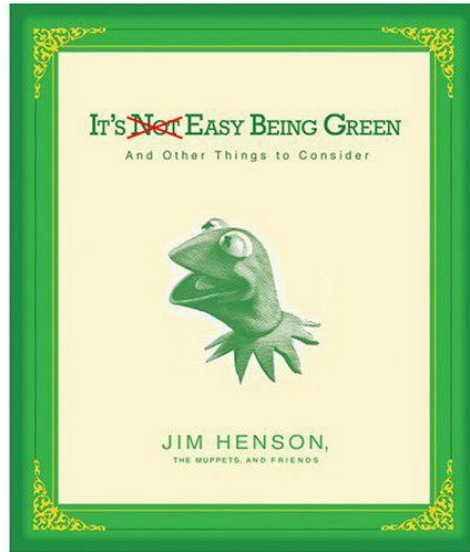


IT'S EASY BEING GREEN!



Recommendations for the Greening of Mind & Media

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July 27, 2009



Image from Jim Henson's book cover courtesy of Muppet Wikia
[http://muppet.wikia.com/wiki/It%27s Not Easy Being Green \(book\)](http://muppet.wikia.com/wiki/It%27s_Not_Easy_Being_Green_(book))

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GOING GREEN AT MIND & MEDIA

As part of Mind & Media's commitment to the health of our employees, our environment, and our world, we are formalizing and expanding upon our environmental policies to truly become a "green company." This document explains what is meant by green, the benefits of going green, and then presents our "performance review"—things we should continue, stop, and start on our path to greenness.

WHAT MAKES A GREEN COMPANY?

A green company is about a lot more than just recycling paper and changing the light bulbs. A green company takes steps to minimize its environmental impact in many areas, including energy use, waste minimization, purchasing, and remodeling/repair decisions. In all possible areas we should "reduce, reuse, recycle."

WHY GO GREEN?

There are many benefits to going green.

1. To Attract Business

If we go green and meet certain criteria, we can be published on websites as a green company. This will be another advertising outlet and a chance to get more contracts.

2. To Cut Costs

- Being energy efficient can lower our utility bills
- It is often cheaper to buy recycled products
- Staples gives us coupons we can redeem for Staples products when we bring in recyclable toner and ink cartridges
- Carpooling reduces reimbursements for fuel, tolls, and parking (which is better for the environment as well!)

3. To Increase Employee Efficiency

- Promoting a healthy environment and healthy lifestyles for employees reduces sick days, stress, and burnout
- Healthier employees are more efficient, which increases employee efficiency, and thus company profits

4. It's the Right Thing to Do

- Buying green products and giving preference to green vendors rewards the right behavior
- Saving energy, water, virgin paper, and other resources benefits the environment

RECOMMENDATIONS

Our recommendations for making Mind & Media **greener** take the form of our typical performance review and include things that we should continue (the positive overview!), stop (the specific critique), and start (achievable next steps).

CONTINUE

The good news: Mind & Media already does a number of “**green**” things that we can continue. We:

Reduce by:

- Shutting off electric lights, appliances, and equipment when not needed
- Enabling computer/monitor “sleep” mode, which uses 80% less electricity than in full-power mode.
- Using heating and air conditioning moderately and using programmable thermostats¹ to reduce heating/cooling when the building is empty
- Maintaining our furnaces and air conditioning units, such as changing the filters, via our quarterly maintenance contract (Cleaning a dirty air filter can save 350 pounds of carbon dioxide a year).
- Replacing all regular incandescent light bulbs with compact fluorescent light bulbs as they burn out²
- Allowing telecommuting and avoiding long distance commutes³
- Avoiding printing when possible (by reading documents online, not printing out emails, etc.)

Reuse by:

- Reusing paper in the writers’ printer and using the duplex feature on the bullpen printer
- Reusing anything reusable (office supplies, frames, equipment, etc.)
- Giving away usable items when they’re no longer needed, to employees or charity, rather than throwing them away

Recycle by:

- Buying recycled paper for office use
- Using a secure shredding company that recycles the paper
- Recycling toner cartridges
- Recycling aluminum and steel cans, glass jars and bottles, and #1 and #2 plastic bottles

¹ Programmable thermostats save the average home \$100 a year; it is more than that for our larger office building.

² CFLs use 60% less energy than regular bulbs. This simple switch will save about 300 pounds of carbon dioxide a year. If every family in the U.S. made the switch, we’d reduce carbon dioxide by more than 90 billion pounds!

³ Avoiding just 10 miles of driving per week eliminates 500 pounds of carbon dioxide emissions a year!

STOP

Mind & Media also has a few things we should stop doing:

- **Overheating in winter and overcooling in summer.**⁴ Staff should be encouraged to dress warmly in winter (think layers and long underwear—our grandparents wore them, why not us!) and lightly in the summer (including shorts). The building should not be uncomfortable for employees or guests, but it is not necessary to overdo either heating or cooling. (We currently set at 70°F in winter and 74°F in summer. Recommended is 66° and 75°, although that is just an average and depends on the individual furnace/AC system ability to circulate the air.)
- **Letting our water heater go naked!** By wrapping our water heater in an insulation blanket, we can save 1,000 pounds of carbon dioxide a year. (We can save another 550 pounds per year by setting the thermostat no higher than 120°F.)
- **Leaving unused electrical devices turned on.** Turning off monitors, computers, and other equipment when not in used will save thousands of pounds of carbon dioxide a year.
- **Leaving unused electronics plugged in.** Even when turned off, electronics like cell phone chargers and televisions use energy. In fact, the energy used to keep display clocks lit and memory chips working accounts for 5 percent of total domestic energy consumption and spews 18 million tons of carbon into the atmosphere every year!

START

According to E-generation's [Green Office Guide](#), setting up a **green** office is most effective when you “**get senior management involved from the beginning**. It is much easier to get things done when an effort has the backing of management. A signed commitment from senior management toward improving the environmental performance of your organization is a good start.” Individuals and groups of employees can still make environmental improvements on their own, but the best plan is to incorporate it into company policy.

So, start by **talking the talk: make a public commitment to**

“green.” Mind & Media may want to develop a “**green** statement” that expresses our commitment to the environment in our building and buying practices. Here are two examples from other companies:

“As responsible members of the business community, it is our desire and pledge to leave the environment better than we found it. As consumers of the earth’s resources, we consider it our responsibility to reduce and eventually eliminate the environmental impact of our manufacturing processes. The transition to environmentally conscious company is a management-fostered lifelong philosophy that drives our commitment to sustainability. We are grateful for the opportunity to make a difference.” —HighMark

⁴ By moving the thermostat down two degrees in winter and up two degrees in summer, the average home can save about 2,000 pounds of CO₂ per year. For our office, that would be even higher—better for the environment and better for our utility bills!

“We believe in promoting and maintaining a healthy environment. None of our products are tested on animals. We do not purchase from suppliers who test on animals. Morocco Method uses only recycled paper for all of our brochures and other paper goods. We recycle all of our boxes and packaging materials. We use 100% recyclable product packaging, avoiding superfluous boxes and containers. All of our bottles and containers are made of 100% recyclable plastics.” —The Morocco Method

In addition to senior management, nominate individuals to take responsibility for following through on particular environmental improvements and being change agents. Use a series of 10@10s to give environmental tips, or have an ongoing **Green** Tips day (for example, perhaps every Friday’s 10@10 is used for **green** tips rather than the usual storytelling).

Next, walk the walk: implement as many **green practices as possible, over time, as appropriate, and as affordable.** The following pages offer many recommendations for all areas of operation including promoting healthy lifestyles for employees. They are arranged where practicable in terms of buying considerations, usage considerations, and disposal considerations. Big shout out to the Green Office Guide listed on our Resources page, for this format—in all areas, we should consider this “life cycle assessment” or “cradle to grave analysis”: Is the item necessary, was its manufacture **green**, will it be long-lasting or energy efficient, can it be reused, recycled, or disposed of safely?

When considering the following, remember that the most significant difference in offices is typically made in reducing energy, water, and paper use. Certainly grab all the “low-hanging fruit,” but after that, focus on energy, water, and paper before going for some of the other items.

Heating & Air Conditioning

(Big ticket item—climate control accounts for as much as 40% of an office’s total energy use.)

Purchasing

- When heating and cooling systems need to be replaced, purchase energy efficient models
- Consider systems that include outside air economizers, which bring in cooler outside air when the temperature inside is warmer. For example, cool early morning air could be flushed through the building to cool it and provide fresher air before workers arrive.

During Use

- Heating bills can be reduced by as much as 10% by reducing the temperature of the office by one degree. Most staff are comfortable at about 66°. Set air conditioning cooling to 75° or higher.
- Ensure that windows are not opened while the heating or air conditioning is still on. Make an adjustment to the thermostat or air conditioning unit instead.
- Make sure that heating and air conditioning systems are not running concurrently in the same part of the building.
- Turn off heating and air conditioning in unoccupied rooms but make sure they are adequately ventilated to prevent condensation and mold.

- Ensure that there is regular maintenance of heating and air conditioning systems, and regular checks on controls. If the heating is inadequate, for example, in the early morning, adjust the controls rather than overriding them by putting the heating on continuously. Replace filters regularly.
- Reduce hot water temperatures.
- Use timers and temperature control sensors to control output, or alternatively get someone (a security or cleaning person) to turn off or turn down the heating outside working hours.
- Close blinds on the sunny side of the building during the day, and close them at night to keep heat out during the summer and warmth in during the winter.
- Be sure the building is well-insulated and caulked.

See also “Green Roof” under *Landscaping as another way to reduce HVAC costs and save energy.*

Lighting

Purchasing

- Replace incandescent and tungsten bulbs with fluorescent lamps (typical immediate cost savings is between 50-80% and they last up to ten times longer.⁵ Consider whole life energy cost savings and not just initial purchase price when buying new lighting and replacement bulbs.).
- Replace 38mm fluorescent tubes with 26mm fluorescent tubes (this may not be possible in some older fittings). Replace tungsten display or spot lighting with tungsten halogen or high intensity discharge lamps (after first considering whether such lighting is really necessary in the first place).
- Remember also the exit signs which stay on 24-hours a day. Some of these may be equipped with incandescent bulbs that could be replaced with compact fluorescent.
- Consider occupancy sensors for store-rooms, break rooms, bathrooms, and other limited use rooms.

During Use

- Use natural light wherever possible, especially during critical peak energy times during the summer. Encourage staff to open the blinds rather than turn lights on. Contrary to popular belief, it is always cheaper to switch off lights, however short the time period.⁶ Ensure that lighting levels are not excessive.
- Reduce exterior lighting to only that which is necessary to ensure safety and security for people and the building

Disposal

- Recycle fluorescent bulbs, as they contain mercury. Many companies crush them and separate out the glass and aluminum for recycling and safely dispose of the mercury. (See Virginia Recycling Association business directory <http://www.vrarecycles.org/business.htm> for a number of companies that provide recycling services).

⁵ Over its life span, a fluorescent tube will save 640 kWh of electricity compared with the equivalent 100 watt standard bulb. This reduces the production of carbon dioxide, a green house gas, by half a ton and sulphur dioxide, which causes acid rain, by 3 kg.

⁶ For example, a fluorescent tube uses 500 times more energy if left on for 15 minutes than the energy needed to restart it.

Windows

Purchasing

- If we need to replace single glazed windows, install multiple glazing, preferably incorporating low emissivity glass, which further reduces heat loss.

During Use

- Shut blinds at the end of the day in winter to keep heat loss down. In summer, use blinds to prevent overheating (particularly on western windows).
- Encourage staff to open the blinds rather than turn lights on during winter, spring, and fall, and when the sun is not coming directly through the windows in summer.
- During mild spring and fall weather, consider opening the windows rather than using the air conditioning. Ensure that windows are not opened while the heating or air conditioning is still on, however. Make an adjustment to the thermostat or air conditioning unit instead.
- Check all windows and doors for any drafts or gaps and apply weather stripping as needed.

Disposal

- If we replace the windows, it is possible to recycle significant quantities of uncontaminated, clean flat glass can be recycled (make finding a recycler part of the window replacement research; perhaps the installers will recycle for us).

Bathrooms & Kitchens

Purchasing

- Install presence detector lighting controls in places not in constant use such as bathrooms and kitchens. Ensure that staff are well briefed on automatic control systems and how to get the most efficient lighting performance from them. Staff need to understand what the control system is trying to do, and how best to interact with it.
- Choose energy efficient appliances when making new purchases. Look for the [Energy Star](#) label, or similar standard, on new appliances to choose the most efficient models.⁷ In addition, if our refrigerators are more than 10 years old, they are likely very energy inefficient and thus comparatively costly to operate. Consider replacing. At any rate these older refrigerators have exposed coils that need to be wiped down with a rag every six months to keep them running as efficiently as possible.
- Install water-conserving devices, such as faucet aerators and tap flow restrictors. A tap restrictor costs about \$5 and reduces the flow rate from around 5.2 gallons per minute to 1.5-2.5 gallons per minute.
- Ensure that any refurbishment of the bathroom facilities include modern, low-volume flush toilets (as well as [green](#) building products). Meanwhile, displace some of the water in the tanks with water-filled liter or ½ gallon plastic jugs. (Flushing accounts for one-third of all water use in US buildings.)
- Consider adding a dishwasher and disposal and encourage staff to bring their own “waste-free” lunches.

⁷ If each household in the U.S. replaced its existing appliances with the most efficient models available, we'd eliminate 175 million tons of carbon dioxide emissions every year!

- Purchase recycled paper products for kitchens and bathrooms (paper towels, facial tissue, and toilet paper) and use refillable soap containers.
- Develop relationships with nearby caterers who will bring reusable instead of disposable trays, and pick them up or allow us to return them after the event.
- Source local/organic food for lunches, client meetings, and staff events when possible.
- Supply local/organic beverages instead of conventional sodas, etc. for guests (For example, Honest Tea in Bethesda supplies lightly sweetened and unsweetened tea and juice beverages.)
- Purchase organic, fair trade coffee and tea
- Avoid purchasing disposable products such as individual half and half cups, sugar packets, paper plates, etc. Stock milk, sugar, and condiments in bulk to eliminate the need for single-serving packages. Ask supplier about recycled coffee filters and minimally packaged coffee. Consider switching to bulk or freshly ground coffee vs. the single use foil packets.
- Purchase sufficient china plates, glasses, and silverware for use during company luncheons instead of disposable paper and plastic products. Consider purchasing matching set of dishes and silverware for use during catered events with guests in conference rooms (this looks impressive as well as **green!**). Will need everyone to pitch in on the dishes!
- Encourage all employees to keep a travel mug and a bowl with a lid in their cars. When they go to coffee shops, they can use the mug for their drink. Using the bowl as a to-go box for restaurant lunch leftovers will save many Styrofoam containers from going into the landfill.

During Use

- Use timers on coffee machines or ensure building closers are turning them off at night.
- Fit toilet tanks with “save a flush” bags or other devices to reduce the amount of water per flush. Alternatively, a 1 liter plastic bottle filled with water displaces about the right amount of water from the tank.
- Ensure ventilation fans do not operate outside the periods when buildings are occupied. The system could be operated by the same presence detector controls that operate the lighting in the bathroom.
- Post up “Switch Off” reminders in the bathroom. It is always cheaper to switch off lights, however short the time period.
- Reduce hot water temperatures (to a minimum of 140°F to avoid legionella bacterium breeding; but other website said 120°F max⁸)
- Turn off taps fully. Leaking taps have the potential to waste enormous quantities of water over a prolonged period. Watch for leaks around plumbing fixtures and report them promptly to appropriate repair staff.
- Use reusable coffee cups and mugs and keep extras on hand for visitors.
- Consider using reusable tea towels in the kitchens as an alternative to paper towels. Ask for volunteers to wash these regularly.

⁸ Wikipedia article says: “There are two seemingly conflicting safety issues around water heater temperature — the risk of scalding from excessively hot water, and the risk of incubating bacteria colonies, particularly Legionella, in water that is not hot enough to kill them. Both risks are potentially life threatening, and both can be addressed easily: Set the water heater's thermostat to at least 60°C (140°F), and install a tempering valve set to no more than 55°C to avoid scalding. At 60°C, the water is at a commonly accepted minimum temperature for sanitizing water and cooked foods.”

Disposal

- Encourage staff to pack “waste-free” lunches in reusable containers and thermoses, and cloth napkins.
- If we have gardeners who are willing, collect compostable food waste in a covered container for volunteers to take home daily (including coffee grounds, tea bags, and leftover popcorn).
- If appliances are still working but are replaced in an upgrade, donate them to charities and other local groups to reuse.

Computers, Printers, Fax Machines, and Copiers

Purchasing

- Power Use: Purchase equipment with the “Energy Star” logo or similar standard. When researching purchases, ask suppliers about relative power consumption levels between models. Include the lifetime cost of new equipment in the purchasing decision, not just the purchase price.
- Data Storage: “Energy-efficient data storage” may be something for us to look into. (See <http://www.processor.com/editorial/article.asp?article=articles%2Fp3008%2F32p08%2F32p08.asp>)
- Waste: Plan to minimize waste by checking that the equipment can be upgraded easily, spare parts are readily available, and that components and cases can be recycled. Choose minimally packaged products, ask the supplier to provide products in less packaging, and/or return packaging to the supplier for reuse.

During Use

- Power Use:
 - Make sure “Power Save” or similar features are enabled; often they are set up with it disabled. Encourage staff to switch off monitors when not in use (they use twice the energy of the PC itself).⁹ Use timers for appliances such as printers that do not need to be left on outside office hours.
 - Consider encouraging staff to shut off computers completely each night Mondays-Thursdays, then leave them on Fridays-Sundays so the network admins can do the remote upgrades over the weekends.¹⁰
 - Make use of “Smart Strips”, which are surge protector power strips with sleep modes that power down items not in use.
- Paper Use¹¹:
 - Encourage duplex printing whenever possible or reuse of paper (such as the writers do).
 - Use 100% recycled paper with maximum post consumer waste content.
 - Connect a PC directly to the fax server to prevent unnecessary paper use.
 - Use email to reduce printing and faxing.
 - Ensure fax machines are set so they do not produce unwanted header or report sheets.

⁹ To meet the Energy Star standard, monitors must use 2 watts or less when in Sleep mode and 1 watt or less when turned off—so turning off monitors overnight vs. just letting them sleep would use approximately half the energy.

¹⁰ “If every U.S. computer and monitor were shut off every night, we could shut down eight large power stations and decrease CO2 emissions by 7 million tons annually,” says the Office Energy Guide, developed by the city of Portland, Oregon

¹¹ According to Friends of the Earth, 70% of office waste is paper. It’s largely high-grade white paper, the most sought after type for recycling, yet only 15% is actually recycled.

- Adjust fax cover sheet design to maximize space to write comments to avoid attaching a separate letter or note with the item to be faxed, and print fax cover sheets on the back of once-used paper.
- Avoid overproduction of marketing and publicity material; review distribution lists and regularly update databases.
- Modify the formats of standard documents to use less paper (for example, slightly smaller margins and 10 or 11 point font for normal text vs. 12pt).
- Discourage unnecessary printing of emails.
- Add a line at the end of employee email signatures that encourages people to consider the environment before printing the email.
- Cut out junk mail and paper subscriptions to newspapers and magazines, and/or consider reading their electronic/online versions instead.
- Practice on-screen reading and editing habits to save printing.
- When you must print a document, view your document first using your application's print preview feature prior to printing to avoid mistakes, blank pages, etc.
- Toner/Ink Use: Buy remanufactured toner cartridges (can save 40% of costs) and refillable ink cartridges (can save 50% of costs). At Staples toner and ink cartridges can be redeemed for Staples coupons.

Disposal

- Ask computer supplier/manufacturer about refurbishment contracts.
- Ensure unnecessary equipment is collected and either sold to employees for below market value, donated to charities, schools or other local groups (as a tax write-off), or sold or given to vendors or suppliers for parts and recycling. Make use of local resource centers and charities that reuse computers, furniture and other materials from businesses.
- Return toner cartridges for remanufacture.

Office Supplies & Furnishings

We can buy more recycled office supplies, refurbished office furniture and equipment, and environmentally friendly cleaning supplies.

Purchasing

- Work with a vendor to buy recycled products (e.g., office furniture and office products).
- Implement policy to buy recycled items over non-recycled items
- When looking to purchase office furniture, first look at stores that offer refurbished furniture. Refurbished furniture can be purchased in almost every area. Winchester has a wonderful store that sells refurbished office furnishings at below-cost prices (Pifers Office Supply).
- When painting, re-carpeting, or buying furniture, choose low-VOC (volatile organic compounds) paints and materials (such as furniture and carpet).
- Buy recycled packaging products. (We can also reuse packaging materials that are sent to us.)
- Order office supplies and cleaning products that are recycled and earth-friendly (see sample cost comparison charts below)
- Make eco-friendly companies preferred vendors
- Choose minimally packaged products or ask suppliers to provide products in less packaging. Where possible, return excess packaging to supplier for reuse. Industry and commerce alone generate 150 million tons of packaging waste each year.

- Remember to close the “recycling loop” by purchasing recycled products wherever possible. Make a conscious effort not to waste office supplies. Ask yourself, “do I really need it?”
- Encourage those responsible for supplies to order in bulk where possible and to purchase durable, reusable, high quality supplies (e.g., paper clips vs. staples).
- Encourage avoidance of over-packaged goods, such as bubble-wrapped packages or single-item containers. These contain a small amount of product relative to packaging.
- Order reusable products instead of disposable ones (e.g., rechargeable batteries instead of single-use batteries).
- Cancel junk mail and unwanted publications. If several co-workers subscribe to the same publication, suggest reducing to one subscription and circulating the copy.

During Use

- Encourage staff to reuse supplies for their files and desks to minimize need to order new supplies (though clean binders and folders should be used for proposals, deliverables, and samples in the conference rooms).
- Hold a regular “stationery amnesty” by asking staff to hand in all their unused equipment for reuse to ensure we don’t overstock.

Disposal

- Donate to charity or local schools supplies that are no longer used.

Trash & Recycling

Purchasing

- Reduce the amount of high gloss, colored and special finish papers purchased for use in the office. They can often not be recycled so easily and are essentially contaminants if they become part of the recyclable paper stream.
- Check frequency of trash collection and whether it could be reduced (negotiate costs).

During Use

- Reuse the clean side of once-used paper for drafts, internal correspondence, and fax transmission sheets, and then recycle.
- Use scrap paper for notes and messages, and encourage others to do the same. (Paper that has been used for non-confidential documents could even be bound as notepads by a printer.) Encourage use of waste paper wherever possible instead of self-adhesive (Post-It) notes since glued paper cannot be widely recycled. And remember that waste paper is “free” compared to Post-It notes.
- Provide staff with ongoing feedback about the recycling scheme with information on the amount of paper collected. Consider setting a target for everyone to work towards, for example, “20% reduction in waste paper by the end of the month.”

Disposal

- Ensure all staff are educated about the type of paper that can be collected and other requirements (e.g. staples are okay but paper clips and binder clips must be removed...and reused!). Post these rules on the KMS and near the large collection bins. Ensure all staff have convenient access to a paper recycling bin.
- Flatten cardboard boxes and have them recycled rather than putting them in the dumpster.
- Take packing peanuts to the UPS store down the street for recycling.
- In addition to our paper, glass, plastic, and can recycling, be sure to recycle batteries, toner cartridges, compact fluorescent bulbs, cell phones, and other items that can be recycled. My Organic Market, Best Buy, City of Alexandria, and other places take various types of recyclables. Set up small convenient recycling area and

encourage employees to bring in their items from home as well to consolidate trips to these recycling centers and save gas.

Landscaping

- Establish a relationship with a **green** landscaping and maintenance company that uses environmentally friendly practices such as organic compost, natural mulch, and pesticide free maintenance practices.
- Use native, local plants in office landscaping, giving preference to those that require the least amount of water.
- **Plant more trees.** A single tree will absorb one ton of carbon dioxide over its lifetime.
- If the structure allows, consider adding a **green roof**.
 - **Green roofs protect the roof, resulting in longer lifespan** (up to twice as long as conventional roofs). **Green roofs can also substantially lower summer cooling bills** (depends on size of building and type of **green roof**—rooms under a **green roof** are typically 5-7° cooler than the outside air). **Green roofs also insulate for sound** such as machinery, traffic, aircraft, etc. which would have an added benefit for our sound room! They **improve air quality** by filtering airborne particulates from the air and converting CO2 to oxygen.
 - Steps and a railing could allow Del Ray deck users to ascend to a **green roof** over the ballroom to enjoy a rooftop garden and sunbathing. It could also be a **fabulous, impressive part of the tour for clients and guests!**
 - **Green Roofs for Healthy Cities** at Greenroofs.net has information about **green roofs** and finding someone to install one.
- As suggested under Bathrooms & Kitchens, consider having receptacles in the kitchens for compostable food wastes such as tea bags, coffee grounds, and non-meat food. If there are no staff garden enthusiasts to take the wastes home to compost, a small, manageable composting system could be set up to use for the **green roof**.

Transportation

Purchasing

- Minimize the need to travel, particularly for meetings, by increasing the use of communications technologies such as e-mail and video conferencing.
- Encourage telecommuting for appropriate staff, either occasionally or on a regular basis. This can improve productivity, reduce the need for office space, reduce parking demand, and save time.
- Offer rebates for employees who walk, bike, use public transportation, carpool, or drive hybrid cars, motorcycles, or scooters to work
- Provide a secure bike rack for staff who would like to bike to work. Not only will the demand for parking be reduced, but your employees will be healthier and therefore more productive.

During Use

- Schedule meetings and training so employees can carpool (individual driving wastes fuel)
- Have visiting employees transport paperwork or items between offices
- Walking to work is particularly relevant to those living within 2 miles of the workplace and improved fitness levels can have a positive impact on absenteeism and productivity.¹²
- Raise awareness of public transport alternatives by providing timetables, maps and other information in a central location. Post maps of bicycle routes on a central notice board.

¹² Avoiding just 10 miles of driving every week would eliminate about 500 pounds of carbon dioxide emissions a year!

- Encourage the use of Metro and rail for business travel. If the journey start and finish points are close to public transit, use of transit can increase productivity through the opportunity to work on the train, and reduce car mileage and parking costs.
- Promote car sharing with priority parking and establish a database for prospective car sharers so everyone is aware of the potential for increased co-operation.¹³ Preferential parking for car sharers is very cheap to organize and helps encourage car sharing in a highly visible manner.
- Consider the introduction of parking controls and restrictions if there are viable alternatives to driving. Changing the eligibility for car parking spaces, or charging for them, will reduce parking demand and congestion and can provide revenue that can be used for staff benefits, including subsidizing alternative modes of transport.

Additional Ideas for Energy Conservation

- Have the local utility company implement on-site energy-efficient measures to decrease usage or shift a portion of usage to off-peak hours.
- Offset our unavoidable fossil fuel use and CO2 emissions by purchasing renewable energy credits (REC) or offsets from a company such as Native Energy (nativeenergy.com)
- Improve indoor air quality with plants. Choose varieties that tolerate low light and once a week watering.

Promoting Healthy Lifestyles

- Encourage employees to only work 40 hours a week and take an hour lunch and breaks (and to consider taking a brisk walk during their breaks!)
- Encourage employees to lead healthy lives (considering increasing the amount of the monthly fitness reimbursement plan which has not been increased since its inception)
- Offer smoking cessation programs
- Make the daily 10@10, team meetings, and any other meetings that can be so, walking meetings

You're wrong, Kermit...

It's EASY Being Green, and...It's Worth It!

Accomplishing all goals set above will take teamwork. Employees from different departments will be encouraged to work together to meet these goals. Going **green** will bring positive change to Mind & Media in many ways.

Photo © Jim Henson Productions, Inc.



¹³ Sharing a ride with someone just 2 days a week will reduce your carbon dioxide emissions by 1,590 pounds a year. eRideShare.com runs a free national service connecting commuters and travelers.

SAMPLE COST COMPARISONS

Often, the **green** option can actually be cheaper than the regular option, and just as effective. The following tables offer sample cost comparisons for typical office supplies and cleaning products.

Paper Products and Packaging¹⁴

Product	Regular Price	Recycled Price	Bottom Line
5000 Sheets Copy Paper	\$30.99	\$30.99 (30%) \$41.49 (100%)	Same price for 30% recycled paper! \$10.50/case more for 100% recycled.
24 Pads Post-It Notes (3x3)	\$30.99	\$21.58 (30%)	\$9.41 cheaper for recycled!
500 #10 Envelopes	\$19.98	\$20.48 (30%)	Recycled costs only \$.50 more!
12 Legal Pads	\$8.18	\$9.99 (100%)	100% recycled costs only \$1.81 more!

Cleaning Products

[Green Home Environmental Store](#) offers phosphate-free and biodegradable cleaners that are just as effective as traditional cleaners at removing grease, unclogging drains, and cleaning multiple surfaces. In addition, the store sells concentrated cleaner to decrease shipping costs and provide you the flexibility to determine where to use the product.

Product	Regular Price	Green Price	Bottom Line
All-Purpose Cleanser	\$4.89/qt	\$4.58/qt	Green product is \$.31 cheaper per qt.!
Dishwashing Detergent	\$5.59/qt	\$5.14/qt	Green product is \$.45 cheaper per qt.!
Trash Bags	\$.08/bag	\$.30/bag	Standard product is \$.22 cheaper per bag.
Toilet Paper	\$1.07/roll	\$1.25/roll	Standard product is \$.18 cheaper per roll.

RESOURCES

- **Green Living Ideas** (<http://greenlivingideas.com/>): This blog includes many great tips and list and **we borrowed heavily from it for this document.**
- **Green Office Guide** (http://www.egeneration.co.uk/centre/modules/green_office/index.asp): This page may have been moved or deleted, but fortunately we saved it to our KMS for future reference. Note that since it is from a UK site, it does express costs in pounds and measurements in metric, but it is still a very valuable source of ideas and **we borrowed heavily from it for this document.**
- **AERC Recycling Solutions** (<http://www.aercycling.com/index.php>): This company has DC/MD/VA offices and offers recycling of many things including batteries, fluorescent bulbs, electronics, and more.
- **American Council for an Energy-Efficient Economy (ACEE³)** (<http://www.aceee.org/>): ACEEE focuses on buildings, appliances, and indoor air quality. Its report, "Making Business Sense of Energy Efficiency and Pollution Prevention," presents examples of projects that have successfully combined energy-efficiency and pollution-prevention technologies and strategies to enhance the environment, productivity, and the bottom line. ACEEE program areas include national, regional, and state energy policy; energy-efficient buildings, appliances, and equipment; and energy-efficient industry and transportation. The council also works collaboratively with businesses and other

¹⁴ The numbers supporting paper recycling are persuasive: One ton of paper made from 100 percent wastepaper instead of virgin wood fiber will save 17 trees, 4100 kilowatt hours of energy, 7000 gallons of water, 60 pounds of air-polluting effluents, 3 cubic yards of landfill space, and up to \$150 in taxpayer money for waste disposal.

organizations; publishes reports, including the annual booklet "The Most Energy Efficient Appliances"; organizes conferences and workshops; and informs consumers on home-energy savings and **green** consumption.

- **BOMA Energy Efficiency Program (BEEP)** (http://www.greenerbuildings.com/organization_detail.cfm?LinkAdvID=67116): A program of the Building Owners and Managers Association, "BEEP" teaches property owners, managers, and operators important strategies for optimizing their equipment, people, and practices. The program aims to develop industry standards for operational excellence, document success through recognition programs, and communicate those successes to industry and stakeholders.
- **EPA's Energy Star Program** (<http://www.energystar.gov>): Includes resources for building or remodeling using environmentally friendly products, information on tax deductions for energy efficient buildings, and guides to Energy Star qualified products.
- **International Facility Management Association (IFMA)** (<http://www.ifma.org/>): IFMA is a professional organization dedicated to promoting excellence in facility management. The association conducts research, provides educational and certification programs, and offers tools and networking opportunities for its members. On the association's website, find a complete course catalog for IFMA classes and workshops and information on upcoming conferences. Members gain access to the online membership directory and receive the association's bimonthly Facility Management Journal.
- **Virginia Recycling Association** (<http://www.vrarecycles.org/index.htm>): Promotes recycling in Virginia and the expansion of recycling programs for both homes and businesses. We may want to become a member (\$250/year) or make a donation.



Jill Nienhiser is a communication consultant with, and Josef Villanasco is the office manager for, Mind & Media, Inc. These recommendations were initially prepared as an action guide for internal use and so many of the recommendations were taken word for word from several online resources. The Green Living Ideas blog and the Green Office Guide listed in the Resources above were two of the primary sources of many of the recommendations.

Mind & Media is a full-service media agency in Alexandria, Virginia dedicated to addressing complex messaging challenges. We specialize in developing training, awareness and recruiting initiatives that combine the most effective elements of traditional and emerging communications technologies. Our familiarity with the Federal marketplace makes it possible for us to translate these services and solutions to forward-thinking agencies and organizations ready to maximize the effectiveness of their print, broadcast, and online outreach. We also have extensive past performance in environmental messaging for a variety of agencies. To have a more detailed discussion about any of these issues, contact Aldo Bello at (703) 894-1020, or visit us online at www.mindandmedia.com, and complete the contact form under Contact Us.