

THE GREENING OF AMERICAN BUSINESSES

The movement underfoot should be of great interest to anyone bringing new products or businesses into the marketplace. Such is the significance that LEED (Leadership in Energy and Environmental Design) approval has become the accepted benchmark for all things GREEN in business.

Terms and technologies being applied include high-efficiency, geothermal, wind-based energy production, solar, light harvesting systems, low-flow, recycled building materials and systems, sensor-activated, pre-insulated, bio-energy, anaerobic digestive technology, renewable energy resources, carbon impact, carbon points, energy interval data, energy management systems.

Even employees will be held to a higher standard of energy saving habits and behaviors. Monitoring systems will gauge how well an employee applies energy saving processes while on the job!

The growing ban on disposable plastic shopping bags by cities around the nation will become mandatory with exception taken for compostable, biodegradable or highly recyclable types.

For additional information on the subject and new resources for gathering up-to-date information on specific areas of interest, check out:

<http://www.chainstoreage.com/> - understanding what retailers face can help you generate more successful products

Reducing your energy imprint from the ground up - construction techniques and materials, solar power, recyclable materials, low energy equipment, efficient transportation

<http://www.usgbc.org/DisplayPage>

LEED - Leadership in Energy and Environment