

From: BusinessUSA <business@subscriptions.usa.gov>
To: Kester, Tonykester@aging.sc.gov
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Subject: Green Up Your Business and Profits for Earth Day

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Earth Day is for Businesses, Too

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This Friday, April 22, marks the 46th Earth Day, a worldwide event created to highlight how important our natural surroundings are to the human race. Did you know Earth Day was started by peace activist John McConnell as a way to honor peace—as well as the Earth? U.S. Senator

Gaylord Nelson later founded the official Earth Day as we know it as a way to teach others about the environment.

Businesses have rallied behind Earth Day's important message of helping the environment through sustainable business practices. In fact, it's now easier than ever to incorporate green methods as a way to be sustainable and become a more efficient business in the process. We've outlined some of those ideas below, along with ways companies can mitigate the effects of climate change.

THE DIGITAL COAST

Climate change affects all of us—and that includes businesses, which now have to factor in changing weather risks and trends into their business plans. To help answer some of the most pressing climate-change questions, the Department of Commerce's National Oceanic and Atmospheric Administration (NOAA) has created the [Digital Coast portfolio of tools](#).

The tools—which include everything from satellite images to predictive and data [visualization tools](#)—can help answer questions about locating businesses in coastal communities, or what to expect if your business or your customers are already in one of those areas.

ACCESS THE TOOLS

ADAPTING TO CLIMATE CHANGE

After you've done some research using NOAA's Digital Coast Tools, read more about how you can [mitigate the risks brought by widespread climate change](#), both in coastal communities and beyond. The U.S. federal government conducts extensive research into identifying techniques that help buildings withstand extreme weather conditions. Those lessons can be applied to businesses to reduce risk and costs at the same time.

READ MORE ABOUT ADAPTING

GROWING A GREEN BUSINESS

Is your business focused on renewable energy or sustainability? This step-by-step tool from BusinessUSA will assist you in finding funding and other opportunities from the federal government to help you expand your green business.

LAUNCH THE TOOL

GET DIRTY

Do you export agricultural products, or otherwise depend on the quality of the soil? [The USDA's soil surveys](#) have maps with soil boundaries and photos, descriptions, and tables of soil properties and features. Soil surveys are used by farmers, real estate agents, land use planners, engineers and others who need information about the soil.

[ACCESS THE SOIL SURVEYS](#)

TWITTER HIGHLIGHTS

Here are a few of our top tweets from the past week:

[An investor on @ABCSharkTank provides his top #smallbusiness #marketing advice.](#)

[Sec @PennyPritzker Addresses #Travel & #Tourism Impact on U.S. Economy.](#)

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