

Increasing Profits and Improving the Environment



Road Map for SME Sustainability and Profits



No matter the size of your company, its location or annual financial return, the challenge to integrate environmental considerations into your daily decision making remains important. The impact of your activities on society may well be much larger than you think. You are probably a customer of or a supplier to larger companies, confirming that you are an essential link in daily market activity.

One of the key objectives of

E2CZero is to encourage decision-makers such as yourself to adapt your policies and practices to sustainable development. The aim is to bring about economic activity that is cleaner, safer and more efficient, and to reduce risk to humans and the environment.

Smaller businesses often have limited access to the information needed and limited infrastructure to address environmental

issues. Your company may also have inadequate resources in-house to develop and implement environmental strategies. A proactive and preventative approach to environmental issues may not be at the top of your list of priorities. By partnering with us, you will discover the rewards of becoming a leader, rather than merely being compliance-driven and reactive.



What Benefits Can You Expect?

For the company:

Financial savings

- Improved efficiency through a better understanding of processes & activities
- Lower financial costs—such as lower insurance premiums

Reduced risk

- Reduced risk of non-compliance
- Reduced future liability

For the employees:

- Safer conditions for workers.
- Transparency about environmental and health hazards
- Reduced risks in case of an accident or exceptional circumstances
- Increased motivation

For the environment:

- Better protection of the environment
- Reduced environmental risks in case of an accident
- Continuous improvement in environmental performance at the site and of products

Saving fuel typically costs less

than burning fuel, and the gap is widening as efficiency costs continue to fall faster than fuel prices. Arguments that protecting the earth's climate will cost a lot rest on theoretical economic assumptions flatly contradicted by business experience. Engineering economics has made climatic protection not costly, but profitable.

Projected effects of climate change:

- Temperature increase
- Sea level rise
- Changes in precipitation and humidity patterns
- Extreme wind, storms and other events
- Accelerated glacier loss
- Reduction in and warming of permafrost



856 Gate Way
Hillside, NJ 07205

Phone: 412-ECO-ZERO
Toll-Free: 855-ECO-ZERO
eMail: Info@myEcoZero.com

We serve as an unbiased resource for clean tech by helping businesses understand and profit from the clean tech revolution.

WE'RE ON THE WEB AT:
MYECOZERO.COM



Saving Energy is in Your Hands

Light bulbs waste energy—only 5% of their energy input is converted to light. Many companies work the same way. How about yours? Production processes often generate a lot of heat that could easily be rechanneled into the production process and put to good use. That makes sense—and it pays off, both for your business and for the environment.

Energy is a major expense for nearly all companies. One reason is that you pay for it twice: first, when you buy electricity or fuel; and secondly when you have to pay for the cost of dealing with emissions released into the air. Take a good look at your electricity and fuel bills. You can easily cut them by 10% without any major investment. All it takes is efficient energy management.

Actions to take:

- See to it that machines and equipment are turned off when not in use
- Check the insulation of your company buildings
- Find out whether your company can recover heat from production or cooling for heating or other purposes

Save on Raw Materials

Modern industrial economies use up to 85 tons of natural resources per person per year—the equivalent of 300 filled grocery bags per person per week. Your company can help reduce this waste by conserving materials and resources.

You have to know what you are consuming before you can start using raw materials more efficiently and cutting costs. Routine maintenance can reduce loss of raw materials through leaks and spills—often a small improvement can increase product yield and improve quality. By reducing wasteful use, and by steering production toward durable goods that are easy to reuse, remanufacture, or recycle, companies like yours can do the environment a lot of good.

Actions to take:

- Consider environmental aspects when choosing and buying raw materials
- Ensure that all materials are handled and stored correctly
- Review production processes regularly to avoid raw material losses
- Take back used products and parts so that they can be re-integrated in the production process

