



ECOBIZ

SMALL BUSINESS, BIG IMPACT



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WHY SUSTAINABILITY MATTERS

Small businesses make up 99.9% of all U.S. businesses, employ 46% of American workers, and contribute 43.5% of U.S. GDP. Together, small businesses can drive meaningful environmental change.



Sustainable practices don't just benefit the environment; they help lower energy and waste disposal costs, reduce food and material waste, and attract environmentally conscious customers.

EASY STEPS YOU CAN TAKE

Our full EcoBiz Sustainability Handbook includes industry-specific recommendations. Below are simple steps every small business can start taking today. For more info, visit ecobiznyc.org

1] Reduce Energy & Water Use

Energy and water efficiency helps reduce utility bills while lowering your environmental impact. Hence, find energy-saving rebates and support through:

- [Con Edison Energy Efficiency Programs](#)
- [ENERGY STAR Small Business Resources](#)
- [NYSERDA Program Finder](#)
- [NYC DEP Water-Saving Tips](#)



Also, track your energy and water use over time to identify areas for improvement and measure the impact of efficiency upgrades using:

- [ENERGY STAR Portfolio Manager](#)
- [NYSERDA Energy Assessments & Benchmarking](#)
- [EPA WaterSense](#)
- [NYC DEP Water Conservation Resources](#)

2] Reduce Waste & Keep Materials Out of Landfills

Small changes in how you manage materials can significantly reduce waste. Instead, try:

- [donateNYC](#)
- [Materials for the Arts](#)
- [Olio](#)
- [Rescuing Leftover Cuisine](#)
- [Food Donation Connection](#)
- [EPA's Waste Reduction Model \(WARM\)](#)



4] Avoid Greenwashing

Businesses can build trust by being transparent and making accurate, evidence-based claims about their environmental practices by using:

- Evidence to support environmental claims instead of using vague terms like “green” or “eco-friendly.”
- [FTC Green Guides](#)
- [UN: Understanding Greenwashing](#)
- [BSR: Understanding and Preventing Greenwash](#)
- [EPA Sustainable Materials Management](#)



3] Make Sustainable Purchasing Choices

The products and suppliers your business chooses have a major environmental impact. Some advice is to use wholesale directories like:

- [GrowNYC's Wholesale Food Hub](#)
- [South Asia Food Group](#)
- [Choy Commons Wholesale](#)
- [USDA Local Food Directories](#)
- [Green Pond Packaging](#)
- [Redway Group](#)



5] Build a Sustainable Community

Businesses can create change by encouraging sustainable choices among the wider community, including customers and employees by using:

- Customer take-back, reuse, or recycling programs.
- Information to help customers make sustainable choices.
- [NY Small Business Development Centers](#)
- [Small Business Environmental Support Office](#)
- [Green Business Certification Inc.](#)