

64 Home, Home Office, and Sole Proprietor Business Actions

Bob Willard's Walk-the-Talk Efforts to be More Environmental Responsibility

Electricity

1. **Buy Bullfrog Power's Green Electricity for 100% of my electricity.**
2. **Use high-efficiency 'Energy Star' fridge, clothes dryer, and front-loading washing machine.**
3. Do only full loads in the dishwasher and dryer.
4. Don't use "heat dry" function on the dishwasher.
5. Do not have a second / beer fridge or freezer ... use the garage to cool drinks.
6. Turn off lights when leave rooms.
7. Cook multiple dishes in the oven for most meals – vs. stove-top burners.
8. Let tap water warm up to room temperature in a jug before boiling in the kettle.
9. Use automatic shut-off, high-efficiency electric kettle.
10. Use compact fluorescent light (CFL) bulbs in frequent usage areas.
11. Use task lighting with CFL bulbs for work areas
12. Use timer on outdoor Xmas tree lights.
13. Use LED outdoor Xmas lights.
14. Turn off computer / modem power bar when not in use; all are on one power bar.
15. Turn off the printer between printings.
16. Removed landscape floodlights when moved in
17. No longer use a hair dryer.



Natural Gas

18. **Buy Bullfrog Power's Green Natural Gas for 100% of my natural gas.**
19. **Installed high-efficiency gas furnace in 2005.**
20. **After doing a home energy audit on 2007, insulated the attic to R-50 level. Note that there is no need to do another energy audit since we are in the same location and no changes to the building have been made since then except to improve its energy efficiency**



21. Removed hot tub from back deck when moved in
22. Keep hot water temperature low, but hot enough for showers.
23. Use cold water for washing machine wash and rinse cycles.
24. Close vents and doors in unused bedrooms in winter.
25. Lower thermostat + wear sweaters in winter.
26. Use air conditioning selectively in summer; open windows instead, and use fan in upstairs home office if it gets too warm.
27. Close blinds on south windows in summer.
28. Turn off gas fireplace pilot light in summer.
29. Adjust thermostat when away on trips.

Waste

30. **Compost or use green box for all organic waste.**
31. **Use blue boxes for most of our garbage**
32. Reuse packaging and present wrappings.
33. Reuse paper – print on both sides and then use clean ½ of one side for note paper.

Water

34. **Replaced toilets with low-flow Toto toilets.**
35. **Installed low-flow shower heads.**
36. Installed aerators on frequently used taps.
37. Do minimal lawn watering.
38. Landscape with perennials that require no watering.
39. Turn off tap when brushing teeth.

Travel (personal and business)

40. Use webinars and videoconferences to creatively deliver virtual presentations instead of flying to do them in person, to reduce my carbon footprint. My fee schedule is designed to give “pricing signals” to encourage conference organizers to consider low-carbon technology delivery approaches, instead of in-person.


Fee Schedule		
Type of Talk	Fee	NGO
Live-and-in-person (plus travel and living expenses)	X	.50X=Y
Live videoconference (plus \$225-450/hr for VC studio rental)	.50X	.50Y
Live Internet webinar, with webcam	.25X	.25Y
DVD and Live webinar for Q&A	.15X	.15Y
DVD only	\$15-25	\$15-25

Note: Many "negotiated" rates

<http://www.sustainabilityadvantage.com/products/index.html>


- 41. Use VIA train for trips to Montreal and Ottawa.
- 42. Use GO train and subway (occasionally). Do multiple meetings when downtown.
- 43. Drive a 2008 Honda Civic Hybrid – city 4.7 l/100 km; highway 4.3 l/100 km.
 - * My wife drives a 2011 Toyota Camry Hybrid – city and highway 5.7 l/100 km.
 - * Bought 2003 Honda Civic Hybrids; have passed it on to one of my sons.
 - * Bought a 2005 Honda Accord Hybrid; have passed it on to my son-in-law.
 - * Bought a 2007 Honda Civic Hybrid; have passed it on to my daughter.

General

44. Annually offset all business / household carbon emissions. Each year, I calculate emissions from flights, vehicles, natural gas for heating, electricity, garbage, and office paper usage. I use **Less** offsets which are sourced from Gold Standard-certified projects. The David Suzuki Foundation and the Pembina Institute have ranked Less as the highest quality offset provider in their offset guides.  That’s good enough for me, even though I know that offsets are the answer; reducing my flights is my big challenge.

Carbon Footprint Reduction						
Year	#Talks (# using technology)	Net Income	# of Flights	% CO2 from Flights	Total Tons CO2	\$ for Offsets
2005	61 (4)	\$ X	56	56%	37.4	\$605
2006	77 (5)	\$2X	54	62%	42.0	\$718
2007	74 (13) ¹	\$2X	34	44%	26.5	\$335
2008	87 (22) ¹	\$3X	32	41%	22.9	\$361
2009	104 (41) ¹	\$3X	22	30%	18.9	\$258
2010	103 (34) ¹	\$3X	13	54% ²	29.5 ²	\$1,525 ³

¹ Additional “DVD-only talks” not counted / unknown
² Used a 2.7 factor to allow for radiative forcing of CO² from high-altitude flights
³ Purchased more expensive gold-standard offsets from Less (\$45/T vs. \$10/T)



Walking the talk is tough!

45. Use **'green' cleansers, laundry detergent, and dishwasher powder.**
46. Buy organic and local foods as much as possible.
47. Grow some vegetables in a small garden.
48. Increase our weekly vegetarian meals.
49. Do organic lawn care... hand weeding and corn gluten weed control / fertilizer.
50. Use an electric lawn mower vs. a gasoline mower.
51. Snow shovel by hand vs. using a snow blower.
52. Use environmentally friendly walk de-icer vs. salt.
53. Have a porous, interlocking-paver driveway – reduces rainwater runoff.
54. Selectively and consciously consume vs. “shopping therapy.”
55. Use a Kill-A-Watt meter to learn where energy guzzling appliances are.
56. Before a Smart Meter was installed, used a PowerCost Monitor for real time monitoring of energy, to determine the impact of appliance usage patterns.

Business-specific efforts

57. Use **printer paper that is 100% post consumer recycled fiber from Mohawk or Staples) Paper is the main material that I use in my business. All envelopes, folders, and office supplies have the highest available recycled content.**
58. Use New Society Publishers (NSP) in Canada, who print my **books** on recycled 100% post-consumer waste paper processed chlorine-free and old-growth free.
59. Make all three of my books available as **e-books.**
60. Use **business cards** printed on FSC certified, 100% post consumer fiber Mohawk card stock, powered by wind power.
61. Use **remanufactured toner cartridges** for my duplexing Lexmark Optra S 1255 laser printer. I buy them locally and recycle the used cartridges.
62. Use recycled plastic, recycled paper, and soy inks in the **packaging for my DVDs.**
63. Use only electronic distribution for my **spreadsheets and slides** (no packaging).
64. Use one room in my home as an **office**, saving real estate and commuting impacts.