



Recycling and
Environmental
Action
Planning
Society

Greening Your Office

...one tip at a time!

We care about the environment and we know you do too. Your office is a great place to make little changes that make a big difference. Here are some ideas to help you do just that. Provided monthly by R.E.A.P.S., we hope they inspire you to create change!

GREEN TIP #76:

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Green advertising

Many people may debate which form of advertisement is the most “green”. The reality is that all of these forms will have an environmental impact to some degree, perhaps with the exception of word-of-mouth.

There are, however, ways to be more environmentally responsible with each form.

ALTERNATIVE FORMS OF ADVERTISING

1. *Going digital*

Reduce the use of paper by advertising on social media (i.e. blog, facebook, twitter) and growing your e-mail database! Remember to consider how much power your computer is using. In between uses, turn off the monitor, use ‘sleep mode’, or turn it off completely.

2. *Paper-wise*

Hire a green printing service to produce your posters, banners, and business cards. Companies such as *Green Printer* will print on recycled paper that are often produced via certified renewable energy sources, and Processed Chlorine Free. Not to mention, they print using vegetable-based inks!

3. *Word-of-mouth*

Develop relationships with local vendors, suppliers, and your community! Get involved with community events by setting up booths, being sponsors, or create fun events such as contests.

4. *Green swag*

Your business probably has a fantastic logo! Show-case your branding by placing your logo on t-shirts, caps, and recyclable materials that will be **well-used**.

Do you have any questions or suggestions? Call or email us at green_solutions@reaps.org!