Montgomery County Green Business Certification Program
Program Overview

Umbrella recognition program:

- DEP “home grown”
- B Lab (above average on environmental section)
- Green America (Gold)
- Green Seal (lodging, cleaning, restaurants)
- Green Restaurant Association
- Veriflora Sustainably Grown
- USDA Organic; Certified Naturally Grown
- ISO 14001 Environmental Management System
Example Actions

- Using 100% recycled copy paper
- Cycling to work
- Installing energy-efficient light bulbs
- Holding virtual meetings
- Using tap water instead of bottled water
Example Actions
Metrics & Continuous Improvement

Electricity Sources & Use

- Conventional Source Usage
- Solar Source Usage
- Wind Source Usage
- Total Pounds CO2 Emissions

Graph showing kWh of usage and Lbs of Carbon Dioxide Emissions for 2013, 2014, and 2015.
Metrics & Continuous Improvement

Reams of Paper Used by Quarter

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Reams Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st-2013</td>
<td>120</td>
</tr>
<tr>
<td>2nd-2013</td>
<td>120</td>
</tr>
<tr>
<td>3rd-2013</td>
<td>120</td>
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<tr>
<td>4th-2013</td>
<td>100</td>
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<tr>
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<td>4th-2014</td>
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<tr>
<td>1st-2015</td>
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<tr>
<td>2nd-2015</td>
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<tr>
<td>3rd-2015</td>
<td>90</td>
</tr>
<tr>
<td>4th-2015</td>
<td>90</td>
</tr>
</tbody>
</table>
Perks and Benefits

• Listed in Green Business Directory

• Use of logo and branded materials

• Promotional opportunities: newsletters, video profiles, press events, bus ads, blogs, etc.

• Listed in County’s Vendor Database
Green Business Directory

Energy Services

- CleanChoice ENERGY
- ecobeco
- Sun
- Savenia Labs

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Farms & Nurseries

- Bell Nursery
- One Acre Farm
- From the Earth Foods
- Plumer Farm
- Potomac Valley Organics
- Red Wiggler Community Farm
- Table
Branded Materials

TIP #3
Recycle Plastics
By the Numbers!

1 through 5

Nix the Six!

These lunch items CAN’T be recycled:
- Paper Towels
- Plastic Bags
- Styrofoam Cups
- Candy Wrappers
- Chip Bags
- Plastic Utensils
- Greasy Pizza Boxes
- Single-Serve Coffee Pods

TIP #2
Looking for a low-impact meal?
Pack a Trash-Free & Healthy Lunch!

Become a Lunch Break Superhero!

- reusable lunch box!
- reusable water bottle!
- reusable food containers!
- reusable cutlery!
- cloth napkin!
- meatless! (better for you and the environment)
Branded Materials

THANK YOU!
You were caught in the act of...

☐ Saving Water
☐ Buying Green
☐ Recycling
☐ Conserving Resources
☐ Inspiring Others

☐ Reducing Waste
☐ Eating Sustainably
☐ Commuting Green
☐ Saving Energy
☐ Taking Initiative

Dear

Thanks for greening our workplace,

Catch a colleague working green? Send a green gratitude card and express your appreciation.
Together, individual steps can have a big impact!

We’re proud to be employed by a County Certified Green Business!

Learn more at mcgreenbiz.org
Promotional Opportunities

Gift Greener!

- Shop at a Certified Green Business for the following gifts
  - Restaurants/Caterers
  - Home Improvement and Appliances
  - Organic lawn care and sustainable Landscaping
  - Yoga lessons
  - Green Travel
  - Socially and Environmentally Responsible Funds
  - Energy Efficiency Upgrades and Solar Panels
Promotional Opportunities
Enhanced Reputation and Recognition
Enhanced Reputation and Recognition
Enhanced Reputation and Recognition
Alignment of operations with values

Goodwill Industries International is 100% Wind Powered
Alignment of operations with values
More Efficient Business Practices

• **CNSI** -- Benchmarking to identify areas of improvement and measure performance

• **Raffa** – Started an “Ask Tom” program on intranet where employees could anonymously suggest improvements and form a committee to evaluate options

• **Marriott** -- Shifted from evening to daylight cleaning so that cleaning crew could use public transit and save an estimated $100,000 a year from turning off lights
Getting Started – Top Six

• Form a Green Team

• Create a staff wide survey soliciting ideas about greening your operations.

• Identify your biggest impact areas

• Start with waste reduction

• Establish sustainability policies

• Create a plan with goals, milestones and metrics
It’s Contagious & Builds Community!