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Persuasive Topic Going Green – Why?

1. Introduction – What is going green?

A. Attention Getter – Quote – 80% of households paying online

B. Central Idea - The main concept of going green is to help the environment by going paperless.

C. Credibility- Pete Reinwald, Tribune Newspapers and Kathleen Rogers of Earth Day Network D. Goodwill – not sure what you mean by this

E. Preview - the goal of everyone should be to go totally paperless.

II. Advantage #1 consumer

A. do away with most of the paperwork

B. better able to pay your bills on time

C. save the trees

III. Advantage #2 business

1. Customer records are electronic and in one place
2. Records can’t get lost
3. Records accessible to anyone who needs them

IV. Advantage #3 Everyone

A. Security

B. Safety of information

C. Saves energy

V. Conclusion: Everyone should go paperless

A. Summary/Review – Planet earth is only planet we have and it’s not too late to take care of it

B. Reinforce/Propose ACTION – Steps you can take, one at a time, to go paperless

C. Tieback to AG – How are you going to go green?

Going Green – Why?

Everywhere we look today and every company we do business with we are encouraged to “go green”. What does go green mean? Well, it means to go totally paperless in just about every way possible. According to Pete Reinwald, Tribune Newspapers, in an article published April 22, 2011 titled, Going Paperless: Are we saving the planet?, “Eighty percent of U.S. online households use the Web to do their banking, and 40 percent pay at least one bill online through their financial institution.” He went on to say that this rate had been increasing yearly over the last 10 years.

The main concept of going green is to help the environment by going paperless. To go paperless means to receive bills electronically, then pay those bills electronically and receive receipts electronically. No paper changes hands. It means being paid by direct deposit and receiving your pay stub electronically. As time has passed technology has increased so that now we use apps on our phones to receive coupons to get discounts in stores so we don’t have paper coupons anymore.

Going paperless is now possible in every way with the help of technology and it’s good for everyone to make this change. It saves trees, it saves energy and it saves the environment. Kathleen Rogers of Earth Day Network said, “There’s got to be a triumvirate of government, business and consumers working together, pushing the savings, pushing the technology, to reduce energy use. So, the goal of everyone should be to go totally paperless.

Going paperless seems to be a good thing for our environment but requires that we make several personal changes. Considering the changes we need to make to go paperless, what are the advantages to making those changes?

The first advantage for going green is for the consumer. By going paperless you do away with most of the paperwork you use to have to sort through and work with. No longer do you have cabinets full of files. No longer do you have stacks of bills to pay and receipts to keep. By going paperless you are better able to pay your bills on time, saving late fees, overdraft fees and other fees you may incur because you depended on using paper. While gaining so many advantages for themselves American save 452,819 trees per year for every 5 percent of households that switch to electronic bills, statements and payments, PayItGreen claims. This seems like an advantage most people would appreciate since paperwork is something most people don’t enjoy doing. But, is that enough of an advantage on its own? No, there are other advantages to consider besides personal convenience.

The second advantage is for the business who goes paperless. Now all customer records are electronic so that whether it is order history, accounts receivable, or accounts payable. The same goes for medical records for doctors and hospitals. Once a patient’s records are entered into the hospital’s system everyone who has need and is allowed access can see the patient’s medical history to ensure that the patient receives the right medication, gets the needed tests and receives prompt, quality medical care. This is more than convenience for a business, it’s also protection for their important records. What other advantages do you think there might be for going paperless?

According to Maria Peacock with the CMS Wire, a third advantage to going paperless is security for everyone. Whether it’s corporate files, customer files or government files transitioning from paper to electronic files is much more secure. Instead of paper files that can be lost, stolen or ruined, using electronic files allow for several layers of security so that whoever needs to access it can access it but only those who have permission to access it are given the security clearance to access it. Of course, as technology moves forward so do the challenges of that security but that means more jobs for those who are experts in technology and technology security.

Going green, or going paperless, provides benefits to everyone from the government to business to individuals. It saves trees, saves energy, provides convenience and offers security. If you haven’t begun to go paperless you don’t have to do it all at once. You can work your way into it gradually by beginning with one thing such as changing from getting a paper paycheck to setting up direct deposit. Then, one at a time you can set up your bills to pay online. You can do this through your bank account or through its businesses’ secure website. You can set up some payments to happen automatically each month. Many apartment complexes now offer online rental payments as well. These are simple changes you can make one at a time to go paperless so you have time to get use to each change as you make it.

According to the Organization for Economic Cooperation and Development (OECD), the pulp and paper industry is the single largest consumer of water used in industrial activities and the third greatest industrial greenhouse gas emitter. If Americans saved all the paper and wood products we go through in a year, we could heat 50 million homes for 20 years. With all the energy expended and the cost of that energy how much money could be routed to defense, to medical discovery, to technological advances with the money now spent to burn fuel for energy.

This is not just something that businesses and government can do to change our world and save our planet. This is something that each one of can do. Each of us can make a difference. You don’t have to become rich and famous to make a difference in the world around you. All the little ways you utilize to go green are ways that will help save our planet. It won’t happen all at once but little by little just like the environmental problems we now face happened. We didn’t suddenly wake up one day with environmental issues. But, just because we now see the result of generations of cause and effect of all the things that now make up our environmental issues doesn’t mean we have to throw up our hands and surrender.

Planet Earth is the only home we have and it’s not too late to take care of it. If we all work together and start doing little things, one at a time, gradually we will begin to see the reversal of these environmental issues. Just think how our trash dumps would be reduced if we didn’t have so much paper trash. How much trash would we do away with if we moved away from disposable to re-usable. Every little thing that we do to reduce our own personal footprint helps to make a difference in the footprint of all people.

This is one thing you can do to help your planet. You will reap the benefits of a better planet as well as more time and money to use for other things instead of spending it on more and more paper and the results of the creation of that paper and the disposal of that paper when we are finished with it. So, I present you a challenge today. What will you do to help save our planet?

<http://articles.chicagotribune.com/2011-04-22/business/sc-cons-0421-save-efinances-20110422_1_paper-statements-electronic-payments-association-data>

<http://www.cmswire.com/cms/document-management/go-paperless-save-money-and-the-planet-003233.php#null>

<http://www.amexnetwork.com/paybills/Paperless.html>