

GO GREEN


Steps for Dealers to Make an Impact

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The “Three Rs” of being environmentally friendly have evolved into “Five Rs”: **Reduce, Reuse, Recycle and now, Repair and Rethink.** Here are some easy ways to go green at your dealership, and save money in the process.

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Office Supplies

1. Ink and Toner Cartridges

97 percent of the materials that make up a printer cartridge can be recycled or reused.¹ Sign up for an ink and toner cartridge recycling program offered by your printer vendor.

2. Buy Remanufactured Ink and Toner Cartridges

Not only do remanufactured cartridges cost about 15 percent less than brand new ones, but each reused cartridge saves about 2.5 pounds of metal and plastic and about half a gallon of oil.²

3. Keep Tabs on the Supply Cabinet

Keeping the office supply cabinet under the direct supervision of one or two people, such as the office manager, can reduce waste and unnecessary restocking.

4. Buy Environmentally Friendly Paper

Try to use paper that has been made with more sustainable substances like bamboo, hemp, or organic cotton. You also can look for chlorine-free paper and high amounts of post-consumer recycled content.

5. Adopt Environmentally Preferable Purchasing (EPP) Policies for Cleaning Supplies

By prioritizing green cleaning products through an EPP policy, you can help reduce the downstream and upstream impacts on the environment.

6. Reusable Cup Program

If disposable cups or plastic bottles are used in large quantities at your dealership, consider providing employees durable, reusable cups. Disposable cups can then be set aside in small quantities for visitor use.

7. Use Green Cleaning Products

Environmentally friendly cleaning products protect the health of your cleaning staff and your employees by eliminating harmful substances and odors from the office.

Even if you're trying to go digital, we still need paper, so try to look for paper that has been made with more sustainable substances.

¹ <https://www.themailboxstore.net/dont-ink-the-earth-why-recycling-ink-cartridges-matters>

² <https://www.boralagency.com/4-easy-ways-to-green-your-business/>



Reduce Use of Paper in the Office

1. Eliminate Waste in Printing

GreenPrint and EcoPrint2 are two software programs that identify areas of wasted space prior to printing a document and recommend how to eliminate it. The user can then decide whether or not to accept before printing.

2. Go Digital

By increasing the number of digital storage devices and systems available to your team members, you make it easier for important documents, manuals, and materials to remain digital, rather than being printed.

3. Photocopier and Printer Settings

Consider setting printer and photocopier defaults to double-sided and avoid color printing. Also, look to use the draft printing mode whenever possible.

4. Centralize Printers

Instead of having individual printers at everyone's desk, place a few printers in central locations around your dealership.

5. Use Smaller Font

Although you don't want to make your employees blind, reducing the font size in documents can save reams of paper each week.

6. Update Mailing Lists

By ensuring your mailing lists are up to date, you avoid sending out unnecessary letters, helping you save on the paper, printing, and postage.

Increasing the number of digital storage devices and systems for businesses make going digital very easy.



Recycling

1. Desk-Side SSR

If your site has a single stream recycling service, SSR bins should be placed alongside trash cans throughout your dealership. Your goal is to make recycling as easy as throwing an item in the trash.

2. Housekeeping Compliance

Make sure your location's housekeeping staff is aware that you have a recycling program in place, understands the proper procedure for collection, and knows to place the recyclables into the correct dumpster(s).

3. Secure Document Shredding

By contracting with an approved provider of secure document shredding, you can ensure that confidential documents are destroyed and that the shredded paper is transported to a paper mill for recycling.

4. Repair, Donation, or Recycling of Furniture

If you are changing the configuration of your office or upgrading office furniture, your old furniture and equipment may be able to be repaired, donated, or recycled.

5. Add Mini Bins

Mini bins retrofit a traditional trash can, converting the majority of space into a recycling bin and only leaving a small space for trash. This encourages employees to recycle the bulk of their material, and makes throwing items away less convenient.

6. Breakdown and Recycling of All Bulky Cardboard

By instituting a process to cut down bulky cardboard boxes and put them into recycling dumpsters, you can make recycling easier and advance your progress your progress to Zero Waste to Landfill.

Up to **97 percent** of the materials that make up a printer cartridge can be recycled or reused.³

³ <https://www.themailboxstore.net/dont-ink-the-earth-why-recycling-ink-cartridges-matters/>



Energy & Water Savings

(+ Cost Savings)

1. Power Down

The majority of office power is consumed by machines that are off, but still plugged into a live outlet. Standby power is a huge drain on the environment and expense for your dealership. Consider adding a program like Surveyor to automatically power down company computers at night.

2. Consider Solar Power

Solar energy systems can be expensive, but you may see long-term savings from your initial investment. Many states now offer incentives (like rebates and the ability to sell excess energy to the power company) for solar energy users.

3. Use Natural Light

Artificial lighting represents 40 percent of electricity consumption in a typical office building.⁴ Consider opening the blinds and not leaving the lights on at night when everybody is gone.

4. Install Motion Sensors

Instead of leaving it to employees to turn off lights as they leave rooms, install motion-activated light switches. They'll turn the lights on for a designated period of time whenever somebody passes in front of the switch.

5. Eliminate Screen Savers

Rather than using a screen saver, ask your team to set monitors to power off after the same amount of time. It's just as easy.

6. Decorate with Light Colors

By using light wall colors and high-gloss sheens, daylight is more easily reflected off the walls, making less artificial light necessary.

7. Use Compact Fluorescent Bulbs

Compact fluorescent bulbs use 75 percent less energy than incandescent bulbs, and they last about 15 times longer,⁵ so you'll save on energy costs, replacement bulb costs, and reduce waste by using them.

8. Install Aerators

Make sure all taps have low-flow aerators installed to reduce water wastage.

9. Reduce Toilet Water Consumption

Toilet flushing is the largest water consumer in office buildings. If you are replacing toilets, look for low-flush models, or ones with a half-flush option.

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⁴ <https://www.williams.cpa/resources/in-the-loop-magazine/2021-03-04/mind-flex-easy-ways-to-go-green-at-work>

⁵ <https://www.livescience.com/38355-fluorescent-lights-save-energy.html>



Office Equipment

1. Buy LED Lamps

When considering new lamps for your dealership, prioritize LED lamps. They use less power than compact fluorescent bulbs do.

2. Use Multi-Purpose Machines

Using multi-purpose machines to handle copying, scanning, faxing, and printing helps reduce your footprint since you're only using one machine for all your needs.

3. Buy Second-Hand

It's not always possible, but every time you buy something second-hand for the office, you'll save by-product wastage in the production of a new appliance.

4. Watch the Temperature in Summer

Most dealerships could stand to raise the temperature a few degrees. Instead of setting the thermostat so low, find a happy medium that keeps people comfortable, but not freezing.

Multi-purpose machines that handle copying, scanning, faxing, and printing help reduce your footprint.



Employee Engagement

1. Engagement Activities

Use activities like reminders at staff meetings, recycling contests, pledges, lunch and learns, and surveys to keep your team engaged and educated with your green initiatives.

2. Go Green — Literally

Make your office literally green with plants! They absorb airborne pollutants (which are rampant with off-gassing office furniture) and emit healthy negative ions and oxygen into the air.

“The advice I would share with other dealers thinking of going green is just start with the little things. You put the recycle bins around. Get people in the habit of separating the trash. You install sensors with your water. You put in the LED lights. The little things add up.”

— Matthew Bibbo, General Manager of BMW of Ramsey,
2019 Cox Automotive Leader in Sustainability Award Winner*

*This testimonial was received via interview, audio and/or video submission. This testimonial is based on the dealer's individual experiences, reflecting real life experiences of that Cox Automotive dealer. Neither Cox Automotive nor NextGear claim they are typical results that dealers generally will achieve. This dealer's experiences may not be indicative of future performance or success of any other dealers. The testimonial may have been shortened so the whole message is not displayed due to length and/or relevance.



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