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## LINKS YOU CAN USE NOW



### This Month –Green Office Initiatives

With Earth Day on April 22, here are some resources to make your office (and your life) friendlier to the environment.

From going paperless to installing automatic light switches, this blog post has 30 handy ways you can make your office building more sustainable. <https://tinyurl.com/links04231>

It's not all about going paperless. This article details a few initiatives you can implement in the office, including green challenges for employees so that everyone contributes to becoming more sustainable. <https://tinyurl.com/links04232>

Do you want to implement an office recycling program but you aren't sure where to start? This article by CleanRiver details 10 simple steps to make it easy. <https://tinyurl.com/links04233>

Recycling helps, but reducing your carbon footprint is better. Small things like the way you drink coffee has an impact on your business's footprint. Find out how: <https://tinyurl.com/links04234>

## The Case for Green Offices: Healthier Office, Healthier Employees and Healthier Planet

Earth Day is on April 22, and in keeping with the world's focus on green living and a healthier planet, here is a case for making your offices greener, not just for the planet's health but also for healthier, happier employees. So, other than saving the planet, why is a green workplace so beneficial?

**Employees' cognitive abilities increase.** Studies at Harvard and Exeter universities showed that an environmentally healthy workplace actually boosted the mental capabilities of staff by 26 percent.

**Employees are more willing to work.** The same studies showed that employees were both less likely to take time off work and were fifteen percent more productive when working.

**Employees are healthier and happier.** Harvard found that the fresher workplace caused employees to go home in better health, with 30 percent fewer illness-related absences and six percent of employees reporting better sleep.

As for ways to make your office greener, try these tips.

**Introduce more greenery.** The presence of plants helps people to relax and feel less stifled, while plants' absorption of carbon dioxide and release of oxygen through photosynthesis also improves air quality.

**Maximize natural light.** A lighter office helps people to tune into their bodies' natural circadian rhythms, which move with the day's passing, as well as take in the vitamins provided by the sun's energy.

**Improve ventilation.** Making sure the office is naturally ventilated helps to keep the air clear of dust and germs, increasing the level of oxygen available and reducing the spread of any nasty bacteria.

## How to Win Big in Today's Economy

The altered economic landscape presents innovative and nimble businesses with opportunities to thrive.

Find out how by requesting my free report "How to Win Big in Today's Economy."

Just reply to my email at [info@g3cpa.com](mailto:info@g3cpa.com) or call 856-727-0100 and I'll send it right out to you.



**GOLD GERSTEIN GROUP LLC**  
Certified Public Accountants and Consultants

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## Yes, Sustainable Marketing Is a Thing! 3 Examples

The general global population is more concerned with sustainability than ever, and this filters down into the market. Millennials and Gen Z are already starting to take over as key spenders and have begun to purchase in a much more socially conscious way.

### What is sustainable marketing?

Brands are no longer able to sit idly by with their same old practices. Companies are realizing that in order to grip the younger generations (and make manufacturing better for everyone everywhere), they need to address their environmental responsibility. Enter green marketing: selling products or services by highlighting their environmental benefits.

### What brands have been implementing it already?

**Patagonia** is a brand many will be well aware of for its green ethos. The brand offers initiatives like a repair scheme and donates millions to support sustainable agriculture practices, protect endangered species and restore forests.

**The Body Shop** is a brand that's very effective with its sustainability message. The brand promotes - and adheres to - its values, such as supporting farmers, never testing on animals, defending human rights and hosting training events for employees.

While **IKEA** may not be at the top of your list for sustainability, the Swedish furniture giant has been implementing green practices for years. It uses wind farms and solar panels to produce 90% of its energy and sends only 15% of waste to landfills.

### Three examples of green marketing you can use for your business

**Rethink your promotional products.** It may seem like a good idea to offer a free gift, but this could be interpreted as mindless waste. Try offering a discount code or a chance to invest in a green initiative instead.

Don't greenwash; **create a long-term sustainable marketing plan.** It's not about trying to seem sustainable but practicing what you preach. Set up a sustainability department and factor the environment into your five-year plan.

There's no point in having the most sustainable practices you can if your suppliers are letting you down. **Partner with eco-friendly suppliers**, such as printers who are working at lessening their strain on the environment or delivery services providers who are conscious about their impact.

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## Worth Quoting ...

*The fruits of life can only grow when your roots are implanted well. Being grounded is the key to being fruitful.*

*Dr. Prem Jagyasi*

*Grounding is most effective when you have some place to go. When you know where you are going, grounding brings strength and confidence, when you're stagnant you get caught in the past.*

*Tony Curl*



## This Month's Quick Quiz Question

For an answer, email me at [info@g3cpa.com](mailto:info@g3cpa.com) or call 856-727-0100.

*What is nuclear fusion?*