



*Going Green*

# Designer Checklist



## How to be green working from home.

### BE ENERGY AWARE!

- + Shorten your morning routine (Your hair dryer uses more watts of electricity than your computer)
- + Meal Prep for the Week (Overall you will use less power)
- + Use Energy Savers (check out some energy saving apps)
- + Air Dry your Clothes
- + Invest in a smart power strip (can get ones that is programmed to lower power based on usage)
- + Maximize natural light whenever you can
- + Whenever possible, power down equipment / power down completely
- + Unplug any unnecessary devices
- + Set your computer screen to shut off after 15 minutes of being idle (rather than having a screensaver)
- + Use energy-saving lightbulbs
- + Drink filtered tap water, not bottled
- + Open the windows and breathe in that fresh air
- + Layer up! Wear an sweatshirt or sweater when its chilly or a t shirt when its hot, keep your thermostat in green mode
- + Look into apps that can help you live a sustainable lifestyle
- + Plant a garden and start composting if you can



## How can you make your studio more green?

### WE CAN ALL DO SOMETHING!

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- + Create a sustainability team for the office
- + Smart thermometers ( Companies such as Nest)
- + Encourage yourself and your coworkers to use reusable dishes
- + Use coffee filters that are made from recycled paper/get refillable K-Cups to limit waste
- + Unplug devices that don't need to be used
- + Install motion sensor lights
- + Create monthly green challenges ( go a month without using any plastic utensils etc.)
- + Have desk plants, freshens the air
- + Maximize natural light
- + Encourage Green Commuting (walking, biking, carpooling, etc.)
- + Composting with your team, it can be a fun project for everyone!



## Start your own home recycling program!

### MAKE YOUR HOME GREEN!

- + Go paperless whenever possible
- + Be aware of the recycling restrictions in your area
- + Learn proper recycling techniques and helpful methods for ensuring your items get recycled
- + Use recycling programs to recycle items that would otherwise end up in the trash: Clothing recycling programs (Levi's, Madewell, H&M)
- + Shoe recycling (Nike, DSW, Fleet Feet)
- + Plastic Bag recycling (Target, Walmart, Meijer)
- + Terracycle ([www.terracycle.com](http://www.terracycle.com))
- + Goodwill, Habitat for Humanity, or other charitable organizations
- + Think before you throw! Can this item be given a second chance by giving to a friend or an organization in need?



Here is a helpful article on [Electronic or E-Waste Recycling](#) for those wondering what to do with those old electronic devices (E-waste is the fastest-growing source of trash in the world).



## How can you stay green as a designer?

### MAKE IT A PART OF YOUR PROCESS!

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- + Stay informed, there are many resources available and new ways to green that are posted everyday
- + Help your clients stay green through your designing process
- + Use energy efficient design materials
- + Use verified supply chains
- + Use recycled paper
- + Use non-pulp paper alternatives
- + Chose inks & coating carefully to prevent pollution
- + Work Locally (Printing locally, clients more local, etc)
- + Suggest an eco-friendly foundation
- + Design for accessibility
- + Optimize copy & format
- + Use weightless content



## How to make a WP website more sustainable.

### YES, YOU CAN HAVE A “GREENER” SITE!

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- + Choose the right web host
- + Get your energy from renewables
- + Opt for an eco-friendly web design
- + Improve your site speed
- + Educate your visitors about their carbon footprint
- + Learn more [here!](#)

## USING BUSINESS AS A FORCE FOR GOOD™

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**We are happily sharing this information as we are a **Certified B Corporation**®. What this means is that we meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance purpose and profit.**

**But remember that you do not need to be a **Certified B Corporation**® to go green in your workplace, take this checklist and start your own program, remember we all can do something!**

**If you are interested here is our latest green info [here](#).**

