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## Going green

Adapted from: Retail BC's Website. The Green Retailer's Checklist. [www.retailbc.org](http://www.retailbc.org)

"Going Green" is certainly a familiar phrase and a rapidly growing trend. Indeed, this phrase represents a change in the consumer consciousness. As consumers become more aware of their carbon footprint they are making more environmentally friendly choices and searching for like-minded retailers.

Here are some questions to help you get thinking about what you are already doing and what else you can do to reduce your carbon footprint.

### AT THE STORE

- Do I turn the lights off at night?
- Do I use energy efficient light bulbs and other energy efficient technology?
- Can I adjust the temperature to save energy without negatively impacting staff and customers?

### STAFF

- Do I encourage the use of public transit or carpooling by staff?
- Have I eliminated disposable cups in the lunchroom in favour of personalized mugs or glasses?
- Do I support my staff's participation in 'green' activities?
- Do I spend time educating

my staff about what we are doing to support a sustainable environment so they can communicate with our customers?

### ADVERTISING AND COMMUNICATIONS

- Are all my advertising materials and flyers printed on recycled paper?
- Am I communicating to customers all the things we're doing to support their interest in a greener tomorrow?
- Am I communicating our store's policies on the environment and sustainability to our customers?
- Am I communicating product and service features and their environmental benefits to customers?

- Am I emphasizing environmentally friendly products?

### MERCHANDISE

- Do I buy from reputable sources who: use sustainable practices, do not pollute the environment and use environmentally friendly packaging?
- Do I support recycling by taking in customer materials and supporting their reuse in disadvantaged communities at home or abroad?
- Can I buy locally to avoid unnecessary shipping?

### SUPPLIES

- Do I offer a discount for customers who bring their own bags?
- Are all my papers and other wrapping materials recyclable?
- Do I offer alternative bags that are more environmentally friendly and recyclable?
- Am I avoiding the use of plastics in my disposable items?
- What items can I save and reuse rather than replacing?
- Do I recycle all supplies, bottles, cans, papers, etc?

