

Sustainable Direction in Houston

Panel Discussion + Networking Governments, faith-based organizations, and businesses are picking up the pace with eco-friendly behavior. Why are these entities investing in personnel and policies to engage in the improvement of their ecological performance? What are their duties and what results are they achieving?

Join us for a panel discussion composed of representatives from the federal government, our city government, a corporate design firm, a local church, and a local sports arena. Learn about the momentum that is building in this arena, and increase your expertise.

Guest Panelists.....

Laurie Peterson, JSC Sustainability Champion,
Johnson Space Center, NASA

Lisa Lin, Sustainability Manager,
City of Houston Mayor's Office

Julie Hedricks, VP, Director of EcoServices
Kirksey Architecture

Mark Edmiston-Lange, Co-Pastor
Emerson Unitarian Universalist Church

Greg Poole, Sr. Facilities Manager
Houston Rockets Toyota Center

When.....

Wednesday, August 26, 2015 6:00 – 8:00 p.m.

PLEASE RSVP: Free and open to the public

Steve.stelzer@houstontx.gov or phone 832-394-9050



Venue: Green Building Resource Center.
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ABOUT

Christy Goldfuss

The Council on Environmental Quality - About

The Council on Environmental Quality

The Council on Environmental Quality (CEQ) coordinates Federal environmental efforts and works closely with agencies and other White House offices in the development of environmental policies and initiatives. CEQ was established within the Executive Office of the President by Congress as part of the National Environmental Policy Act of 1969 (NEPA) and additional responsibilities were provided by the Environmental Quality Improvement Act of 1970.

The President's Advisor

Christy Goldfuss leads the Council and assists and advises the President in developing environmental policies and initiatives.

Through interagency working groups and coordination with other EOP components, CEQ works to advance the President's agenda. It also balances competing positions, and encourages government-wide coordination, bringing Federal agencies, state and local governments, and other stakeholders together on matters relating to the environment, natural resources and energy.

In addition, CEQ oversees the Office of the Federal Environmental Executive. The role of the Federal Environmental Executive is to promote sustainable environmental stewardship throughout the Federal government.

Sec. 3. Sustainability Goals for Agencies. In implementing the policy set forth in section 1 of this order and to achieve the goals of section 2 of this order, the head of each agency shall, where life-cycle cost-effective, beginning in fiscal year 2016, unless otherwise specified:

(a) promote building energy conservation, efficiency, and management by:

(i) reducing agency building energy intensity measured in British thermal units per gross square foot by 2.5 percent annually through the end of fiscal year 2025, relative to the baseline of the agency's building energy use in fiscal year 2015 and taking into account agency progress to date, except where revised pursuant to section 9(f) of this order, by implementing efficiency measures based on and using practices such as:

(A) using remote building energy performance assessment auditing technology;

(B) participating in demand management programs;

(C) ensuring that monthly performance data is entered into the Environmental Protection Agency (EPA) ENERGY STAR Portfolio Manager for covered buildings;

(D) incorporating, where feasible, the consensus-based, industry standard Green Button data access system into reporting, data analytics, and automation processes;

(E) implementing space utilization and optimization practices and policies;

(F) identifying opportunities to transition test-bed technologies to achieve the goals of this section; and

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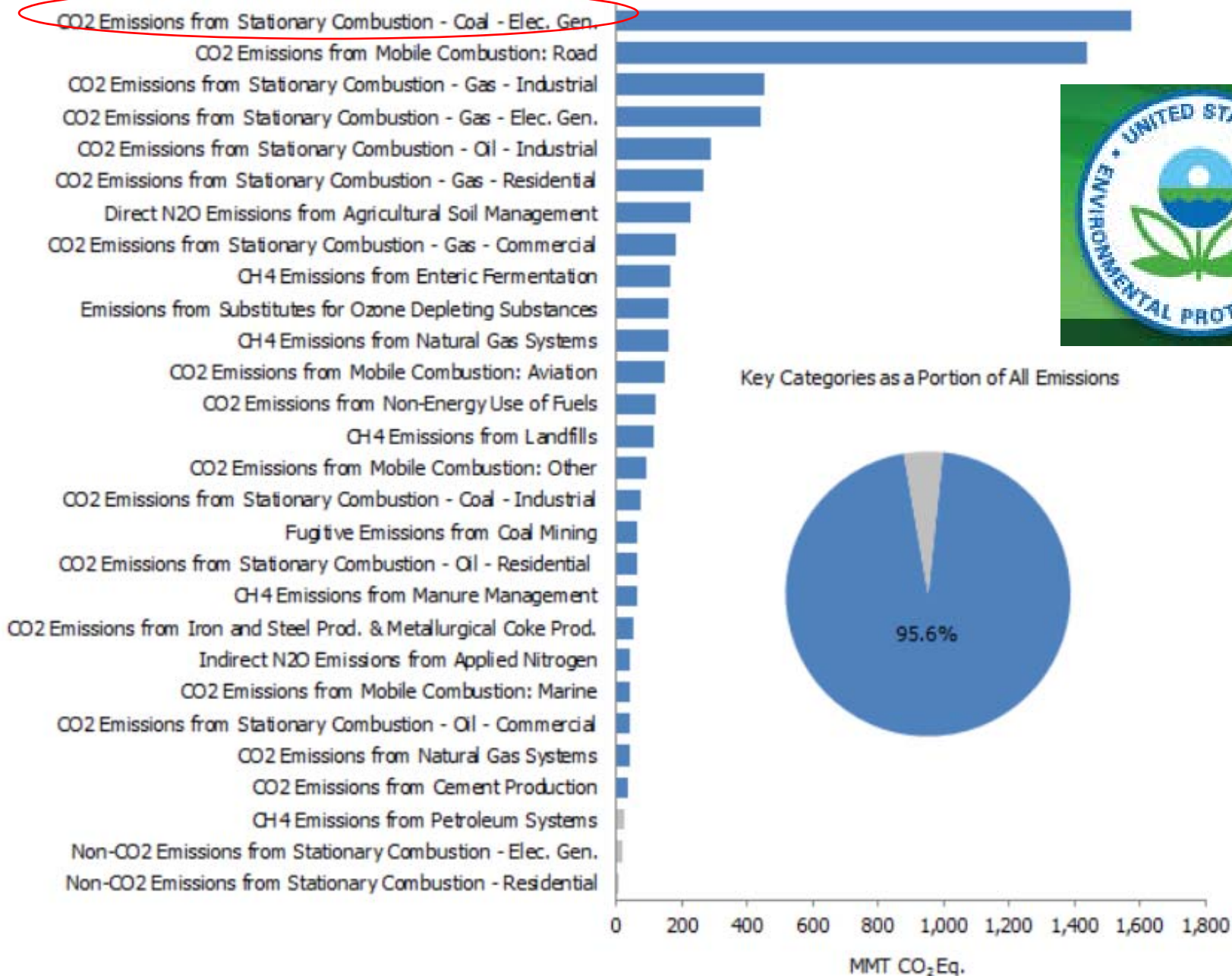


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Figure ES-16: 2013 Key Categories



(h) improve building efficiency, performance, and management by:

(i) ensuring, beginning in fiscal year 2020 and thereafter, that all new construction of Federal buildings greater than 5,000 gross square feet that enters the planning process is designed to achieve energy net-zero and, where feasible, water or waste net-zero by fiscal year 2030;

(ii) identifying, beginning in June of 2016, as part of the planning requirements of section 14 of this order, a percentage of at least 15 percent, by number or total square footage, of the agency's existing buildings above 5,000 gross square feet that will, by fiscal year 2025, comply with the revised Guiding Principles for Federal Leadership in High Performance and Sustainable Buildings (Guiding Principles), developed pursuant to section 4 of this order, and making annual progress toward 100 percent conformance with the Guiding Principles for its building inventory;

(iii) identifying, as part of the planning requirements of section 14 of this order, a percentage of the agency's existing buildings above 5,000 gross square feet intended to be energy, waste, or water net-zero buildings by fiscal year 2025 and implementing actions that will allow those buildings to meet that target;

(iv) including in all new agency lease solicitations over 10,000 rentable square feet:

(A) criteria for energy efficiency either as a required performance specification or as a source selection evaluation factor in best-value tradeoff procurements; and

(B) requirements for building lessor disclosure of carbon

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(iii) purchasing environmentally preferable products or services that:

(A) meet or exceed specifications, standards, or labels recommended by EPA that have been determined to assist agencies in meeting their needs and further advance sustainable procurement goals of this order; or

(B) meet environmental performance criteria developed or adopted by voluntary consensus standards bodies consistent with section 12(d) of the National Technology Transfer and Advancement Act of 1995 (Public Law 104-113) and OMB Circular A-119;

(j) advance waste prevention and pollution prevention by:

(i) reporting in accordance with the requirements of sections 301 through 313 of the Emergency Planning and Community Right-to-Know Act of 1986 (42 U.S.C. 11001 through 11023);

(ii) diverting at least 50 percent of non-hazardous solid waste, including food and compostable material but not construction and demolition materials and debris, annually, and pursuing opportunities for net-zero waste or additional diversion opportunities;

(iii) diverting at least 50 percent of non-hazardous construction and demolition materials and debris; and

(iv) reducing or minimizing the quantity of toxic and hazardous chemicals and materials acquired, used, or disposed of, particularly where such reduction will assist the agency in pursuing agency greenhouse gas emission reduction targets established in section 2 of this order;

(l) promote electronics stewardship by establishing, measuring, and reporting by:

(i) ensuring procurement preference for environmentally sustainable electronic products as established in subsection (i) of this section;

(ii) establishing and implementing policies to enable power management, duplex printing, and other energy-efficient or environmentally sustainable features on all eligible agency electronic products; and

(iii) employing environmentally sound practices with respect to the agency's disposition of all agency excess or surplus electronic products.

Sec. 6. Duties of the Federal Chief Sustainability Officer. Henceforth, the Federal Environmental Executive is reestablished as the Federal Chief Sustainability Officer and the Office of the Federal Environmental Executive is reestablished as the Office of the Chief Sustainability Officer, for which the Environmental Protection Agency shall provide funding and administrative support and that shall be maintained at CEQ. In implementing the policy set forth in section 1 of this order, the Federal Chief Sustainability Officer shall:

- (a) monitor progress and advise the Chair of CEQ on agency goals in sections 2 and 3 of this order;
- (b) chair, convene, and preside at quarterly meetings; determine the agenda; and direct the work of the Steering Committee;
- (c) lead the development of programs and policies to assist agencies in implementing the goals of this order in coordination with DOE, EPA, the General Services Administration (GSA), and other agencies as appropriate;
- (d) coordinate and provide direction to relevant existing workgroups through quarterly meetings to ensure that opportunities for improvement in implementation of this order are identified and addressed; and
- (e) advise the Chair of CEQ on the implementation of this order.

Sec. 7. Duties of Principal Agencies. To ensure successful implementation of the policy established in section 1 of this order, the head of each Principal Agency shall:

- (a) designate, within 45 days of the date of this order, an agency Chief Sustainability Officer, who shall be a senior civilian officer of the United States, compensated annually in an amount at or above the amount payable at level IV of the Executive Schedule, and report such designation to the Director of OMB and the Chair of CEQ;
- (b) assign the designated official the authority to represent the agency on the Steering Committee established under section 4 of this order and perform such other duties relating to the implementation of this order within the agency as the head of the agency deems appropriate;
- (c) prepare and distribute internally, where appropriate, performance evaluations of agency implementation of this order that reflect the contribution of agency services, components, bureaus, and operating divisions to the goals of this order;
- (d) ensure, as soon as practicable after the date of this order, that leases and contracts entered into after the date of this order for lessor or contractor operation of Government-owned buildings or vehicles facilitate the agency's compliance with this order;
- (e) implement opportunities to improve agency fleet sustainability, including vehicle acquisitions as established in section 3(g) of this order, waiver authority, and fleet data management practices, by revising agency fleet management review and approval procedures to include the Chief Sustainability Officers designated under this section and section 8 of this order;

Sec. 11. Employee Education and Training. Within 180 days of the date of this order, the Office of Personnel Management, in coordination with DOE, GSA, EPA, and other agencies as appropriate, shall:

(a) consider the establishment of a dedicated Federal occupational series for sustainability professionals and relevant positions that directly impact the achievement of Federal sustainability goals and if appropriate, prepare and issue such occupational series; and

(b) initiate the inclusion of environmental sustainability and climate preparedness and resilience into Federal leadership and educational programs in courses and training, delivered through electronic learning, in classroom settings, and residential centers, particularly developmental training for Senior Executive Service and GS-15 personnel.

Sec. 12. Supporting the Federal Fleet. (a) GSA shall ensure that vehicles available to agencies for either lease or sale, at or below market cost, through its vehicle program include adequate variety and volume of alternative fuel vehicles, including zero emission and plug-in hybrid vehicles, to meet the fleet management goals of this order.

(b) DOE shall assist the United States Postal Service (USPS) in evaluating the best alternative and advanced fuel technologies for the USPS fleet and report on such progress annually as part of the planning requirements of section 14 of this order.

Sec. 13. Supporting Federal Facility Climate Preparedness and Resilience. The head of each agency shall, consistent with Executive Order 13653 of November 1, 2013, ensure that agency operations and facilities prepare for impacts of climate change as part of the planning requirements of section 14 of this order and consistent with planning required under section 5 of Executive Order 13653 by:



Office of the Federal Environmental Executive

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Federal Leadership in Environmental, Energy, and Economic Performance

List of Agency Senior Sustainability Officers under E.O. 13514

Executive Order 13514 required Federal agencies to designate Senior Sustainability Officers from among the agency's senior management officials. These Officers are accountable for agency conformance with the requirements of this order, including the preparation of targets for agency-wide greenhouse gas reductions, the submission of a Strategic Sustainability Performance Plan, and the monitoring of agency performance and progress in meeting the goals of the order. The following is a list of the Senior Sustainability Officers by agency.

Agency	SSO	Title
Advisory Council on Historic Preservation	Ronald D. Anzalone	Director, Office of Preservation Initiatives
Central Intelligence Agency	Lawrence J. McGinty	Chief, Environmental Safety Group
Commodity Futures Trading	Candace A.	Chief, Logistics and Operations, Office of the Executive

	McGinty	
Commodity Futures Trading Commission	Candace A. Turner	Chief, Logistics and Operations, Office of the Executive Director
Corporation for National and Community Service	David Rebich	Chief Financial Officer
Court Services & Offender Supervision Agency	James Williams	Associate Director, Management and Administration
Department of Commerce	Fred Stephens	Deputy Assistant Secretary for Administration
Department of Defense	Frank Kendall	Under Secretary of Defense for Acquisition, Technology, and Logistics
Department of Education	Andrew Jackson	Assistant Secretary for Management
Department of Energy	Daniel B. Poneman	Deputy Secretary
Department of Health and Human Services	Ned Holland	Assistant Secretary for Administration
Department of Homeland Security	Chris Cummiskey	Acting Under Secretary for Management
Department of Housing and Urban Development	In Transition	
Department of the Interior	Rhea S. Suh	Assistant Secretary, Policy Management and Budget
Department of Justice	Lee J. Lofthus	Assistant Attorney General for Administration
Department of Labor	Charlotte Hayes	Deputy Assistant Secretary for Policy
Department of State	Patrick Kennedy	Undersecretary for Management

Department of Veterans Affairs	Jim Sullivan	Director, Office of Asset Enterprise Management
Environmental Protection Agency	Craig E. Hooks	Assistant Administrator, Office of Administration and Resources Management
Export-Import Bank	Michael Cushing	Senior Vice President, Resource Management
Farm Credit Administration	Stephen G. Smith	Director, Office of Management Services
Federal Energy Regulatory Commission	Joshua Hill	Director, Logistics Management Division
Federal Housing Finance Agency	In Transition	
Federal Labor Relations Authority	Sonna Stampone	Executive Director
Federal Maritime Commission	Florence A. Carr	Director, Bureau of Trade Analysis
Federal Mine Safety and Health Review Commission	Michael A. McCord	General Counsel
Federal Trade Commission	David Robbins	Executive Director
General Services Administration	Ruth Cox	Regional Administrator, Pacific Rim
Institute of Museum and Library Services	Michael Jerger	Chief Operating Officer
Marine Mammal Commission	Catherine Shrestha	Administrative Officer
Millennium Challenge Corporation	William Barboza	Director of Security
National Aeronautics and Space Administration	Calvin Williams	Chief, Planning and Real Estate Branch, Facilities, Engineering, and Real Property Division

Administration		Division
National Capital Planning Commission	Marcel C. Acosta	Executive Director
National Endowment for the Arts	Kathy Daum	Director, Administrative Services
National Endowment for the Humanities	Barry Maynes	Administrative Services Office
National Labor Relations Board	Thomas J. Christman, Jr.	Acting Director, Division of Administration
National Mediation Board	In Transition	
National Science Foundation	Clifford Gabriel	Senior Advisor, Office of the Director
Nuclear Regulatory Commission	Cynthia A. Carpenter	Director, Office of Administration
Nuclear Waste Technical Review Board	Nigel Mote	Executive Director
Occupational Safety and Health Review Commission	In Transition	
Office of Personnel Management	Dean Hunter	Director, Facilities, Security & Contracting
Overseas Private Investment Corporation	Lena Paulsen	Director, Security and Administrative Services
Peace Corps	James Pimpedly	Chief, Administrative Service, Office of Management
Pension Benefit Guaranty Corporation	Cathleen Kronopolus	Director, Workplace Solutions Department
Railroad Retirement Board	Keith Earley	Director of Administration

	Hubbard	
Small Business Administration	Paul Christy	Chief Information Officer
Smithsonian Institution	Nancy Bechtol	Director, Office of Facilities, Engineering, and Operations
Social Security Administration	Chris Molander	Associate Commissioner
Tennessee Valley Authority	Brenda Brickhouse	Vice President, Environmental Permits and Compliance
US Agency for International Development	Lisa Glufing	Chief, Policy Division, Bureau for Management Policy, Budget and Performance
US Army Corps of Engineers	Jo-Ellen Darcy	Assistant Secretary (Civil Works)
US Chemical Safety and Hazard Investigation Board	Anna Brown	Director of Administration
US Department of Agriculture	Robin E. Heard	Deputy Assistant Secretary for Administration
US Institute of Peace	Christopher de Paola	Chief Administrative Officer
US Postal Service	Thomas Day	Chief Sustainability Officer
US Trade and Development Agency	Carolyn Hum	Administrative Officer, Office of Administration

Revised 07/18/2014

July 29, 2015

Tiffany Commits to 15% GHG Reduction by 2020

TIFFANY & CO.

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[Tiffany Turns To Solar Energy](#)

[Tiffany Sustainability Report: Normalized GHG Emissions Fall 8%](#)

[Tiffany Details Diamond, Metals Purchasing](#)



2015 EHS

Tiffany & Co. has committed to reducing its total global [greenhouse gas emissions](#) by 15 percent from 2013 to 2020, according to its [2014 sustainability report](#). While the high-end retailer experienced a 7 percent increase in global Scope 1 and Scope 2 emissions between 2013 and 2014, it said emissions per square foot decreased by 1 percent over the same period.



Tiffany attributed the absolute increase to an 8 percent growth in global building area from the opening of new retail and manufacturing locations. To help reduce its overall carbon footprint, the company continued a global initiative to replace energy-intensive lights in retail displays with efficient LED lights and expanded it to include LED overhead lighting. By the end of 2014, more than 30 retail locations were retrofitted with LED overhead lighting, with an additional 35–40 locations planned for this year.

In 2014, Tiffany helped to advance the development of a globally recognized standard for responsible mining. As a founding member of the Initiative for Responsible Mining Assurance (IRMA), the company has collaborated with representatives from industry, NGOs, impacted communities, labor organizations and others to develop third-party, multistakeholder standards for responsible mining. IRMA plans to pilot the draft standard this year.

Management Forum

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Oct. 14-16, 2015

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Charlotte, NC



In 2014, Tiffany received 100 percent of its rough diamonds either directly from a known mine or a supplier with multiple known mines. Last year Tiffany, Target and Helzberg Diamonds committed to more sustainable gold and metals mining.

All of the paper used to make Tiffany's blue boxes and bags, and the majority of the paper used for its catalogs, comes from papers suppliers that are certified by the Forest Stewardship Council (FSC), which assures that wood and paper products come from renewable and well-managed resources. In 2014, the company instituted a requirement for all new global paper vendors for print pieces to have FSC certification.

In 2014, the Tiffany blue box was made with more than 89 percent recycled content, and the Tiffany blue bag was made with 50 percent recycled content. The corrugated boxes, tissue paper and bubble wrap the company uses contain between 60–100 percent recycled content and are recyclable where facilities exist.



Houston power companies support Obama's clean power

2:32pm CDT

TAGS Environment, Energy, Politics, Oil & Gas, Policy



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Houston-based **Calpine Corp.** (NYSE: CPN) released a statement on Aug. 3 reiterating the company's support for U.S. President **Barack Obama's** Clean Power Plan, and now Houston-based **NRG Energy Inc.** (NYSE: NRG) is voicing its own support.

Under the plan, the nation's power plants will be required to reduce their carbon emissions by 32 percent from 2005 levels by 2030.

"We are withholding additional comment until we have fully reviewed it, but one thing we support is its ultimate emissions reduction goal," said a statement emailed to the Houston Business Journal. "The EPA's emission reduction target for 2030 is less aggressive than our own corporate reduction goal of 50 percent below 2014 levels by 2030."

But NRG was sure to spell out that the states the key actors in developing compliance programs, more so than the federal Environmental Protection Agency.

While NRG equivocated by saying further review would be needed, Calpine came out in full support.

"This flexible, market-based solution will reward the companies that invest and have invested smartly in cleaner generation. We applaud the EPA for its efforts throughout this collaborative process and look forward to working with the agency, states and other stakeholders as the rule is ultimately implemented," said **Thad Hill**, president and CEO at Calpine in the company's statement.

Meanwhile Houston-based **Dynegy Inc.** (NYSE: DYN), which closed on the acquisition of multiple coal-fired power plants in April, has abstained from

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A conversation with NRG's first chief sustainability officer

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[Ellen Weinreb](#)

Wednesday, December 17, 2014 - 2:00am



[Ellen Weinreb](#)

CEO

Weinreb Group



Leah Seligmann's promotion to CSO highlights NRG's commitment as a sustainability leader in the energy sector.

In September, NRG appointed Leah Seligmann as its first chief sustainability officer. Leah's promotion from director of sustainability highlights NRG's commitment as a sustainability leader in the energy sector. Of note, NRG recently announced [long-term sustainability goals](#), including ambitious plans to reduce CO2 emissions 50 percent by 2020 and 90 percent by 2050. I had the

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July 10, 2015

CSR Programs Increase Revenue up to 20%, Says Verizon, Campbell Soup Study



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[Campbell's Soup Spearheads Redevelopment Of Hometown](#)

[Campbell Soup, BNB Napoleon Solar to Build \\$21.6M for Solar Facility](#)

Well-designed [corporate social responsibility](#) programs increase

revenue by as much as 20 percent, command price premiums up to 20 percent and increase customer commitment by as much as 60 percent, according to a study commissioned by [Verizon](#) and [Campbell Soup](#).

[Project ROI](#), conducted by IO Sustainability and Babson College, found that in addition to having a positive impact on sales, CSR programs increase shareholder value and improve employee productivity.

[Project ROI](#) analyzed existing research and data to assess CSR's value to society and to businesses' bottom line. It outlines a roadmap of best practices for companies that want to improve the effectiveness and authenticity of their CSR approach. [Project ROI](#) further proves the value of CSR in driving employee satisfaction, productivity and retention, and provides investors and community leaders with proof points for investing in or doing business with a particular company, Verizon says.



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ARE YOU A WINNER?

34% of Americans Don't Know LEDs Save Electricity

August 11, 2015 By [Linda Hardesty](#)

Beginning September 1, 2015, [IKEA](#) will limit its



lighting sales to only LED bulbs in all its stores. The company first announced its all-LED plan in 2012.

Since 2013, IKEA US customers have purchased 7.6 million LED bulbs. According to a study conducted by IKEA-US in 2012 and again in 2015, consumers are

more open to purchasing LED bulbs and lighting. In 2015, 64 percent of Americans purchased at least one LED light bulb for their household, compared to 49 percent in 2012. And in 2015, 51 percent of Americans have purchased several LED bulbs for their home, up from 39 percent in 2012.

However, 68 percent of Americans still do not know that LED bulbs can last an average of 20 years, and 34 percent don't realize that LEDs use less electricity than other bulbs.

The recent IKEA survey was conducted by Wakefield Research among 1,000 Americans aged 18 and older in July 2015, using an email invitation and an online survey.

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Abbott to Texans: Try To Use Less Power

Gov. Greg Abbott on Wednesday made this appeal to Texans: Curb your electricity use, if you can – for the grid's sake.

By: [Jim Malewitz, The Texas Tribune](#), August 12th, 2015 04:15 PM



Photo by Marjorie Kamys Cotera

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[Obamacare Or Not](#)

Gov. [Greg Abbott](#) on Wednesday made this appeal to Texans: Curb your electricity use, if you can – for the grid's sake.

More specifically, the Republican is asking Texans to power down electronics in the coming days between 3 p.m. and 7 p.m., a time of day when demand typically peaks.

The plea comes as Texans have cranked up their air conditioners to battle the oppressive heat, putting record-breaking demands on the state's energy resources.

"In order to mitigate stress on our state's electricity grid, Texans should take simple measures to save as much energy as possible," Abbott said in a statement.

August 12, 2015

OR Initiative Saves Hospital System \$692K

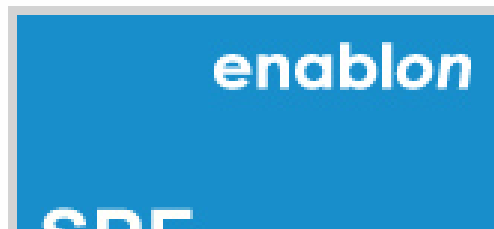


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Hospitals Can Reduce Energy 62%

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New Jersey Hospital Turns to CHP For Energy Needs



Spectrum Health, a Michigan-based



nonprofit [healthcare](#) system, saved

\$692,000 through Green the OR, a Practice Greenhealth initiative that focuses on reducing cost, waste and exposure to hazardous [chemicals](#) in the operating room.

Around 30 percent of the hospital's waste comes from its operating room, so reuse and [recycling](#) in the OR is a big part of its sustainability program. By diverting 12,145 pounds of single-use devices from the waste stream, the healthcare organization saved \$669,000. Sharps containers are reused up to 500 times, resulting in the diversion of 78 tons of waste from landfills. To date, the healthcare organization has recycled and repurposed 75,000 pounds of blue wrap used in the operating room.

As a part of its overall sustainability program, Spectrum reduced CO2 [emissions](#) by 135,320 pounds through its sustainable [transportation](#) program, which includes carpooling, free bus passes and transitioning six shuttle buses from diesel to propane.

It uses single stream recycling to capture all recyclable waste

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21 - 23, 2015



sustainable transportation program, which includes carpooling, free bus passes and transitioning six shuttle buses from diesel to propane.

It uses single-stream recycling to capture all recyclable waste, including polystyrene. In 2014, Spectrum Health Gerber Memorial eliminated polystyrene from all areas of the hospital.

Spectrum composts food waste, coffee materials, and recycles electronics, batteries and light bulbs. In FY2015, it recycled 59 tons of electronics through employee and community collection events and its responsible electronic recycling program.

As part of its environmentally friendly cleaning program, Spectrum uses microfiber mops and dusters, which require less water and chemicals to clean. A hepa-filtration systems is used in vacuums to filter out a high percentage of airborne particles and improve indoor air quality.

More hospitals are reducing patient and staff exposure to toxins by purchasing and using safer chemicals, according to the 2014 Milestone Report, released by the Healthier Hospitals Initiative (HHI).



Healthy Buildings, Happy People: Green Cleaning Tips, Strategies and Frameworks

REGISTER NOW

Wednesday, August 26th
10:00am PDT / 1:00pm EDT

At the 5th Annual Green Sports Alliance Summit in Chicago, the Green Sports Alliance released the ***Greener Cleaning Playbook: A guide to help sports venue operators develop a greener cleaning program***. A how-to guide including information on establishing a green cleaning policy, finding the best products and service providers, and a collection of case studies from leading venues, the *Greener Cleaning Playbook* is the first resource of its kind produced for sports venues.

On this webinar, we will provide an overview of the *Greener Cleaning Playbook* and how it may be used to achieve healthy indoor environments at sports venues. We will also examine approaches to healthy venues via LEED certification, ASHRAE standards and the WELL Building Standard certification.



Hi Steve,

The number of electric vehicle (EV) drivers has increased 10X in the last 4 years and EVs are expected to comprise over 8% of all car sales by 2020. Did you know that EV drivers are highly educated, green minded and earn 2X the average national income?

This new and growing wave of highly attractive employees, customers, guests and tenants are choosing their destinations based on the availability of EV charging from their preferred network. Is your business, workplace or property EV ready?

Offering EV charging benefits your business in multiple ways. It helps you attract and retain top talent, makes your business or property the preferred choice of customers, guests and tenants, and helps you achieve your sustainability goals.

Thursday August 27, 10:00AM PT, 11:00AM MT, 12:00PM CT, 1:00PM ET

Join Ted Ludwick from Lab126 Amazon, at our webinar to hear about his company's journey to EV readiness. We will also talk about:

- EV charging for businesses and workplaces – what you need to know
- How EV charging can benefit you
- Best practices and recommendations
- How ChargePoint can help

[Register Now](#)

Starbucks on scaling sustainability innovation

August 3, 2015



Jim Hanna, who directs sustainability and environmental impact at Starbucks, challenged GreenBiz Forum attendees to figure out how to scale up and go all out on the giant coffee company's sustainability efforts because "frankly, without this thing called scale, we're not gonna do it." The problem of a warming earth is just that big.

The big ideas he suggested are: to plug into the innovation pipeline at your company to scale good ideas; to be humble enough to let others lead — even competing companies — if they have a workable solution; and to galvanize yet other companies who are not yet thinking about sustainability.

The biggest challenge, he said, "is how do we move from invention to innovation because without scale, innovation doesn't exist."

Please feel free to share your feedback with us at globalresponsibility@starbucks.com. For an overview of progress on our 2015 goals, see the charts on pages 15-18 of the full [report](#).



To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.



Being a Responsible Company

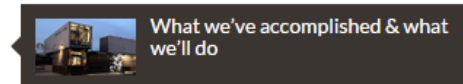


[Learn about Starbucks Goals and Progress in our 2014 Global Responsibility Report](#)

We have always believed Starbucks can – and should – have a positive impact on the communities we serve. One person, one cup and one neighborhood at a time.

As we have grown to now more than 20,000 stores in over 60 countries, so too has our commitment to use our scale for good.

So it is our vision that together we will elevate our partners, customers, suppliers and neighbors to create positive change. To be innovators, leaders and contributors to an inclusive society and a healthy environment so that Starbucks and everyone we touch can endure and thrive.



What we've accomplished & what we'll do



What's next? You tell us.



Our Commitment Continues.



Creating Opportunity



C.A.F.E. Practices: An Overview



Starbucks Hacienda Alsacia, Costa



[Sign up](#) to receive occasional email updates on our global responsibility and leadership initiatives.

Bottled Water Quality Report



[Read about how we're ensuring the quality of Ethos](#)



ENVIRONMENT

Leading in Green Retail

"Every time you order a Starbucks, you cast a vote for the powerful impact the retail environment can have on our efforts to mitigate climate change and improve the quality of life for all of us."

*Rick Fedrizzi,
CEO and Founding Chairman,
U.S. Green Building Council*

As a company that relies on agricultural products, Starbucks has long been aware that the planet is our most important business partner.

We are committed to addressing climate change by minimizing our environmental footprint and creating meaningful and sustained change. This work includes our approach to green retail: building more energy efficient stores and facilities; conserving energy and water; investing in renewable energy; and exploring new solutions for recycling and making our cups sustainable.

While some of the ambitious environmental goals Starbucks set in 2008 are within reach, we have discovered unexpected challenges with others. This doesn't mean we should aim lower. We believe in the importance of setting aspirational targets rather than settling for less ambitious targets, as well as learning from our experience to inform next steps.



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COFFEE

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RESPONSIBILITY

CARD

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Ethical Sourcing: Coffee



C.A.F.E. Practices: An Overview



Our Commitment Continues.



Starbucks Hacienda Alsacia, Costa Rica Farm - Chapter 1



Starbucks Hacienda Alsacia, Costa Rica Farm - Chapter 2



What is an Agronomist?



00:00

01:57



Ensuring coffee quality while promoting social, economic and environmental standards.

Building a Future with Farmers: Committed to 100% Ethically Sourced

We take a comprehensive approach to ethical sourcing, using responsible purchasing practices: farmer support:

ETHICAL SOURCING



Recycling and Reducing Waste

We are working to shrink our environmental footprint and meet the expectations of our customers by reducing the waste associated with our business, increasing recycling and promoting reusable cups.



Managing the environmental impacts of our business requires collaboration, innovation, and ongoing improvements. We have made substantial progress to reduce the impact of wastes generated in our stores through improved packaging design guidelines, offering reusable cups, advocating for local recycling infrastructure and expanding our customer-facing and behind-the-counter recycling practices.

Recycling

ENVIRONMENT

LEED® Certified Stores

Water and Energy Conservation

Climate Change

How You Can Help



Reduce Waste and Save Money. Save 10¢ and a paper cup each time you use a reusable tumbler! Find them in our stores or online.

[Find a store »](#)

[Shop drinkware online »](#)

Recycling



Recycling seems like a simple, straightforward initiative but it's actually quite challenging. Our customers' ability to recycle our cups, whether at home, at work, in public spaces or in our stores, is dependent upon multiple factors, including local government policies and access to recycling markets such as paper mills and plastic processors.

Some communities readily recycle our paper and plastic cups, but with operations in 66 countries, Starbucks faces a patchwork of recycling infrastructure and market conditions. Additionally, in many of our stores landlords control the waste collection and decide whether or not they want to provide recycling. These challenges require recycling

programs be customized to each store and market and may limit our ability to offer recycling in some stores.





Not only are there municipal barriers to successful recycling in many cities, but it takes significant changes in behavior to get it right. A few non-recyclable items in a recycle bin can render the entire bag unrecyclable to the hauler. For recycling to be successful, local municipalities, landlords, customers, baristas, and even adjacent businesses all have to work together to keep recyclable materials out of the landfill and non-recyclable materials out of recycling bins.

When looking at the waste generated at a Starbucks store – cardboard boxes, milk jugs, syrup bottles, juice cartons, coffee grounds, and waste from our customers – most of it is generated behind the counter or in the backroom. That means that even though many of our stores recycle these items, our customers typically don't see these recycling efforts in action.

We have proven that our used cups can be accepted as a valuable raw material in a variety of recycling systems and are working with non-governmental organizations, policy makers, competitors, industry associations and others to bring solutions to scale and tackle common challenges. For example, we are working with companies and organizations along the value chain as a member of the Food Packaging Institute's **Paper Recovery Alliance and Plastics Recovery Group**. Ultimately we want our packaging to be recyclable in both material and practice, so that our customers have access to recycling services wherever they choose to dispose of their waste.

Reducing Waste: Packaging and Reusable Cups

As one of many companies in the food service business, we continue our commitment to lead the industry toward greater access to recycling for cups and other packaging—including driving demand for recycled materials. A key milestone came in 2006, when we began offering a cup with 10% post-consumer recycled paper fiber in North America, after helping develop the technology and leading the industry to gain approval for using recycled fiber for food packaging. We also include 50% post-consumer, recycled PET (rPET) in our cold cups used in European markets, and 15% rPET in our Bistro boxes in the US.



May 7, 2015 **Company**

Starbucks Moves Quickly to Find a New Source for Ethos Water Outside California

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Related News

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Exploring the Role of a Public Company

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Transform Coffee Growing Communities

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Increasing Empathy through Starbucks
Community Service

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Due to the serious drought conditions and necessary water conservation efforts in California, Starbucks is moving the sourcing and manufacturing of Ethos Water out of state.

Beginning the first week of May and over the next six months, Starbucks plans to move production to its Pennsylvania supplier, while simultaneously exploring alternatives to transition to a new source and supplier to serve the company's West Coast distribution.

Starbucks has been actively engaged in the local efforts to conserve water and has decreased usage by 26 percent in the State of California through green building and water conservations practices.

"We are committed to our mission to be a globally responsible company and to support the people of the state of California as they face this unprecedented drought," said John Kelly, Starbucks senior vice president of Global Responsibility and Public Policy. "The decision to move our Ethos water sourcing from California and reduce our in-store water usage by more than 25 percent are steps we are taking in partnership with state and local governments to accelerate water conservation."

Ethos Water serves the needs of some of the billion people around the world who lack access to clean water. Starbucks acquired Ethos Water in 2005 in an effort to help address the global humanitarian water crisis. Since then Starbucks has invested over \$12 million in water, sanitation and hygiene education in coffee growing countries in Africa, Indonesia and Latin America.

People are furious about where Starbucks' Ethos bottled water comes from



ASHLEY LUTZ



May 4, 2015, 3:35 PM

🔥 31,770

💬 16



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Starbucks' Ethos bottled water comes from a drought-ridden county in California.

"The bottling plant that Starbucks uses for its Ethos customers in the western United States is located in Merced, California, which is



currently ranked in the 'exceptional drought' category by the US Drought Monitor," writes Anna Lenzer at Mother Jones.

"Its residents face steep water cuts in their homes, and surface water for the region's many farms is drying up."



The company donates 5 cents from every \$1.95 bottle of Ethos to help children get clean drinking water in countries including Tanzania, Indonesia, and Colombia. Celebrities such as Matt Damon have endorsed the brand for Starbucks.

Starbucks gets the water free, according to Mother Jones.

Lenzer estimates that Starbucks has sold nearly 250 million bottles of the water.

A Starbucks' representative told Mother Jones that the company uses "a private spring source that is not used for municipal water for any communities."



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Ethos® Bottled Water

Ethos® Water raises awareness and provides children with access to clean water. Every time you buy a bottle, 5 cents US (10 cents in Canada) is contributed to the Ethos® Water Fund, part of the Starbucks Foundation. Over \$7.38 million has been granted to help support water, sanitation and hygiene education programs in water-stressed countries – helping over 430,000 people around the world.



**In the next ten years,
sustainability strategy and
growth strategy will become
one and the same.**

SUSTAINABILITY— THE NEW BUSINESS IMPERATIVE

Leading companies pursue sustainability strategies because they produce real results: decreased costs, product innovations that open new markets, brand loyalty, rising stock values and risk mitigation.

The market has already shifted.

Concerns about the impact of products and manufacturing processes on the health of people and the environment are now a driving factor in purchasing decisions. Today, issues like chemical exposure, air quality, waste management, water quality, natural resource use and responsible sourcing are not just broad environmental issues – they are day-to-day business challenges.

Consumers, investors and governments demand that companies show engagement and deliver solutions via products, services and thought leadership – and require the same of their suppliers. That means “business as usual” simply doesn’t get the job done anymore.¹ To survive the coming decade and beyond, every company needs a sustainability strategy.

Most important of all, once you adopt your sustainability strategy, you have to communicate it effectively to build brand loyalty and mitigate risk. Otherwise, you won’t realize all the financial benefits

87%

**of global
consumers**

consider a company’s social and environmental commitment before making important decisions, such as purchase choices.²

93%

of CEOs see sustainability as critical to the success of their businesses.³

81%

of CEOs say their companies have fully integrated sustainability into their company-wide strategies (up from 50% in 2007).⁴



Facebook hosts Levi's, Walmart to hack sustainability growth

Lauren Hepler

Wednesday, July 1, 2015 - 3:00am



Facebook this week invited businesses like Walmart, Levi's and Hewlett-Packard to talk sustainability at scale.

Where can you find a self-proclaimed DOUG (Dumb Old Utility Guy) from Kentucky hobnobbing with executives from the world's trendiest Internet companies to a backdrop of neon green signage and daylight-friendly house music?

At the [famously lavish](#) Silicon Valley headquarters of Facebook, which on Tuesday hosted its second-annual gathering on "[Sustainability@Scale](#)" — a wide-ranging conference that drew participants from Levi's, Walmart, Salesforce, Hewlett-Packard, IDEO, Microsoft and Blackrock, among others.

The goal: going above and beyond individual corporate action on climate change, water security, supply chain traceability, renewable energy, sustainability reporting and green marketing.

"What can we do, collectively, to engage in some of those global issues?" asked Facebook Director of Sustainability Bill Weihl.

Corporate Sustainability

Amazon and 100-percent renewable energy: Will it really happen?

[Lauren Hepler](#)

Wednesday, November 19, 2014 - 1:14pm



Amazon, led by CEO Jeff Bezos, is the latest tech giant to publicly commit to powering its cloud computing division with 100 percent renewable energy.

With one quiet web update this week, Amazon becomes the latest tech giant with a less-than-tellar sustainability track record to hail a major potential shift in strategy.

Just a few months after the company [hired its first corporate sustainability chief](#), Amazon cloud computing division Amazon Web Services has declared "a long-term commitment to achieve 100 percent renewable energy usage for our global infrastructure footprint."

An Amazon spokesperson declined to elaborate on when and how the company might go about building out a clean energy portfolio, referring all questions about the company's sustainability strategy to [a corporate web page](#). No information currently available addresses whether Amazon might be considering similar initiatives for its primary e-commerce business, which includes large warehouses and expansive transportation networks.

Corporate Sustainability

SEVEN THE ~~SIX~~ SINS OF GREENWASHING™



Green-wash (grën'wôsh', -wôsh') – verb: the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service.

SIN OF THE HIDDEN TRADE-OFF

A claim suggesting that a product is 'green' based on a narrow set of attributes without attention to other important environmental issues.

Example: Paper is not necessarily environmentally preferable just because it comes from a sustainably harvested forest. Other important environmental issues in the paper-making process, such as greenhouse gas emissions, or chlorine use in bleaching may be equally important.



SIN OF IRRELEVANCE

An environmental claim that may be truthful but is unimportant or unhelpful for consumers seeking environmentally preferable products.

Example: 'CFC-free.' This is a frequent claim despite the fact that CFCs are banned by law.



SIN OF NO PROOF

An environmental claim that cannot be substantiated by easily accessible supporting information or by a reliable third-party certification.

Example: Facial tissue or toilet tissue products that claim various percentages of post-consumer recycled content without providing evidence.



SIN OF FIBBING

Environmental claims that are simply false.

Example: Products falsely claiming to be Energy Star certified or registered.



SIN VAGUENESS

A claim that is so poorly defined or broad that its real meaning is likely to be misunderstood by the consumer.

Example: All natural, natural, organic, natural, and homeopathic are all naturally occurring, and poisonous. No natural herb necessarily 'grows'.



SIN OF LESSER OF TWO EVILS

A claim that may be true within the product category, but that risks distracting the consumer from the greater environmental impacts of the category as a whole.

Example: Organic cigarettes and fuel-efficient sport utility vehicles.



SIN OF WORSHIPPING FALSE LABELS

A product that, through either words or images, gives the impression of a third-party endorsement where no such endorsement actually exists; fake labels, in other words.

Example: Manufacturers who add their own label to a product with images and statements such as, 'This product fights global warming.'

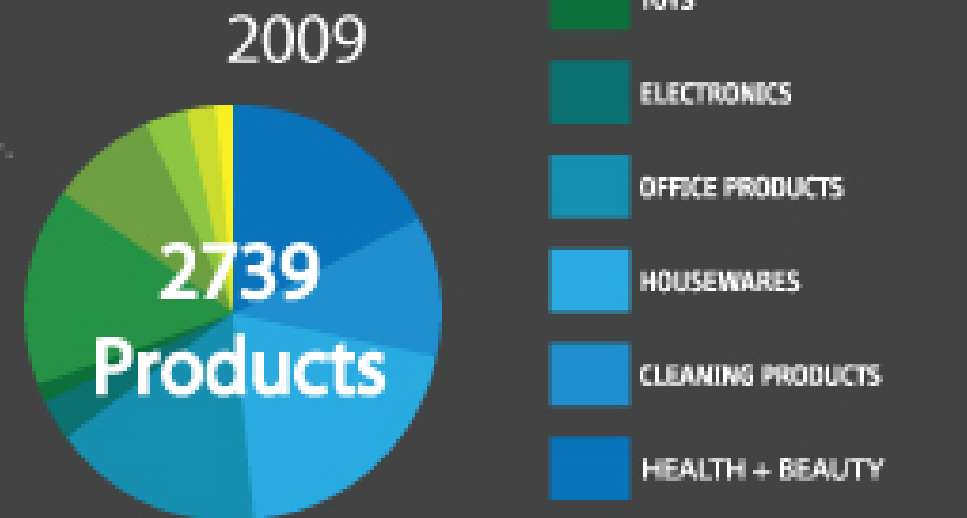
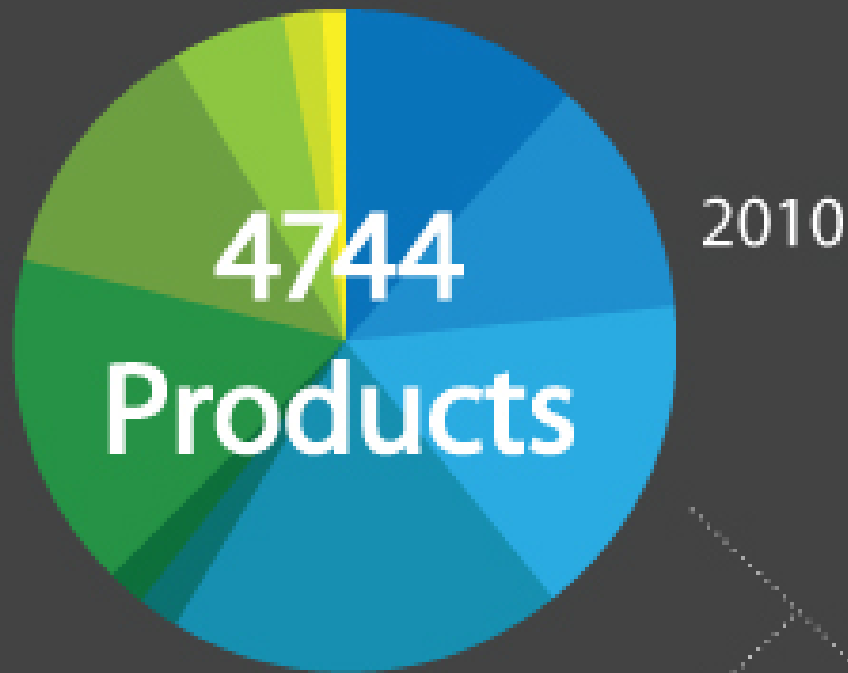


What Green is,
and what Green isn't

What we show on
the Display

WWW.SINsofGREENWASHING.ORG

terrachoice
environmental marketing



There are **73%** more
“green” products on the
market today than in 2009.



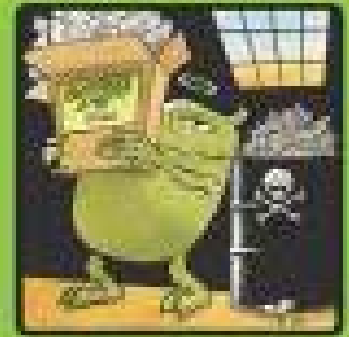
More than **95%**
of consumer products
claiming to be green
were found to commit
AT LEAST ONE of the
“Sins of Greenwashing”.

A claim suggesting that a product is 'green' based on a narrow set of attributes without attention to other important environmental issues.

SIN OF THE HIDDEN TRADE-OFF

A claim suggesting that a product is 'green' based on a narrow set of attributes without attention to other important environmental issues.

Example: Paper is not necessarily environmentally preferable just because it comes from a sustainably-harvested forest. Other important environmental issues in the paper-making process, such as greenhouse gas emissions, or chemical use in bleaching may be equally important.

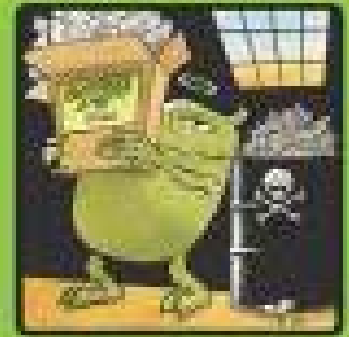


Paper, for example, is not necessarily environmentally-preferable just because it comes from a sustainably-harvested forest. Other important environmental issues include greenhouse gas emissions, post-consumer recycled content, & chlorine use in bleaching may be equally important.

SIN OF THE HIDDEN TRADE-OFF

A claim suggesting that a product is 'green' based on a narrow set of attributes without attention to other important environmental issues.

Example: Paper is not necessarily environmentally preferable just because it comes from a sustainably-harvested forest. Other important environmental issues in the paper-making process, such as greenhouse gas emissions, or chlorine use in bleaching may be equally important.





PROTECTING AMERICA'S CONSUMERS

Environmental Claims

Summary of the Green Guides

General Environmental Benefit Claims

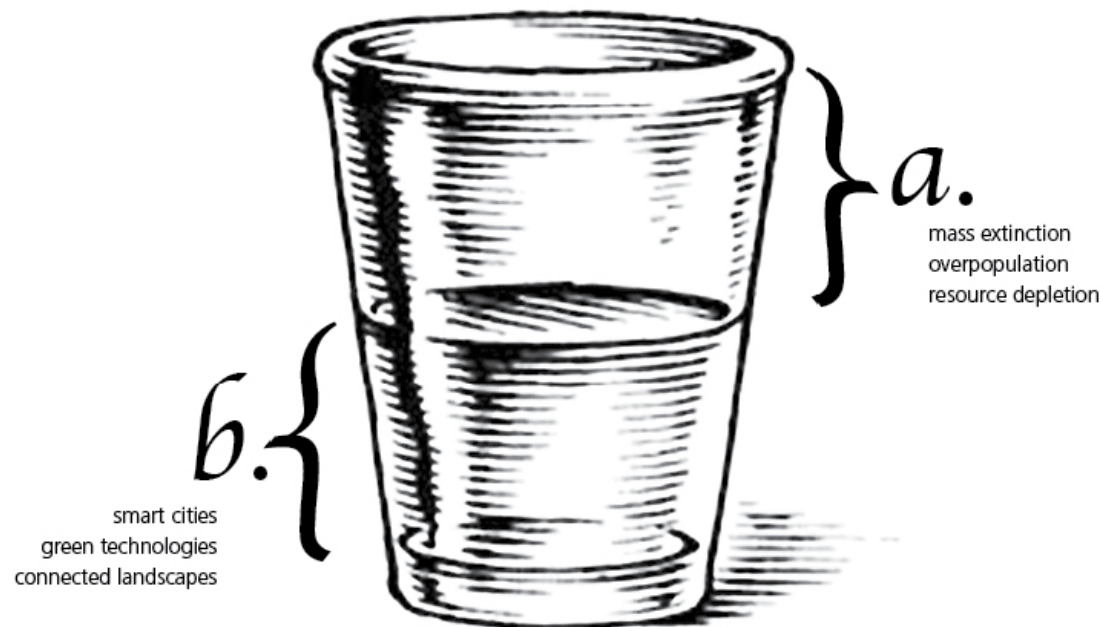
- Marketers should not make broad, unqualified general environmental benefit claims like 'green' or 'eco-friendly.' Broad claims are difficult to substantiate, if not impossible.
- Marketers should qualify general claims with specific environmental benefits. Qualifications for any claim should be clear, prominent, and specific.
 - When a marketer qualifies a general claim with a specific benefit, consumers understand the benefit to be significant. As a result, marketers shouldn't highlight small or unimportant benefits.
 - If a qualified general claim conveys that a product has an overall environmental benefit because of a specific attribute, marketers should analyze the trade-offs resulting from the attribute to prove the claim.

Claiming "Green, made with recycled content" may be deceptive if the environmental costs of using recycled content outweigh the environmental benefits of using it.

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Support A New Blend of **Environmental Optimism.**
Join leading thinkers who answer *b.*

Support A New Blend of **Environmental Optimism.** Join leading thinkers who answer b.

Green isn't the easiest color to be. Ours is far from the best of all possible worlds. But environmentalism in the twenty-first century is stumbling under the weight of bad news, and people are tuning out. So *Conservation* magazine is challenging the "doom-and-gloom" paradigm in conservation journalism with a careful examination of success stories—from nature-inspired engineering to links between human health and biodiversity.



a.

mass extinction
overpopulation
resource depletion

b.

smart cities
green technologies
connected landscapes

75% SAY THEY ARE
DOING A GREAT JOB
RECYCLING



BUT ONLY

34% OF MUNICIPAL
SOLID WASTE IS
RECYCLED



**18% in
Houston**



Sustainable Sites

- [Sustainable Sites Home](#)
- [Native Plants](#)
- [Green Roofs](#)

Water Efficiency

- [Water Efficiency Home](#)
- [Rainwater Harvesting](#)

Energy and Atmosphere

- [Energy and Atmosphere Home](#)
- [Solar Strategies](#)
- [Wind Energy](#)
- [Lowering Costs](#)

Resource Reports



Resources are as follows:

The City of Houston is not responsible for the contents or reliability of any third party documents to which we provide on this website.

General Sustainability

Sustainable Sites

Water Efficiency

Energy and Atmosphere

Materials and Resources

Indoor Environmental Quality

GBRC Education Seminar Presentations