A Special Preview of WGB-Certified for Westchester Business Leaders
@ C.W. Brown, Armonk NY

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Who is here today?

- Au Naturel Health & Beauty
- C.W. Brown Inc.
- Candela Systems Corporation
- Colonial Needle Co.
- Con Edison
- Crowne Plaza Hotel
- Dennis Noskin Architects
- Diamond Properties, LLC
- Dominican Sisters of Hope
- DoubleTree Tarrytown
- Down to Earth Markets
- ECOBAGS.com
- Falcon & Singer P.C.
- Green Rainbow Revolution, LLC
- Greenburgh Nature Center
- Hendrick Hudson Free Library
- Hilltop Hanover Farm & Environmental Center
- Hugo Neu Recycling
- MetroPool, Inc.
- Murphy Brothers Contracting
- NY Presbyterian Hospital - Westchester Division
- OLA Consulting Engineers, PC
- Pernod Ricard
- Reckson/SL Green
- Regeneron
- Sheraton Tarrytown
- Stillman Property Management
- Strauss Paper
- Suburban Carting
- Sweet Grass Grill
- Thalle Industries
- The Blue Book Network
- The Blue Pig
- The Business Council of Westchester
- Westchester Community College
- York International Agency, LLC
Building Green Bridges
Why Westchester Green Business-Certified?

- Many Westchester-based companies are ready to take their environmental stewardship to the **next level**, by setting policies, taking actions that increase efficiency and reduce costs, and **measuring their performance**.

- WGB-Certified is a membership program that provides enhanced tools, training and support to accomplish these goals as well as a higher level of recognition for businesses who lead the way.

- Companies that achieve certification will have gone through a valuable and rigorous process resulting in a clear pathway toward environmental sustainability for their organization.
The mission of WGB-Certified is to help Westchester-based companies develop and implement a formal program for environmental sustainability that delivers value and measurable results.
Pilot Program Launch

- Seeking 15+ companies to lead the way starting Jan. 2014
  - First training on Org Commitment, tentatively scheduled for 1/28

- Benefits of pilot membership:
  - Special recognition as a “founding member” at annual recognition ceremony, WGBC website, press releases & e-newsletters
  - Ability to shape the program and share industry-specific expertise
  - Exclusive networking and peer learning opportunities
  - Hands on support from WGB-Certified staff
  - First access to valuable member-only tools and resources
  - 25% discount off of annual membership fee in first year
Steps to WGB-Certification

1. Submit Annual Membership Terms, Agreement & Payment Form
2. Complete the Application & Checklist
3. Complete the Greenhouse Gas Emissions Inventory
4. Complete the Employee Survey
5. Attend all training sessions
6. Prepare and deliver a final presentation
7. Final verification & review
8. GET CERTIFIED!
Step 1: Become a Member

- Minimum requirements:
  - Commercial space (no home-based businesses), 500 SF +
  - Multi-family housing, 5+ units
  - Full Time Employees, 1+
  - Access to Energy consumption/billing data

- Fees*:
  - 1-25 employees = $275 per year
  - 26-99 employees = $375 per year
  - 100+ employees = $475 per year

*25% discount for non-profit organizations; 25% discount for pilot participants (1st year only)
Step 2: Application/Checklist

- Improved version of original WGBC scorecard; revamped based on extensive research into successful green business engagement programs around the U.S.

- Holistic approach - seven environmental categories:
  - Organizational Commitment, Energy, Materials Management (Waste/Recycling & Purchasing), Transportation, Water, Land Use

- Each section includes: Policy, Actions & Performance
  - 90 required actions, 119 voluntary actions (total)

- Built-in help links/resources for each action step

- Working document can be saved and shared until submitted
  - Estimated to take anywhere from 3 months to 1 year to complete
1. Organizational Commitment

- Environmental POLICY
  - Signed by leadership, distributed to staff
  - Cornerstone of the program

- 14 ACTIONS (9 required), e.g.—
  - Designate a coordinator
  - Start a green team (required 50+)
  - Incorporate into HR training & job descriptions
  - Landlord- tenant collaboration
  - Celebrate “green success”
2. Energy

- Energy Management POLICY
- 40 ACTIONS (19 required) related to:
  - Energy Audit
  - Lighting
  - Heating & Cooling
  - Appliances
  - Renewable Energy
- PERFORMANCE Metrics
  - GHG emissions, costs, usage, activity

- Materials Management: Waste/Recycling POLICY
- 39 ACTIONS (18 required) related to:
  - Waste audit
  - General Reuse & Recycling (Electronics, Toner cartridges, etc.)
  - Paper & Office Supplies
  - Kitchen
  - Meetings & Small Events
- PERFORMANCE Metrics
  - GHG emissions, costs, usage
4. Materials Management: Purchasing

- Materials Management Green Purchasing POLICY
- 38 ACTIONS (12 required) related to:
  - Centralized Purchasing
  - Stationery & Office Supplies
  - Food, Beverage, Catering
  - Green Cleaning & Personal Care Products
  - Electronics
  - Packaging
  - Low VOC & Non-toxic Products

- PERFORMANCE Tool
  - Inventory of current purchases; assessment of reducing/switching to eco-alternatives
5. Transportation

- Sustainable Transportation POLICY
- 27 ACTIONS (10 required) related to:
  - Employee commuting
  - Business travel
  - Fleet

- PERFORMANCE Metrics
  - GHG emissions, costs, usage, activity
6. Land Use

- Sustainable Land Use POLICY

- 28 ACTIONS (13 required) e.g. –
  - Removing toxins/cleaning methods
  - Stormwater Management
  - Natural Irrigation
  - Native Planting
  - Leaf/grass recycling
  - Integrated Pest Management
  - Community Supported Agriculture (CSA)
7. Water

- Water Reduction/Conservation POLICY

- 23 ACTIONS (9 required) related to:
  - Water Audit
  - Water Fixtures
  - Washrooms
  - Kitchens
  - Cleaning
  - Mechanical

- PERFORMANCE Metrics
  - Cost and usage analysis
Step 3: Perform a GHG Emissions Inventory

- Receive step by step guidance and access to tools* to calculate the economic and environmental impacts of energy, travel, waste, water and refrigerants used in your organization.

- Tools were developed by Green Team Spirit and are based on the Greenhouse Gas Protocol (GHG Protocol), the most widely used international accounting tool for government and business leaders to understand, quantify, and manage greenhouse gas emissions.

- Learn exactly where resources are being wasted and identify opportunities to become more efficient and save money.

- Provide a basis for company sustainability reporting or other industry-specific/third-party reporting.

*Green Team Spirit Performance Tools ©
## Performance: Data Collection

<table>
<thead>
<tr>
<th>COMPANY DATA</th>
<th>WHAT TO COLLECT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry</td>
<td>Commercial/institutional, energy, manufacturing, agriculture</td>
</tr>
<tr>
<td>Square footage</td>
<td></td>
</tr>
<tr>
<td>Number of Employees</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ENERGY</th>
<th>WHAT TO COLLECT</th>
<th>SOURCES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electricity</td>
<td>Usage and cost</td>
<td>Energy Bills</td>
</tr>
<tr>
<td>Natural Gas</td>
<td></td>
<td></td>
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<tr>
<td>Heating Oil</td>
<td></td>
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<tr>
<td>Propane</td>
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</tbody>
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<tr>
<th>TRANSPORTATION</th>
<th>WHAT TO COLLECT</th>
<th>SOURCES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business travel</td>
<td><strong>Road</strong> (vehicle type – passenger car, light duty truck, bus; miles traveled; cost per trip), <strong>air</strong> (miles traveled, travel costs), <strong>train</strong> (rail system type – intercity rail, commuter rail, transit rail; miles traveled; travel costs)</td>
<td>Business travel documents and bills, fleet maintenance records, mileage log records, employee commute survey provided by WGB-C</td>
</tr>
<tr>
<td>Fleet</td>
<td>Vehicle type (gasoline/diesel, year made), fuel economy (MPG), fuel used per year in gallons, miles traveled per year, cost of fuel</td>
<td></td>
</tr>
<tr>
<td>Employee commuting</td>
<td>Transportation type (walk, bike, car, bus, etc.), miles traveled per week by each employee during the analyzed period</td>
<td></td>
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<tr>
<td>WASTE</td>
<td>WHAT TO COLLECT</td>
<td>SOURCES</td>
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<tr>
<td>-------</td>
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<tr>
<td>Mixed waste</td>
<td></td>
<td>Building manager, waste audit, waste contracts and bills</td>
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<tr>
<td>Mixed paper</td>
<td>Volume and cost</td>
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<tr>
<td>Mixed recycling</td>
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<tr>
<td>Yard waste</td>
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<tr>
<td>Food waste</td>
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<thead>
<tr>
<th>WATER</th>
<th>WHAT TO COLLECT</th>
<th>SOURCES</th>
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<tbody>
<tr>
<td>Town water</td>
<td>Volume and cost</td>
<td>Water bills</td>
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<tr>
<td>Well water</td>
<td>Volume and cost</td>
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<tr>
<td>Non-potable</td>
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<tr>
<th>REFRIGERANTS</th>
<th>WHAT TO COLLECT</th>
<th>SOURCES</th>
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</thead>
<tbody>
<tr>
<td>Different refrigerant types</td>
<td>Refrigerant inventory, purchases, sales &amp; disbursements and changes in capacity by refrigerant type</td>
<td>Refrigerant log records, purchasing records, maintenance records</td>
</tr>
</tbody>
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<tr>
<th>PURCHASING</th>
<th>WHAT TO COLLECT</th>
<th>SOURCES</th>
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</thead>
<tbody>
<tr>
<td>Inventory list</td>
<td>Vendor, cost, quantity purchased, eco-friendly alternative</td>
<td>Inventory lists, purchasing records, vendor contracts</td>
</tr>
</tbody>
</table>
Step 4: Conduct an Employee Survey

- WGB-Certified Employee Survey (created on Survey Monkey) is ready for your distribution to staff
- Gauges current staff behaviors, attitudes and ideas about operating more sustainably at work
- Helps to create awareness of your environmental commitment company-wide
- “Survey Monkey” tool allows for data analysis, aggregation and future tracking by measuring changes in behaviors and attitudes over time
Step 5: Participate in Training Sessions

- Training series will be provided via webinar. The following topics will be taught by WGB-Certified staff and subject matter experts:
  - Program Kick-Off and Organizational Commitment (tentative: 1/28/14)
  - Performance – GHG Emissions Inventory
  - Energy
  - Materials Management – Waste & Purchasing
  - Transportation
  - Land Use & Water

- Email and telephone support available throughout process

- Customized support available upon request for an additional fee
Steps 6 & 7: Final Presentation & Verification

- This serves as a final report, or means to showcase and share the participant’s success with a larger audience.
  - Focuses on the company’s journey toward environmental sustainability
  - Includes the results of the GHG emissions inventory & employee survey
  - Presentation will be posted on the WGB-Certified website
  - Flexible format to allow for future updates
- The presentation will also require participants to gather specific documentation for WGB-Certified staff to verify completion of key certification requirements.
You’re Certified!

- Recognition that certified businesses will receive:
  - WGB-Certified window decal and logo use
  - Special listings and case study on WGB-Certified website
  - Publicity in the quarterly newsletter and posting to all social media vehicles
  - Enhanced recognition at annual Recognition Event and through other publicity channels
  - Invitation to serve as a mentor to industry peers