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In the first book of its kind, David Bach—
The # 1 *New York Times* best-selling author and Financial guru—
Shows readers a whole new way to live a rich life—by going green

GO GREEN, LIVE RICH

50 SIMPLE WAYS TO SAVE THE EARTH (AND GET RICH TRYING)

BY DAVID BACH
WITH HILLARY ROSNER

“Bach (*The Automatic Millionaire; Start Late, Finish Rich*) offers a multitude of suggestions for conserving the planet—and your money—in this attractive and accessible guide. . . A winning and wise guide, this book—printed on recycled paper with proceeds going to a green advocacy group—will find a large audience.”

—*Publishers Weekly*

“By demonstrating how going green can fit any budget, David Bach shows that good environmental and financial decisions go hand-in-hand. Bach’s “Go Green, Live Rich” gives great tips, useful to everyone, about how to save money and the planet at once.”

— **Robert F. Kennedy, Jr.**

“This is just what the world needs. Not a bunch of touchy feely, mumbo jumbo, but real world solutions that show why going green is just plain smart. Fantastic.”

— **Steve Fleischli, President, Waterkeeper Alliance**

“Saving the planet is the most important issue we face in our lifetime. Please stop, turn to a page anywhere in the book right now, and see if “one green thing” grabs you. Then stop and ask yourself, *Why not me? Why not now?* Let’s go green together.”

— **David Bach**

Many people today are alarmed about global warming and the future of our planet, but fear that living a more environmentally-friendly lifestyle is complicated and expensive—a luxury they can’t afford. What most people don’t know is that the exact opposite is true: Not only can you save money by “going green” and taking just a few simple steps to help protect the planet, but you can also prosper by taking advantage of the new “green” wave in investing that represents the single greatest opportunity of the twenty-first century.

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That's the secret revealed in *GO GREEN, LIVE RICH: 50 Simple Ways to Save the Planet (and Get Rich Trying)*, a transformational, highly motivating new book by # 1 *New York Times*' bestselling author and celebrated financial guru David Bach that is packed with practical advice about how to make greener choices in all areas of life while putting more green in your wallet.

The author of six consecutive national bestsellers, including three consecutive # 1 bestsellers—*The Automatic Millionaire*, *Start Late, Finish Rich*, and *The Automatic Millionaire Homeowner*—Bach spells out how, by taking steps such as making one's home energy smart, using non-toxic products and services, choosing the right kind of car, and being environmentally aware at work, anyone can save hundreds—or even thousands—of dollars a year, putting themselves squarely on a green path to wealth while reducing their negative impact on the Earth.

“The dangers posed by global warming and environmental destruction are real, and we need to take action on a massive scale if we want our children to experience the planet the way we have been able to,” says Bach. “But all the ‘gloom and doom’ that surrounds the conversation about the Earth's future can leave people feeling powerless and overwhelmed. The good news is that there are a number of easy steps that each of us can take *right now* that can help reverse the tide while allowing us to become both healthier and wealthier. Going green is not just good for the planet, its good for your pocket-book too.”

Find Your “Litter Factor”™

In his groundbreaking first book *Smart Women Finish Rich*, Bach invented the concept of “the Latté Factor”™ as a metaphor for the way we waste money unthinkingly on small things—such as fancy coffees or cigarettes—that end up costing us a fortune over time. In *Go Green, Live Rich* he now introduces “the Litter Factor” to encourage us to identify and eliminate all the little things we spend money on over the course of the day without giving much thought to their cost or environmental impact.

“In the same way that ‘little things’ add up to a drain on your wealth, ‘small changes’ make a big difference for the Earth,” writes Bach, citing how the 14.4 billion cups of coffee in disposable containers that Americans drink each year waste enough petrochemical energy to heat 8,300 homes a year and how we could run 100,000 cars for a year on the amount of oil required to make the plastic water bottles on which we currently spend \$15 billion a year.

Simply by discovering their own “Litter Factor” and breaking their daily bottle of water habit, readers will save \$500 per year. But by following just a few more of Bach's tips—all of which include resources, products and services, and useful Web sites and phone numbers to encourage *immediate action*—they will realize significant savings while simultaneously reducing their environmental footprint. For example, by making these simple changes, the average American family will save:

- \$40 annually by switching to recycled toilet paper (if we all did this, we would save 19 million trees a year) and \$45 over the lifetime of a light bulb by switching to Compact Fluorescent Bulbs (CFLs)
- \$50 per year on your energy bill by buying an EPA “Energy Star”-rated washing machine—and cutting your water use by 7,000 gallons a year at the same time
- \$72 a year on your water bill by turning off the faucet while brushing your teeth, installing low-flow showerheads, and buying a dual-flush toilet (conserving 9,200 gallons of water)
- \$94 a year on electric bills by buying a \$35 power strip and eliminating the energy drain known as “phantom load” that accounts for 5 to 15 percent of your monthly electricity bill
- \$215 a year by using public transportation instead of a car for just one errand a week (if we all did this, we would collectively reduce carbon emissions by 149 million tons)
- \$798 a year in gas by keeping your car well maintained (while keeping 5,800 pounds of CO₂ out of the air each year)
- \$8,580 a year by ditching one car completely
- 30 % on energy bills by getting an energy audit (reducing CO₂ emissions by 9,545 pounds a year)
- up to a third on many groceries by buying in bulk (helping reduce the 80 million tons of packaging that ends up in landfills each year)

In fact, by following just four of Bach’s 50 tips (improving your car’s fuel economy and saving \$884; sealing leaks in your home and saving \$129 on energy bills; adjusting your thermostat three degrees and saving \$85; and bringing your lunch to work and pocketing \$1,560), you will save \$3,758 annually—an amount that, if invested in a green mutual fund with a 10 percent annual return, would earn nearly \$700,000 in thirty years.

Finish Rich – Make Your First Green Million and Give back to the Earth

To help readers turn the money they will save by living a greener lifestyle into lasting, sustainable wealth, Bach shows how to catch the new “green wave” by investing a portion of their assets in socially responsible index funds or exchange-traded mutual funds that “screen in” companies that have positive social and environmental characteristics or are focused on renewable sources of energy. “If you missed investing in the computer and technology revolution in the 1980s and 1990s, you missed one of the biggest investment opportunities of the twentieth century,” states Bach. “Well, green is the new technology. Investing green will be to the twenty-first century what investing in technology was to the twentieth century. From a financial point of you, you simply cannot afford to ignore it.”

In addition to describing the leading “green funds” that are currently available, Bach suggests other ways to profit from the emerging green economy, including starting a green business or direct-marketing environmentally friendly products. Recognizing the importance of giving back to the Earth, he recommends donating time and money to organizations that are leading the fight

against global warming and environment destruction, and details the benefits of using a “green credit card”—one that offers carbon offsets for your purchases or that donates a small percentage of the money you spend to a nonprofit organization of your choice. “The truth is, the more you give, the more you get back,” he says, “And the more you give back to the Earth, the more the Earth will give back to you.”

Money is power. How you choose to spend and invest it creates the world you want to live in, and, with ***GO GREEN, LIVE RICH***, the first book to spell out the financial benefits of consciously choosing to living a more environmentally-friendly lifestyle, David Bach shows that it is possible to live a rich life in line with your values while advancing on the road to wealth.

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A portion of the proceeds from the sales of *Go Green, Live Rich* is being donated to the **WaterKeeper Alliance**, a grassroots advocacy organization dedicated to preserving and protecting our waterways from polluters. *Go Green, Live Rich* is being printed on recycled paper called Knightkote® Matte, produced by SMART Papers. It contains a minimum of 30 percent post-consumer waste fiber and 50 percent total recycled fiber. It is acid free, chlorine free, and archival, and all virgin pulp suppliers to SMART Paper participate in the American Forest and Paper Association’s Sustainable Forestry Initiative or a similar forest management performance measurement system.

GO GREEN, LIVE RICH
50 Ways to Save the Planet (and Get Rich Trying)
By David Bach with Hillary Rosner
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For more information, please visit www.finishrich.com

Advance Praise for
GO GREEN, LIVE RICH:
50 Simple Ways to Save the Earth (and Get Rich Trying)
by David Bach with Hillary Rosner

“Yet another powerful reason to go green! Thankfully for our species, going green can also mean saving some green. *Go Green, Live Rich* shows you exactly how a lot of small steps added together can change your life in more ways than one.”

—**Graham Hill, TreeHugger.com and PlanetGreen.com**

“Great news: there is no green premium! By demonstrating how going green can fit any budget, David Bach shows that good environmental and financial decisions go hand-in-hand. Bach’s *Go Green, Live Rich* gives great tips, useful to everyone, about how to save money and the planet at once.”

—**Robert F. Kennedy Jr.**

“David Bach has done it again! As a green affordable housing developer, I enthusiastically recommend *Go Green, Live Rich!* Packed with tips and tools, this book is a must read for anyone who wants to make their home—and their life—more eco-friendly.”

—**Josh Lockwood, Executive Director, Habitat for Humanity – New York City**

“*Go Green, Live Rich* is as much about saving money as it is about preserving our world of natural wonders for future generations. This is the rich-green-book of a promising tomorrow.”

—**Matthew Modine, Founder: Bicycle for a Day**

“This is just what the world needs. Not a bunch of touchy feely, mumbo jumbo, but real world solutions that show why going green is just plain smart. Fantastic.”

—**Steve Fleischli, President, Waterkeeper Alliance**

“*Go Green, Live Rich* is the ultimate toolkit for greening the planet and our wallets at the same time. No one does a better job than David Bach in showing us the practical strategies for how to enjoy living sustainably.”

—**Terry Tamminen, Cullman Senior Fellow, New America Foundation**

“David Bach has created a truly easy to read, simple step by step plan for everyday consumers and business owners to make small changes towards achieving a greener way of life. From raising your baby to running your company, David shows you how to make positive changes on our planet as well as our bank accounts. Going green can definitely make everyone a little richer.”

—**Bradford Rand, President, Go Green Expo**

“Finally, a book that debunks the myth that you have to BE rich to live green. In fact, it's the other way around: by living green you can GET rich—it's the ultimate win-win. Never before has this been spelled out so clearly, simply, practically. A must-read for anyone who wants to live wisely and responsibly in a world of rocketing energy prices and climate imbalance.”

—**Amanda Griscom Little, Award-winning environmental journalist & columnist for Grist.org**

About David Bach

David Bach has helped millions of people around the world take action to live and finish rich. He is the author of seven consecutive national bestsellers, including the consecutive # 1 *New York Times* bestsellers, *The Automatic Millionaire* and *Start Late, Finish Rich*, as well as the national and international bestsellers *The Automatic Millionaire Homeowner*, *Smart Women Finish Rich* and *Smart Couples Finish Rich*. Bach carries the unique distinction of having four of his books appear simultaneously on the *Wall Street Journal*, *BusinessWeek*, and *USA Today* bestsellers lists. In all, his FinishRich books have been published in more than fifteen languages, with more than five million copies in print worldwide.

A financial columnist for *Yahoo!* And contributor to *Redbook* magazine, Bach has appeared six times on *The Oprah Winfrey Show*, has been a regular contributor to *CNN American Morning*, and has been a guest on countless television and radio shows, including *The Today Show*, *Weekend Today*, *20/20*, *CBS Early Show*, and *Larry King Live*. He has been profiled in numerous publications, including the *New York Times*, *BusinessWeek*, *USA Today*, *People*, *Reader's Digest*, *Washington Post*, and *The Wall Street Journal*, *Working Woman*, *Glamour*, and *Family Circle*.

A renowned motivational and financial speaker, Bach regularly presents seminars and delivers keynote addresses to the world's leading financial services firms, Fortune 500 companies, universities, and national conferences. He is the founder and Chairman of FinishRich Media, a company dedicated to revolutionizing the way people learn about money. Prior to founding FinishRich Media, he was a senior vice president of Morgan Stanley and a partner of The Bach Group, which during his tenure (1993 to 2001) managed more than half a billion dollars for individual investors.

In 2007, Bach was a featured speaker, along with Donald Trump and Tony Robbins, in *The Learning Annex's "Wealth Expo"* seminar series. He is the creator of the FinishRich Seminar series, which highlights his quick and easy-to-follow financial strategies. To date, more than half a million people have learned how to take financial action to live a life in line with their values by attending his Smart Women Finish Rich®, smart Couples Finish Rich®, and Find the Money Seminars, which have been taught by thousands of financial advisors in more than two thousand cities and towns throughout North America.

As part of his mission, David Bach is involved with many worthwhile causes including serving on the board of Habit for Humanity New York and co-founding Makers of Memories, a charity organization dedicated to helping women and children who are victims of domestic violence. He lives in New York.

About Hillary Rosner

Hillary Rosner is a journalist who covers environmental issues. She worked on Al Gore's runaway bestseller *An Inconvenient Truth* and *The Live Earth Global Warming Survival Handbook*. She writes frequently for the *New York Times*.

GO GREEN, LIVE RICH @ HOME

WITH TIPS FROM *NEW YORK TIMES* BESTSELLING AUTHOR AND FINANCIAL GURU DAVID BACH

--Easy Ways To Help The Planet And Yourself--

We all know that going green is good for the planet, but what most people don't know is that it is good for your bank account too! The biggest misconception about living an earth-friendly life is that it is a luxury most people can't afford. In ***GO GREEN, LIVE RICH: 50 Simple Ways to Save the Earth (And Get Rich Trying)***, David Bach demonstrates that anyone can make simple earth-friendly changes that will save money and while taking care of the planet.

With These Small Changes The Average Family Will Save:

- **\$114** each year by adjusting the thermostat three degrees Fahrenheit up in the winter or down in the summer. This will prevent the release of **2,683 pounds of carbon** emissions from your home.
- **20% (roughly several hundred dollars or more)** each year on home energy bills by sealing leaks and adding insulation. About half of a home's energy costs come from heating and cooling which sends **150 million tons of CO₂** into the air every year.
- **\$250** per year simply with smart landscaping. Strategically planting trees and shrubs to shade your home can lower surrounding air temperatures during warm summer months by up to 9 degrees Fahrenheit and can reduce wall and roof temperatures by 20⁰ to 40⁰ F, **reducing energy costs for cooling and home carbon emissions by 3,952 lbs per year.**
- **\$884** a year when you swap your 20 mpg family gas guzzler for a 35 mpg, more gas efficient car instead. This reduces carbon emissions by **6,420 pounds** each year.
- **\$798** a year when you perform regular maintenance on your car to keep it running efficiently. Simple changes, like properly inflated tires will keep **5,800 pounds of carbon** from entering the air each year.
- **\$580** a year when you make your own nontoxic cleaning products and spare the environment 40 pounds of toxic chemicals.

Total Financial Savings per Year: \$2,500+

Total Environmental Savings per Year: over 14,000 tons of carbon emissions!

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GO GREEN, LIVE RICH @Work

WITH TIPS FROM *NEW YORK TIMES* BESTSELLING AUTHOR AND FINANCIAL GURU DAVID BACH

--Easy Ways To Help The Planet And The Bottom Line--

In *GO GREEN, LIVE RICH: 50 Simple Ways to Save the Earth (And Get Rich Trying)*, David Bach demonstrates that anyone can make simple earth-friendly changes that will put more money in their pocket and back into their business' bottom line, while taking care of the planet.

Here are some easy tips to put your dollars back in business:

- **Think Before You Print** -- American offices send 4 million tons of paper to the landfill every year. You save 6 cents for every sheet of paper you avoid printing. The average American office worker uses about 10,000 sheets of paper per year – that adds up to **\$6,000 per employee, per year!**
- **Green Your Computer** –Shutting computers down at night, enabling power efficiency settings, learning when it's actually best to buy a new computer versus just upgrading your old one are all easy ways to save money and energy in the office. A recent article on greenercomputing.com reports that **General Electric saved \$6.5 million in electricity costs a year simply by changing its computers' settings.**
- **Be a Green Business Traveler** – More than 18% of air travel is for business purposes. Using today's technology such as video conferencing, you can save the cost of airfare and hotels and help **prevent the predicted 65% aircraft emissions increase anticipated over the next 18 years.**
- **Regulate Room Temperature-** Reduce energy costs by maintaining heating and cooling systems regularly to ensure efficient function and install a programmable thermostat. Use shades to let light in during the winter and to keep light out during the summer, close windows when operating an air conditioner, and open windows and use fans during temperate times to circulate air without heavy energy usage (this also improves indoor air quality!). **Typically, 45% of the utility bill goes to heating and cooling.**
- **Keep it Light and Bright-** Replace office light bulbs with compact fluorescent bulbs (CFLs), which are 4 times more energy efficient and last 10 times longer than regular bulbs. Install timers or motion detectors in rooms, hallways and storage rooms with low traffic. **Save \$45 in energy costs and 67 lbs of CO₂ emissions over the lifetime of each bulb!**

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- **Pull the Plug** –Lap top, cell phone, and battery chargers still consume electricity when they remain attached to an outlet- even after charging is complete. Pull plugs when charging is done, and plug into powers strips when you can. Electronics still use several watts of power in standby mode, so unplug computers and audio visual equipment that is not in use. **Americans spend about \$4 billion a year on electricity for things they're not using!**
- **Remember your Three Rs (Reduce, Reuse, Recycle)** – Sounds like a no-brainer, but many employees are more than happy to grab a new pen, bottle of whiteout, or box of paperclips when theirs goes “missing”; it isn't on “their” dime. They also don't mind running off 20 copies of that proposal, and then 20 more when it prints wrong the first time. Remind employees that in a way, that money is “their” dime, and that money saved from practicing the three Rs can be used towards something fun- like an employee outing.

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GROW YOUR GREEN BY GOING GREEN **WITH TIPS FROM *NEW YORK TIMES* BESTSELLING AUTHOR AND FINANCIAL GURU DAVID BACH**

--How to Profit from the New “Green Wave” of Investing--

The financial consequences of a changing climate and the global crisis it is presenting are staggering in their implications for both corporations and consumers. Those that adapt to become “eco-conscious” will flourish financially—and those that don’t may be financially devastated. The fact is, companies are already dedicating billions of dollars annually to becoming eco-friendly, and many of these companies are quickly returning millions of dollars to the bottom line as a result.

As David Bach points out in *GO GREEN, LIVE RICH: 50 Simple Ways to Save the Earth (And Get Rich Trying)*, the emerging “green economy” presents the single greatest investment opportunity of the 21st Century. “Green investing is finally coming into its own, which is great news for the environment—and your ability to build wealth,” he says. “Green investing is simple, it’s about investing in opportunities, companies, and services that both support and promote efforts to reduce CO2 output, improve the environment, and turn the tide on global warming.”

To catch the “green investment wave,” Bach suggests investing in the new breed of SRI (Socially Responsible Investing) index funds and exchange-traded mutual funds (ETFs) that screen *out* companies that engage in ethically and environmentally destructive practices and screen *in* those that have embraced sustainability and have demonstrated a strong sense of environmental and social responsibility. While the number of “green funds” available will explode in the coming years, many of the funds already available have outperformed the S&P 500, proving that investing green is a viable strategy for becoming rich.

Here are some easy ways to “grow your green by going green”:

- If you are eligible for a 401(k) plan at work, find out if your “investment menu” includes a green fund. If it doesn’t, speak to your plan administrator (usually someone in your company’s human resources department) and express your interest in having an SRI or a green fund added to your choices.
- Begin researching a few green funds (some of the best funds currently available are listed below). Many green funds have posted double-digit returns, and some were up over 30 percent in 2007. This does not mean you should invest your entire retirement savings in a green fund. Many of these funds are narrowly focused and volatile. Others are more broadly diversified. So before you invest, do your research carefully and consider green investing as a piece of your overall financial plan and diversification. A great place to start your research is at www.Morningstar.com, which evaluates funds, their diversification, and their levels of risk.

- Find out how your current investment holdings perform in terms of sustainability by visiting Climate Counts (www.climatecounts.org), a nonprofit organization funded by Stoneyfield Farm, Inc. that brings together companies and consumers in the fight against global warming. Climate Counts provides a scorecard for companies in eight sectors based on their commitment to fighting global warming.
- Find a financial planner who specializes in socially responsible investing. Go to Social Investments Forum (www.socialinvest.org) and click on “individual investors” to find a financial services directory and other tools.

Here are some of the top “Green Funds” currently available:

- Calvert Funds (www.calvert.com) is one of the largest active managers of SRI mutual funds, offering both index-based and actively managed socially conscious funds. **Calvert Large Cap Growth Fund [symbol: CLGAX]** has outperformed the S&P 500 over the last five years.
- Launched in 2001, **Winslow Green Growth** (www.winslowgreen.com) [symbol: **WGGFX**] is annually the best performing green fund over the past five years. This small-growth fund invests in domestic companies that are either in specific green sectors or have shown strong environmental responsibility. Its creators are about to launch a second green fund, called the Winslow Green Solutions Fund.
- Founded in 1982, **The New Alternatives Fund** (www.newalternativesfund.com) [symbol: **NJALFX**] holds companies—both overtly green and less visibly so—that it believes “have a positive impact on the environment.” Many of its holdings are in the renewable-energy space, but it also invests in natural foods companies (like Whole Foods) and those involved in clean water and clean air.
- Green Century Funds (www.greencentury.com) manages two green funds. Started in 1991, they offer the **Green Century Equity Fund [symbol: GCEQX]** and **Green Century Balanced Fund [symbol: GCLBX]**. Both funds seek to track the Domini 400 Social Index Fund, which screens *out* companies involved in socially or ethically unacceptable areas (alcohol, tobacco, firearms, etc.) and screens *in* companies with positive environmental, social and governance (ESG) performance. Green Century is nonprofit and promises that its fees and profits are used to preserve and protect the environment.
- **Powershares Wilderhill Clean Energy [symbol: PBW]** is an exchange-traded fund (ETF) that focuses on companies that promote cleaner energy. Founded in March 2005, the fund seeks to mirror the Wilder Hill Clean Energy Index. Other “green” ETFs currently available include **WilderHill Progressive Energy Portfolio [symbol: PUW]**, which focuses on companies that provide technologies that improve the use of existing fossil fuels, **PowerShares Cleantech Portfolio [symbol: PZD]**, **Claymore/LGA Green ETF [symbol: GRN]**, **Van Eck Global Alternative Energy ETF [symbol: GEX]** and **First Trust NASDAQ Clean Edge ETF [symbol: QCLN]**.

Q&A with David Bach
Author of
Go Green, Live Rich, 50 Simple Ways To Save The Earth
(And Get Rich Trying)

Have you always been concerned with the environment, or did that interest develop as the environment became more entwined with the economy?

My personal transformation to becoming more environmentally conscious happened suddenly and, I must admit, by accident, when I moved into one of the country's leading green apartment buildings. It started by doing that one "green thing," and quickly snowballed when I began to see the benefits to not only the environment but to my own life and my family.

What was your "Ah Ha" moment?

My health, and the health of my son, improved within weeks of moving into a green home. I stopped needing the three prescription drugs I had been taking daily and my son Jack's mild asthma disappeared completely. We also started sleeping better and having more energy.

How did you go from doing "one green thing" to writing a book about being green?

I switched to using a "green" drycleaner, embraced green household cleaning supplies and started reading green magazines and websites. The more I learned about becoming an environmentally conscious person, the more I realized that what is good for the environment and our health is also GREAT for our wallets.

When I gave up my gas guzzling SUV, I noticed that not only was not spending more money to make these life changes. In fact, I was SAVING money!

I also came to understand that there was a HUGE disconnect in the environmental conversation taking place in America. The conversation about the environment focused too much on the challenges of being environmentally aware—and not enough about the benefits to us as individuals as well as the planet. Most importantly, no one was sharing the idea that YOU CAN SAVE MONEY by caring about the environment and YOU CAN MAKE MONEY by investing in this huge environmental transformation that is starting to shake the global economy. I became so excited about the benefits of undergoing a green transformation that I simply had to talk about it. And then I begged my publisher to postpone my next planned book so I could write this one.

Besides living in a green apartment building, what changes have you made to green your lifestyle?

I changed all of my cleaning supplies to non-toxic products. As a family, we began using non-toxic detergent, toilet paper and cleaning towels that are eco-minded products and even a green drycleaner (greenapplecleaners.com). One of the biggest changes to my daily life was giving up my SUV—and not keeping a car at all. I now use a Zip Car (www.zipcar.com) a few times a month max—and I walk to work.

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How has this lifestyle change affected your work?

Go Green, Live Rich is my ninth book in the FinishRich Series but it's the FIRST book to be printed on environmentally friendly paper (it contains 30 percent post-consumer waste fiber and 50 percent totally recycled fiber, it is acid free and chlorine free).

One main argument of business against going green has always been the expense, the damage to the economy. Is that a valid argument, in your opinion? Why or why not?

Ten years ago, if you suggested to a company that it go "green" and spend more money and care on the environment, you would have been pushed right out of the office. Today, virtually every major company in America and around the world is putting together teams of people and/or consultants to figure out how to "be green." Companies are waking up to two fundamental realities of the business world: First, you have to be "green" and care about the environment to prosper in the 21st century; and, second, if you don't start caring about the environmental impact your business and products and services have, you are going to go out of business.

Businesses are acknowledging that success today means being responsible to more than just shareholders; They are adopting the principles of the Triple Bottom Line Theory (People, Planet, Profit) and realizing that they have social and environmental responsibilities that must be factored in to determine and improve upon their profitability. At the end of the day, business operations of any scale have to meet consumer demands, so as consumers increasingly make choices based on what they believe is the "right thing to do," businesses will have to pay attention to maintain profitability. Making a profit and doing the right thing don't need to be separated!

Do you feel that making environmental changes (on either a small or larger scale) hinges on whether it can be seen as profitable, as well as (or as opposed to) "the right thing to do"?

It would be an overstatement to say that environmental change *hinges* on being profitable, but what most people don't realize is that green, as a broad category, is already profitable- and will become even more profitable as demand for greener and more sustainable products and services increases, driving innovation.

It is in the best interest of businesses, entrepreneurs, and the general public to try to exist and interact in a more sustainable manner, and ultimately the adoption of greener practices can both *save* and *make* money. Efficiency + waste reduction equals more money in the bank -- and that is what sustainability is all about.

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