

### GREEN INFORMATION TECHNOLOGY

Businesses, now more than ever, are looking for ways to save money. The primary environmental motivators, as cited in "Green IT for Dummies," are regulations and cost savings, followed by PR/marketing, consumer demand, genuine concern and shareholders. Green IT is a potential, but often forgotten, area of improvement for many businesses. According to the Info-Tech Research Group's "Green IT: Why Mid-Sized Companies are Investing Now," 65% of businesses who set out to achieve green IT project goals meet, and often exceed, those goals. More often than not, businesses see additional benefits that were not expected in setting the original goals. Some might even say many aspects of greening IT is "easy" but requires a company paradigm shift, along with modified habits and culture. In addition, greening IT is not an independent challenge, but rather will spill into other areas of environmental sustainability such as energy usage, paper usage, purchasing and recycling.

A few steps to start the greening of your IT include:

- **Benchmark.** The only way to really measure progress is to measure where you're at and where you want to go. Measure energy usage, costs for IT products and services, and even employee time.
- **Tackle basic habit modifications** for areas such as turning off computers/monitors when not in use, implementing an electronic document management system, turning off power cords and unplugging disconnected cell phone chargers, and holding centralized conference calls/meetings.
- **Consolidate servers, purchase energy efficient equipment, and centralize printing/copying** to multi-functional machines.

### RESOURCES

**Green IT for Dummies** (2009), by Tebbutt, Atherton and Lock.

**Green IT: Why Mid-Sized Companies are Investing Now** (2009), by Info-Tech Research Group

### IN THE NEWS

GreenBiz.com. April 29, 2009

**"By Losing the Cafeteria Tray, Schools Cut Waste—and More"**

<http://www.greenbiz.com/blog/2009/04/29/cafeteria-trays-schools-waste>

WCCO.com. April 25, 2009

**"Landfills Hurting as Consumers Repair, Reuse"**

<http://wcco.com/energy/landfills.layoffs.less.2.994322.html>

### EVENTS

**Higher Education Conference: "Asking the Big Questions, Putting Ideals into Action"**

University of Minnesota - Morris

May 31 - June 2, 2009

Morris, MN

To learn more or to register for this event,

[http://www.morris.umn.edu/services/cst/symposium/2009/agenda\\_ed.php](http://www.morris.umn.edu/services/cst/symposium/2009/agenda_ed.php)

### **2009 International Conference on Transportation and Ecology**

Duluth Convention Center

September 13-17, 2009

Duluth, MN

To learn more or to register for this event, visit <http://www.icoet.net/ICOET2009.asp>

### **NEW FACT SHEETS**

Check out the new Minnesota Waste Wise Fact Sheets for information about recycling, waste reduction, purchasing, landscaping and more. Go to [www.mnwastewise.org](http://www.mnwastewise.org) to view Fact Sheets and other resources about environmentally sustainability business practices. If your business is interested in Fact Sheet sponsorship, contact Kate Worley at (651) 292-4662 or

[kworley@mnchamber.com](mailto:kworley@mnchamber.com).

### **MATERIALS EXCHANGE**

Minnesota Materials Exchange program is a free service that links organizations that have reusable goods they no longer need to those who can use them. Inform Minnesota Waste Wise of any unwanted items, such as office furniture or equipment, you would like to sell or donate.

Minnesota Waste Wise will post the materials in our monthly electronic newsletter and/or on the Minnesota Materials Exchange website operated by the Minnesota Technical Assistance Program (MnTAP).

For the complete list of available and wanted materials, visit the Minnesota Materials Exchange web site at [www.mnexchange.org](http://www.mnexchange.org).

To list an item with Minnesota Waste Wise, e-mail

[lgolightly@mnchamber.com](mailto:lgolightly@mnchamber.com).

### **WELCOME NEW MEMBERS**

Bruce's Foods (Wyoming)

C&L Distributing (Baxter)

C&L Distributing (Sauk Rapids)

Glen's Food Center (Luverne)

Irresistible Ink (Duluth)

Kocian's Family Market (Bigfork)

Northern Star Foods (Deer River)

Prairie Market (Lester Prairie)

Schutz Family Foods (Sleepy Eye)

Tunheim Partners (Minneapolis)

### **MEMBERSHIP SERVICES**

Not a member but would like to join? Are you a current member wanting to take full advantage of your member benefits? Contact Kate Worley at (651) 292-4662 or [kworley@mnchamber.com](mailto:kworley@mnchamber.com).