



# **SNS COLLEGE OF TECHNOLOGY**



(An Autonomous Institution)

Accredited by NBA – AICTE and Accredited by NAAC – UGC with 'A++' Grade  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

## **DEPARTMENT OF COMPUTER APPLICATIONS**

### **ETHICS IN COMPUTING**

I YEAR - II SEM

#### **UNIT – V: GREEN COMPUTING**

##### **TOPIC 5 - ENVIRONMENTALLY RESPONSIBLE BUSINESS: POLICIES, PRACTICES, AND METRICS**

Creating an environmentally responsible business involves implementing policies, practices, and metrics that prioritize sustainability, reduce environmental impact, and promote responsible resource management. Such businesses aim to balance economic growth with environmental stewardship. Here's an overview of how to develop an environmentally responsible business:

#### **1. Environmental Policy Development:**

Develop a comprehensive environmental policy that outlines your commitment to sustainability and responsible practices. This policy should align with your business's core values and long-term goals. It should cover areas such as energy use, waste management, resource conservation, emissions reduction, and sustainable sourcing.

#### **2. Energy Efficiency and Conservation:**

Implement energy-efficient practices to reduce your business's energy consumption. This can include:

- Using energy-efficient lighting and appliances.
- Conducting regular energy audits to identify areas for improvement.
- Adopting power management strategies for computers and office equipment.
- Installing programmable thermostats and using smart building technologies.



### **3. Waste Reduction and Recycling:**



Minimize waste generation by implementing effective waste reduction and recycling programs:

- Encourage employees to reduce paper usage and practice digital document management.
- Set up recycling stations for paper, plastic, glass, and other recyclables.
- Compost organic waste if applicable.
- Consider "zero-waste" initiatives to minimize landfill-bound waste.

### **4. Sustainable Procurement:**

Source products and materials from suppliers with strong environmental standards:

- Prioritize products made from recycled or sustainable materials.
- Choose suppliers that adhere to responsible labor practices and ethical sourcing.
- Consider the life cycle of products when making procurement decisions.

### **5. Green Building and Office Design:**

If possible, design or retrofit your office space to be more environmentally friendly:

- Optimize natural lighting and ventilation to reduce energy consumption.
- Use sustainable building materials and energy-efficient insulation.
- Implement water-saving fixtures and appliances.

### **6. Emissions Reduction:**

Take steps to reduce your business's carbon footprint and greenhouse gas emissions:

- Use renewable energy sources, such as solar panels or wind power.
- Implement telecommuting and video conferencing to reduce travel-related emissions.
- Offset unavoidable emissions through carbon offset programs.

### **7. Employee Engagement:**



Engage and educate your employees about environmentally responsible practices:



- Provide training on sustainability and responsible resource management.
- Encourage employees to participate in green initiatives and share ideas.
- Establish green teams or committees to drive sustainability initiatives.

## **8. Metrics and Reporting:**

Develop key performance indicators (KPIs) and metrics to track your progress:

- Monitor energy consumption, waste reduction, water usage, and emissions.
- Regularly report your environmental performance to stakeholders and the public.

## **9. Certification and Recognition:**

Consider pursuing certifications or recognition for your environmentally responsible efforts:

- Certifications like LEED (Leadership in Energy and Environmental Design) for buildings.
- Participating in sustainability and environmental awards.

## **10. Continuous Improvement:**

Regularly assess your practices, policies, and metrics to identify areas for improvement:

- Use feedback from employees, customers, and stakeholders to refine your initiatives.
- Adapt to new technologies and best practices as they emerge.

By adopting environmentally responsible policies, practices, and metrics, businesses can contribute to a healthier planet while also attracting environmentally conscious customers, enhancing their brand image, and achieving long-term sustainability goals.