have harmful implications for the environment and your health, so where possible, **switch these for eco-friendly products**.

CHOOSE TO REUSE

BUILD LOCAL PROCUREMENT NETWORKS WHERE POSSIBLE

One of the best ways to make your business more environmentally friendly is to practice green procurement. This involves **sourcing goods and services that are produced and supplied in a sustainable fashion**, and supplied from local business where possible.

In addition to transforming the carbon footprint of your business, you can also build a network with like-minded people and organisations within your community. This way, you can gain better insights into where community resources are being wasted, and have a better chance of speaking directly to the concerns of your customers

By reviewing your procurement policies, you know your goods and stationery:

- Are produced in a sustainable way
- Do not contain toxic materials or ozone-depleting substances
- Can be recycled and/or are produced from recycled materials
- Are made from renewable materials
- Do not make use of excessive packaging (e.g. cellophane wrapped greeting cards)



OPT FOR GREEN WEB HOSTING

Did you know that the internet puts a significant strain on the environment? By [choosing green web hosting](#), you can ensure that part of the energy powering your business comes from a renewable energy source.



SWITCH TO THE CLOUD

This is one of the bigger changes your business can make. By [switching to the cloud-based services](#), you can **store all your documents online, as well as issue digital invoices**, meaning there's less paper waste. In addition, you can save money as you don't have to maintain expensive server equipment. Alternatively, for smaller teams that mainly works on-site, you can invest in a local server backup, which will provide the same services.



CHANGE TO BIODEGRADABLE PACKAGING

The use of paper in any business is inevitable, but if you're sending out letters and direct mail which require envelopes, that usage increases exponentially. Make the easy **switch to eco-friendly envelopes**, such as reusable envelopes, or **invest into packaging materials that are recyclable and/or biodegradable**.

If you publish a monthly magazine, favor recycled paper, or paper produced from sustainable resources.



ELIMINATE SINGLE-USE PLASTIC

Plastic pollution is one of the main issues of our time - we are already unable to cope with the amount of plastic waste we generate. It is crucial we rethink the way we manufacture, use and manage plastics. Tackling this issue successfully will require coordinated action from governments, businesses and individuals, but you can still do your part today and eliminating single-use plastic from your day to day where possible.

This can include **phasing out single-use plastic bags** for customers, **installing reusable soap bottles**, or switching to solid soap bars, in the bathrooms, and encouraging your staff to **use reusable water bottles**.



ENSURE ENVIRONMENTAL SUSTAINABILITY OF EVENTS

From transport to and electricity at the venue, to food and waste management, events are a great opportunity to show your **commitment to sustainable practices**.



PLANT SHRUBS AND TREES

Trees and shrubs are a vital part of the ecosystem, and **help to act as filters for pollution**. They also have an added benefit of making your business appear nicer visually. They produce oxygen, improving the air quality that is essential for you, your employees, and customers. Shade from trees may also help to cool down your office from powerful sunlight, creating a cooler office space.



RECYCLE YOUR E-WASTE

As tech advances, people continue to produce a lot of electronic waste, or "e-waste" - think cell phones, tablets, computers, televisions and more. Unwanted devices often end up in landfills or is shipped to developing countries, where the emissions from shredding, burning and dismantling these products is damaging to human health and the environment. You can do your part by ensuring your team **correctly recycles unwanted electronics**.



GOING FORWARD

These are only a few tips to get you started in making your business more environmentally friendly. If you have more, please share them with us, so we can add them in. We most particularly welcome concrete examples and actions put in place by booksellers.

We would like to thank the Booksellers Association of the UK & Ireland for their [Green Manifesto](#), which outlines many of the points featured here.

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