



# PRACTICAL GUIDES #DIGITALINMOTION

#DIGITALINMOTION provides a step by step guide to help businesses re-tool and discover new ways to reach customers. This resource is provided through eight publicly available guides featuring practical tips and simple tools:

GUIDE 1: Expand your market and customers

GUIDE 2: Efficiently handle orders and deliveries

GUIDE 3: Organize business finances during complex times

GUIDE 4: Ensure business safety and security

GUIDE 5: Implement various payment methods

GUIDE 6: Generate appealing products and promotions for your clients

**GUIDE 7: GOOD ENVIRONMENTAL PRACTICES IN YOUR BUSINESS**

GUIDE 8: Contribute to gender equality



This icon indicates support tools that put this guide into practice. A summary of available tools is located at the end of this document.





# GUIDE 7:

## GOOD ENVIRONMENTAL PRACTICES WITHIN YOUR BUSINESS

This guide offers practical tips for businesses to manage environmental practices, improve waste management and take advantage of available resources in a sustainable manner. Note that a growing number of clients prefer environmentally conscious businesses.

1

### INCORPORATE A COMMITMENT TO THE ENVIRONMENT WITHIN YOUR BUSINESS



Write a declaration which states your business is committed to environmental care and place it in a visible place.

**See Tool 1**

Communicate with your network, clients, suppliers and the general public about your business' commitment to the environment and the way in which it is contributing to its preservation.

Establish environmental objectives that allow your business to fulfill its new commitment and share those actions on your social media pages to reach new customers.

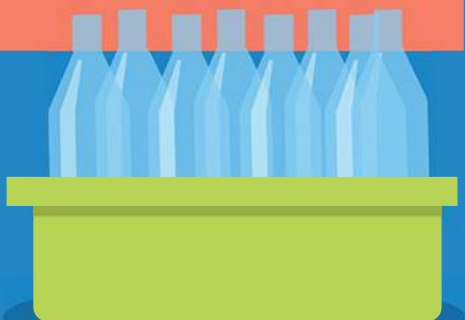
Get others involved in adopting these small environmentally-friendly shifts.

Many consumers prefer to buy from eco-friendly businesses.

Implementing environmentally conscious actions reduces costs, avoids fines and improves the image of businesses.

2

### REDUCE THE GREATEST SOURCE OF WASTE GENERATED BY YOUR BUSINESS



Analyse the way in which your business produces or sells and identify where the greatest amount of waste is generated. Then, evaluate how to reduce it.

**See Tool 2**

Ask yourself: How can I reduce or eliminate the generation of waste?

- Use suppliers that utilise less plastic packaging and deliver products in large volumes or in returnable containers.
- Promote small changes such as the use of reusable bags in your business.

**See Tool 3**

- Opt for returnable bottles over single-use ones.

Avoid the production of waste!



3

### CREATIVELY REUSE WASTE GENERATED BY YOUR BUSINESS



Identify items that can be reused. Here are some examples of reuse:

- Use paper on both sides.
- Find new uses for glass such as containers or vases.
- Use wooden produce boxes to organise business products.
- Choose returnable packaging and containers.

When possible, aim to reuse materials or products before throwing them away!

When reusing, be careful with items that have contained chemical or toxic substances, such as pesticides, as they can be a health hazard!!



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### SEPARATE ORGANIC WASTE



Separate organic waste that can be composted.

The compost could be a good fertilizer that you could use in your home or offer to neighbors if they have gardens, plants or grow.

For doing, create an at-home composter.

**See Tool 4** 📄

Keep in mind that certain waste such as toners or batteries must be handled separately in different containers.




5


## MINIMISE ENERGY CONSUMPTION





Take advantage of natural light and ventilation on your business premises. If there is not enough, replace incandescent and fluorescent bulbs on the premises with low consumption LED

On each power switch, place a sign with a “turn off” reminder. **See Tool 5.** 

Turn off and unplug all appliances after use and before leaving the premises.

Record energy consumption levels to view progress made in responsible consumption. **See Tool 6.** 

Check the state of business facilities (plugs, switches, etc.) and equipment to avoid excessive energy consumption and prevent accidents. **See Tool 7.** 

If you are thinking of acquiring new appliances and/or equipment, take into account the energy efficiency criteria and purchase those that consume less energy. **See Tool 8.** 

A LED bulb consumes up to 80% less energy than an incandescent bulb and up to 66% less than an energy-saving bulb.



6

## MINIMISE WATER CONSUMPTION




Reduce, as much as possible, the consumption of water on business premises (bathroom, kitchen, office, etc.).

You can install water saving devices such as double pulsation flushes (in bathrooms)

Prevent the contamination of waste water by avoiding the discharge of liquid substances into the sewer system (toilet, sink and dishwasher).

Post turn off signs near faucets as reminders to keep them closed.

**See Tool 9.** 

Record your water consumption levels so you can track progress made in the responsible consumption of this resource. **See Tool 10.** 

Check the state of the facilities (taps, pipes, toilet, etc.) to avoid water leaks and unnecessary expenses.

**See Tool 11.** 

There are flow reduction systems such as aerators that allow savings of up to 40% to 60% of water consumption.



7

## MAKE RESPONSIBLE PURCHASES



### Choose providers that:

- Have clean production processes and aim to reduce environmental impacts.
- This will reinforce your environmental commitment and improve the way customers view your business!
- Are located in the same area to reduce transportation spending and its environmental impact.
- Are small local producers. This helps promote inclusion!

The smallest action is better than the biggest intention!

The future is not disposable!



8

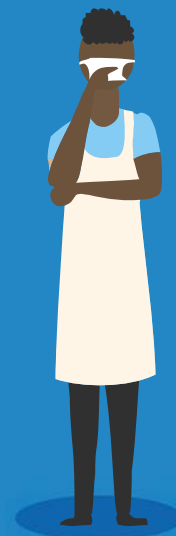
## OFFER PRODUCTS THAT RESPECT THE ENVIRONMENT



Develop products and services that are environmentally-friendly, for example:

- Products that do not produce waste.
- Products that efficiently produce energy and responsibly consume water.
- Products that generate environmental and social awareness.

Consider the concept of a circular economy, where nothing is wasted, and everything is reused. **See Tool 12.** 📄



## SUPPORT TOOLS

Download the tool by clicking on the name of the attachment.

**TOOL 1:** Business Environmental Commitment

**TOOL 2:** Identification of Waste Production Points

**TOOL 3:** Plastic Bag Reduction Poster

**TOOL 4:** Composting Infographic

**TOOL 5:** Energy Saving Sign

**TOOL 6:** Energy Consumption Log

**TOOL 7:** Power Device Status Check Sheet

**TOOL 8:** Energy Efficiency

**TOOL 9:** Saving Water Sign

**TOOL 10:** Water Consumption Log

**TOOL 11:** Water Facility Status Control Sheet

**TOOL 12:** Circular Economy Video

Access all the content and editable tools at the following link:  
<https://mintic.gov.gy/digital-in-motion/>

**START**

**1**

**COMMIT TO THE ENVIRONMENT**

Make a statement in writing communicate it to customers, suppliers and the general public. Engage more people!



**CONTINUE IMPROVING YOUR ENVIRONMENTAL PRACTICES AND STRENGTHENING YOUR COMMITMENT TO CARING FOR THE PLANET**



**8**

**OFFER SUSTAINABLE PRODUCTS**

Develop products and services where nothing is wasted, and everything is recycled



**GUIDE 7:  
GOOD ENVIRONMENTAL  
PRACTICES IN YOUR BUSINESS**

**STEPS TO FOLLOW**

**2**

**REDUCE**

Avoid buying products that generate waste.



**3**

**REUSE**

Give things a new use instead of throwing them away.



**4**

**RECYCLE**

Separate organic waste



**7**

**RESPONSIBLE PURCHASING**

Choose small local suppliers that are environmentally responsible.



**6**

**MINIMISE WATER CONSUMPTION**

Check that there are no water leaks and install water saving devices



**5**

**MINIMISE ENERGY CONSUMPTION**

Use low-consumption equipment, utilise only the essentials.

