


Communication & Collaboration: The Green Solution

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Reduce to Increase

More and more organizations are putting together lists of environmentally friendly initiatives in order to equalize some of the negative impact we've all made for years. However, just recently within the past decade have these impacts hit closer to home and sparked change not only on a personal level but spanning across corporate America.

Recent launch efforts have incorporated objectives such as recycling electronics and reducing the amount of paper waste along with other materials to running more energy-efficient data centers. Additionally, organizations are cutting down on business travel and commuting and now taking advantage of web based communication & collaboration. With the ability to exchange documents and work simultaneously on projects via your home or office, there is no longer a need for spendy plane tickets and further damaged to our already suffering atmosphere. A report done in February of 2008 by the Economist Intelligence Unit found that worker productivity improves 2-18% in a building that follows a sustainable practice plan.

Increased online collaboration can certainly be a major part of any corporate effort to help protect the environment, not to mention the overall cost saving benefits it provides. In the same report, international business executives were interviewed and found that energy saving efforts can reduce the cost of office operations from 35-45% over the course of a year. So, while reducing the need for travel, the organization is also increasing the bottom line by contributing those savings to other profit producing objectives within the company.

Green or Bust

By utilizing audio & web conferencing software, businesses are able to

- Hold training sessions & record them – in turn eliminating paper waste by not having to print materials
- Sales, marketing, board, and partnership meetings – a economical way to reduce travel and collaborate from remote locations
- Review project plans & updates – join forces both nationally & globally, all from your computer desktop

Not only is this technology cost efficient, but it is the present and future of corporate communication. With "Green" making such an explosion onto the scene, both at home and work, companies are now realizing that their image as a socially responsible player in the industry has just as much pull as their actual product.



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The Win/Win Solution

So, now we are discovering not only the economical benefits of environmentally friendly approach, but also the marketing boost that greening your corporate practices can hold. Green builds rapport these days, plain and simple. If you are able to build advocacy around your sustainable practices with prospects, current clientele, and stockholders, you broaden your exposure to a brand new niche of other eco-conscious consumers. And don't let the thought of going green become a daunting task or dreaded dip in the budget. Green initiatives don't have to put a hole in your pocketbook. For a relatively small investment you could gain a fairly substantial kickback in the end because you have earned the respect of those mindful of the environment. Ultimately, your customers will spread the word for you, elevating your image as a socially responsible business.

In short form, here are a few other pluses to meeting online:

- Time savings and increased productivity and ROI
- Enables your ability to shorten decision cycles
- Extend your reach – obtain more geographically dispersed prospects, employees, partners, board members, etc. more quickly

In the end, web and audio conferencing is a win/win for all parties involved. While reducing emissions and decreasing your carbon footprint, you're also saving money in the process. Bottom line: online collaboration is both cost effective and environmentally sound. The impacts are minimized and the profits are boosted – who doesn't like the sound of that?