



Dear _____

Hats off to doing a decent job of it. We're a company of relative goodness and we enjoy our progressive ways. We recycle, we smile, we give each other birthday cards and water the plants. But this is serious business and there's a greater emergency going: climate change.

What's good for the planet can be good for business, and we've come up with some simple suggestions for company goodness and global happiness. Let's bring down the heat and up the bottom line.

It's fun, it's festive, it's easy:

BEHOLD, THE LUCKY SEVEN STEPS OF COMPANY CARBON CONSCIOUSNESS:

1. LET'S TURN OFF.

If we shut off all our appliances at night - all our computers and electronic devices - we can cut annual carbon emissions by about 204 kg per employee. We'll slice a chunk off our electricity and gas bills, too.

2. LET'S REPAPER THE OFFICE.

40% of office stationery ends up in landfills. Let's remake this metric by using as much recycled paper as possible. And while we're at it, we can print less, print on both sides, and make a little profit on the way.

3. LET'S GET ENERGY-EFFICIENT.

Low energy bulbs use a fraction of the energy that the regular ones do, and they last quite a bit longer. It's a bright idea that cuts costs brilliantly.

4. LET'S CLEAN UP OUR KITCHEN'S CONSCIOUSNESS.

We all like a cuppa in the morning, but profiteering is a bitter cup of tea. If we switch to fairtrade, the kitchen would be a good room for the world; farmers would get a fair wage and biscuits would know they're eaten by decent folk. All we are saying is, Give teas a chance.

5. LET'S GET TO WORK TOGETHER.

One year's driving coughs up about 1778 kg of CO₂ per person. A company carpool could slice those carbon emissions to pieces. Better yet, the Ride-2-Work scheme could put us all on two wheels instead of four. A healthy company is a happy company.

6. LET'S FLY LESS.

Air travel produces ten times the CO₂ of an equivalent rail journey. If we spend less time on the runway, a fraction of the money we save on tickets could get us a nifty teleconferencing service. If we really can't avoid the flight, let's at least book tickets online. It saves paper, which saves trees, which consume CO₂ (and make birds happy).

7. LET'S RETHINK, REDUCE, REUSE AND RECYCLE.

Nearly everything in the average office deserves a second life. From plastic, paper and printer cartridges to pens, pencils and even photocopiers. And that's just the list of things beginning with P. Recycling bins are cheap and plentiful, quite unlike natural resources.

This is just a start, but it's good to remember that business smart can be global friendly.

Let's set up a Green Team to get going. All it takes is a step (or seven) to be heading in the right direction, but someone has to be in charge of the map. With your blessing we can be on our way to a more efficient, more effective, more environmentally friendly company.

If you have any questions, please just ask.

Yours in common carbon sense,

The Green Team