

	Philosophy	Company Operations & Product	Employees	Facilities	Procurement
Easy Green	<p>We aren't in the business of environment, but we want to find ways to add a little green to our company</p> <p>Mandate: Lowest cost efforts with the greatest "feel good"</p>	<ul style="list-style-type: none"> Recycle glass, paper, etc., and ensure hazardous waste is deposited appropriately. Replace old office equipment with more energy efficient models. Move some high-resource items to the "by request" category (e.g. drinking water, clean towels and linens, etc.) Participate in green power programs 	<ul style="list-style-type: none"> Ask employees to recycle at home and work and put recycling containers at their desks Make it easy for recycling to be accumulated, and educate employees about what to recycle Offer employees tips on energy efficiency in their homes 	<ul style="list-style-type: none"> Install Lighting or HVAC Control Replace incandescent lightbulbs with CFL's Check for leaks. Don't water at mid-day. Turn off water when not in use. Install rain barrels to use rainwater for light irrigation. Use drought resistant plants. Paint with low-VOC paints Use green cleaning products to clean facilities and use brooms instead of hoses to clean outdoors, don't use leaf blowers 	<ul style="list-style-type: none"> Buy used products or new products that are made with recycled materials and in minimal packaging. Buy recycled content for paper and other products where it is available
Golden Green	<p>We believe environment and climate responsibilities are a key component of every business market, and we should be dedicated to finding ways to minimize our impact regardless of what business we are in.</p> <p>Mandate: Do as many efforts that have the greatest benefit to the environment level as we possibly can</p>	<ul style="list-style-type: none"> Identify ways to reduce packaging in products Measure all emissions coming from operations and set clear targets for reduction Do an annual environmental audit and generate environmental reports for internal and external shareholders and stakeholders Identify strategies to green fleets through hybrid vehicles, fueling choices, and idling practices Arrange for food and yard waste to be composted Participate in green power programs or buy renewable energy offsets 	<ul style="list-style-type: none"> Incorporate environmental values into mission statements Employ a full-time officer or department of sustainability focused on environmental impact with actionable goals and direct reporting to corporate leaders. Create employee committees to look at ways of reducing environmental impact. Conduct employee environmental education programs Install bike lockers, designate premium parking spots for high-mileage vehicles, and offer shuttles to/from mass transit. 	<ul style="list-style-type: none"> Pursue LEED building standards and beyond and create environmental performance standards for your site—roofs, interior materials, lighting, toilets, building control systems, etc. Plant trees around the building and in parking lots to cut down on sun. Install water-conserving fixtures and an on-site natural rainwater runoff treatment system to use rainwater and recycled water for non-potable systems building needs, treat wastewater onsite, install porous concrete in parking lots Examine the life-cycle impacts of all decisions in facilities and operations 	<ul style="list-style-type: none"> Incorporate environmental standards into procurement policies. Set environmental goals and standards for suppliers to improve their own environmental sustainability and work collaboratively with them to ensure their success. Measure your ecological footprint to include your suppliers, and ask them to commit to reducing the overall footprint within set targets
Brilliant Green	<p>We believe that more value with less impact is a trend similar to technology that is creating new opportunities for businesses across a wealth of industries, and we want to put ourselves in a position to do well by doing good.</p> <p>Mandate: Increase our total value and reduce our impact in ways that ensure our strategic success in our industry</p>	<ul style="list-style-type: none"> Look for ways to incorporate sustainability into your core product offering and appeal to those looking at high value/low impact lifestyles Incorporate high value/less impact strategies across all major functions of the organization and evaluate connection to overall performance of your business Create a strategy to convert fleets to higher efficiency/low impact vehicles Install cost-effective renewable energy or distributed energy systems in your own facilities, or bid out to identify merchant distributed generation providers. Work with your existing utility to leverage efforts to reduce consumption and costs 	<ul style="list-style-type: none"> Identify an existing or new C-level position whose job it is to build a corporate-wide strategy to incorporate brilliant business practices to increase performance Build positions and internal consulting teams focused on understanding the companies value streams and impacts Set up programs to look for ways to increase value with less impact. Offer incentives to employees to reduce the company's and their own impact, such as a transportation bonus rewarding carpools, bike usage, high-mileage vehicles. Offer to share resulting energy & water savings as bonuses for employees. 	<ul style="list-style-type: none"> Identify your value metric—worker productivity, operating costs, market premium at resell, and do a call out for ideas to increase the value and reduce impacts in facilities Focus on natural engineering systems for water, air, materials, etc. to increase the functionality at the building while reducing costs Install energy saving systems: cool/green roofs, energy efficient windows. Leverage wireless sensors and link major building systems (BAS) into a common building automation to maximize functionality, adaptability, and energy efficiency. Incorporate BAS into the internet for multi-zonal control to increase worker productivity and overall management 	<ul style="list-style-type: none"> Work with market partners to identify waste, inappropriate impacts and missing value opportunities in your market footprint Participate in partnerships with local organizations to promote innovative solutions, demonstration programs, knowledge sharing, and political action. Investigate potential vendor choices where transportation costs and impacts can be minimized



kirkland business roundtable

kirkland sustainable business project

What is a green business? Sustainable industries may be defined as companies that provide a product or service whose use results in greater resource efficiency and/or reduction of negative impacts on the environment.

- (Portland Development Authority)



some green mentors

Recycling/Waste Reduction ~ City of Kirkland
(425)587-3878 or recycle@ci.kirkland.wa.us

Water Conservation ~ City of Kirkland/
Cascade Water Alliance
(425)587-3907 or www.cascadewater.org

Energy Conservation ~ Puget Sound Energy
(800)562-1482

Green Building ~ Master Builders Association/
Built Green Program (Residential Construction)
(425)460-8238 or www.BuiltGreen.net

US Green Building Council/
Cascadia Region Green Building Council
www.cascadiagbc.org

april 2007