

## **Tech Green 2009**

### **SAVING GREEN BY GOING GREEN:**

### **How Technology is powering the environmental revolution**

Lynne Kaye  
*Moderator, Speakers Panel*  
CEO, Unison Advisory Group  
540-554-8740  
www.UnisonAdvisory.com

#### Talking Points

- Opportunities to save money through environmental sustainability are mushrooming:
  - Explosion in new technologies
  - Advances in existing technologies
  
- Savings available in all four of the key areas of environmental sustainability:
  - Conservation and transforming waste into valuable inputs
    - Conserve power, water, paper, etc.
    - Create innovative ways to reuse materials and keep them out of landfills
  - Replace fossil fuel with natural energy
    - Buildings
    - Business processes
    - Transportation
  - Use truly safe materials and products
    - Avoid special handling costs
    - Reduce/eliminate regulatory requirements
    - Reduced/eliminate health issues
  - Creating native environments
    - Trees, shrubs, natural features for shade and temperature control
    - Ecology rather than water, fertilizer, pesticide
  
- Every stage of the product/service lifecycle provides an opportunity to harness savings using techniques from at least one of the four key areas of environmental sustainability
  
- Number and types of opportunities to save grow as companies go from lighter shades of green to darker shades of green.