

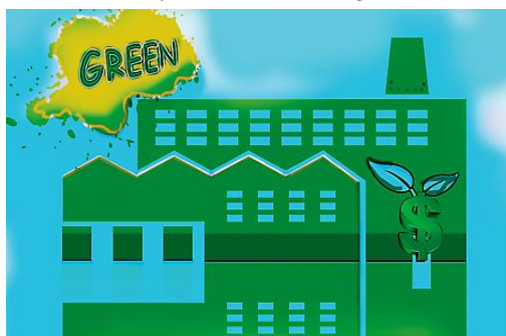
How to Improve the Environmental Sustainability of Your Company

The environmental issues are becoming increasingly important in our world. Today's societies pay greater attention than in the past to the protection of the environment and climate change problems. In this context, companies as well need to increase their environmental sustainability since the industrial sector has one of the highest impacts in terms of energy consumption, air pollution and waste production. Moreover, consumers are increasingly taking into account green and eco-friendly products, so, in the long term, it is also economically beneficial for companies to improve their sustainability. But, how can a business owner reduce the environmental impact of his company?



The first aspect concerns energy consumption. Many industries still use energy resources based on carbon and this leads to high level of air pollution in some industrial hubs. It can be very unhealthy for people living nearby. To reduce the environmental impact of your company you should deploy solar panels as much as possible. This could be convenient both for reducing energy consumption and to benefit from several incentives available in most of EU countries for renewal energy sources. Investments in solar panels seem to be very expensive, but in the long term the payoffs could be outstanding, since the costs of energy bills drop from 50% to 90%. Illumination as well is relevant in terms of energy consumption. Indeed, LED lighting is extremely cost effective for companies and municipalities. The City of Los Angeles is saving \$5.3 million each year thanks to a green initiative that's seen 114,000 high pressure sodium streetlights replaced with LED lighting. While a typical incandescent bulb uses 60 watts of power to generate light, the current state of LED technology can produce the same light for less than 10 watts.

Another point has to do with sustainable mobility. Business owners should incentivize smart mobility like car sharing, e-bike and public transport for their employees. This will contribute to the reduction of congestion during peak hours and air pollution in particular in the big cities. Some companies decided to give bonus for the purchase of bikes and economic incentives for public transport pass. Another solution is to combine common office work with smart-working. Due to COVID-19 many companies already implemented smart-working and it can be maintained even in the future (only for 20% for instance) in order to reduce the mobility of employees and air pollution. Finally, a business owner could spread awareness among his workers about the importance of environmental issues and climate change. Some companies organize events and projects to disseminate correct knowledge on these issues, to incentivize cooperation among companies and active participation of employees.



All of these practices will be seen as a positive aspect from consumers that increasingly take into consideration social responsibility of companies. Hence, in the long term, investments for environmental sustainability will be both cost effective for business owners and beneficial for nature and our lives. The last big issue refers to circular economy. Indeed, companies should reduce the use of plastic and implement waste recycling. If you want to know more about best practices with respect to circular economy have a look at other articles on our website.

Sources:

<https://www.platinumelectricians.com.au/blog/improving-environmental-sustainability-business-can-mean-profits/>
<https://www.forbes.com/sites/ciocentral/2013/02/14/leds-lighting-the-way-to-major-energy-savings-2/#310f19a0185d>
<https://www.telegraph.co.uk/business/ready-and-enabled/sustainability/ways-to-make-your-business-more-sustainable/>
<https://magazine.eon-energia.com/in-evidenza/consigli-azienda-sostenibile-impresa-green/>