

# AmCham Green Project 2009



# AmCham Green Project



A Voluntary AmCham initiative to promote Greener Business practices through:

- 1) **Educating** member companies on how to improve green business practices;
- 2) **disseminating** information about environmental issues and green business practices;
- 3) **sharing** operational achievements from within Bulgaria and beyond;
- 4) **inspiring** members to expand current environmental projects and start new ones!





# Project Outline

- **December 2008** – Distribution and Completion of Base-line Questionnaires by participating companies/organizations
- **During 2009**, each two months will focus on a different environmental area for education, office improvements, discussion and will be accompanied by a CSR Committee meeting
  - AmCham’s 2009 calendar will reinforce and guide on each topic area
- **January 2010** – Second Questionnaire will be distributed to quantify results and discuss improvements and further ideas for Green Initiatives.
- **February 2010** – Recognition Event for all Green Project participants
- All activities have been developed in conjunction with **denkstatt Bulgaria**



sustainable  
thinking



## Why Participate?

- Learn more about how and why we need to change current business practices in Bulgaria
- Contribute to Environmental conservation and building of sustainable businesses
- Improve your business's green profile in the short term and get ideas about how to make improvements for the longer term
- Create new competitive advantages for your company/organization



## Six Themes for 2009

- Energy & Climate Change (Jan, Feb)
  - Resource Management (Mar, Apr)
  - Green Procurement (May, June)
  - Nature Conservation (July, Aug)
  - Green Communications (Sept, Oct)
  - Life @ Home (Nov, Dec)
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- AmCham's 2009 calendar will match these themes



# What Green Project is not

- An in depth strategy to positively transform businesses
- A recognized certification program
- Paid consultancy to provide customized environmental management solutions
- Pain-Free - while guidance will be provided by denkstatt free of charge to promote the transition to sustainability, it will require your commitment to action in order to be useful



# Energy

- **Why does energy matter?**
  - Energy is the foundation upon which modern society is built
  - Energy may also be the wrecking ball of modern society
  - Climate change poses threats to the way modern business is done
  - Climate change presents opportunities to new profits
- **How can you help?**
  - In office operations
  - Transportation
  - Energy efficiency, every watt counts!



# Resource Management

- **What is resource management and why does it matter?**
  - Resource management includes water usage, waste separation and disposal, recycling, as well as paper and printing usage
  - Water is the sleeping giant, perhaps humanities greatest single threat
- **How can you help?**
  - Systemization of your resources
  - Support efforts to provide incentives for good management
  - Resource efficiency, everything counts!





# Green Procurement

- **Why is green procurement a focus of the EU?**
  - Transforming the supply chain is a monumental task requiring political leadership
  - Green procurement will drastically reduce the environmental footprint of B2B and B2C purchasing decisions
- **How can you help?**
  - Requirements for subcontractors and partners
  - Life cycle analysis
  - Create demand for certified labels on products or services
  - Vote your cash wisely!



# Nature Conservation

- **What does nature conservation have to do with business?**
  - Understand the current state of the ecological world
  - Creating a link between the ecological and economical
  
- **How can you help?**
  - Voluntary work and philanthropy
  - Productive partnerships with environmental NGOs
  - Ecological offsets
  - We all matter!



# Green Communications

- **What is green communications?**
  - Marketing focused on environmentally related issues
  - Enhance your image don't hurt it
  
- **How can you help?**
  - Internal company communications
  - External environmental reporting
  - Understand green washing
  - Old School = Location X 3 → New School = Communications X 3



# Life @ Home

- **Who said bringing work home was taboo?**
  - Taking good habits home
  - How to have a greener home
- **How can you help?**
  - Bring your work home and your home to work!
  - It depends on you, what do you think about: healthy living, work-life balance, volatile organic compounds (VOCs), organic vs. non-organic, etc.
  - Walk the talk become a green advocates!



We look forward  
to doing well, by doing good  
together.

Hope to see you soon!