



For Immediate Release  
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## **Turn-Key Program Greens the Workforce and Improves the Bottom Line**

*Milwaukee, WI, October 18, 2009* -- Eco Hatchery offers a unique sustainability program that educates employees, provides tools for immediate action, and measures aggregate energy savings and CO2 reductions.

“As companies put in place green strategies, they frequently overlook their single greatest resource for saving energy and the environment: their workforce. The cumulative actions of each employee can deliver significant aggregate savings for both the environment and your bottom line,” said Adam Borut, president of Eco Hatchery.

Eco Hatchery’s program helps employers raise employee consciousness so that sustainability becomes an integral part of the organizational culture.

The program starts by creating a baseline carbon footprint for participating employees and setting a realistic goal for improvement. Participating employees attend an orientation and receive Eco Starter Kits that include energy and water conservation products for making easy and effective changes at home. The kits reduce a typical household’s carbon footprint by 2.5 tons the first year alone and saves over \$260 a year in utility bills.

Throughout the program, employers can track online employees’ aggregate energy savings and greenhouse gas emissions reductions. They can even compare the progress of different departments and work sites.

“By recognizing employees’ positive impact and communicating milestones achieved to employees and the community, employers have a powerful resource for gaining support of corporate sustainability initiatives and accelerating progress toward company energy-saving, environmental and economic goals,” said Borut.

Some employers provide Eco Starter Kits clients and to employees as part of incentive and benefits programs, he added. Train-the-trainer workshops and a free Carbon Calculator web button also are available.

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About: Eco Hatchery hatches green homes by helping employees and residents conserve energy & water, lower utility bills, and reduce greenhouse gas emissions. The company offers energy-saving toolkits, a carbon calculator, and online tracking of individual and community savings. For more information, please visit: [www.ecohatchery.com](http://www.ecohatchery.com) .