



JUST THE FACTS ON GREEN STAR

What is Green Star?

Green Star is a voluntary certification program that assists your business or agency in reducing its impacts of operations on the environment and saving money through waste reduction, energy conservation and pollution prevention techniques. To achieve certification your business or agency must complete 12 of 18 Green Star standards. Green Star businesses are positively recognized and promoted through advertisements on local television stations, newspaper, and radio.

Who runs it?

Green Star is run by the Eagle Valley Alliance for Sustainability, a 501 (c) 3 non-profit organization committed to promoting environmentally positive actions in Eagle County. The Alliance's goal with Green Star is to significantly reduce unnecessary waste and consumption in businesses in our community, while helping them avoid unnecessary costs at the same time.

Consider us your main resource.

There is a lot of confusing and misleading information on the environment out there, much of which doesn't address your specific needs. Once enrolled, we will connect you to pertinent information about environmental products, services, best management practices, cost-saving measures, and technical assistance. The Eagle Valley Alliance is a clearinghouse of information, we will supply you with only the information you need and have time for, and will follow up with assistance. If desired, we will also include you in regular bulletins that include environmental updates, trends, and upcoming events.

Why certify?

Environmental responsibility counts when consumers are choosing a service or product. Making a commitment and letting customers know about it adds value to your product and can make a difference to your bottom line. Green Star publicly recognizes your efforts and helps you stand out in the community. You don't have to be perfect to be certified. You do have to be committed. It's simple and won't take all your time. Once enrolled, we will help you achieve certification. It's voluntary...and it puts you ahead of your competition.

What do you get?

- A waste reduction and energy audit.
- Technical assistance specific to your business's needs.
- Access to innovative financing opportunities as applicable.
- Public recognition.
- Cost savings.

What does it cost?

The enrollment fee is a tax-deductible donation that helps the Eagle Valley Alliance recover some of its costs of promoting Green Star in Eagle County. The enrollment fee depends on the size of your business.

For businesses that employ:

1 person:	\$35
2-50 people:	\$60
Over 50 people:	\$100

Is Green Star another regulatory program?

No. The Alliance has no regulatory authority and is not a governmental agency. We can help you clarify and even comply with regulation, but we keep all information about your business confidential.

How do I enroll?

Contact Kristin Lester at 479-2440 or klester@eaglevalleyalliance.org or send in the enrollment form to enroll and schedule a pollution prevention walkthrough of your facility or facilities. The Alliance will generate a follow up report and provide assistance in achieving Green Star standards and will conduct a certification audit once your business is ready. Once certified your business will be recognized publicly through local media and the Chamber of Commerce as an environmentally responsible establishment. The Alliance will continue to be a resource to help answer any questions, provide periodic updates, and annual walkthroughs to help make recommendations for continued improvement.

THE GREEN STAR STANDARDS

The Green Star Program is a forward thinking, pioneering program which is designed to demonstrate that pollution prevention and energy efficiency are not only environmentally responsible but also save businesses money and help attract customers. The Green Star Standards have been designed for businesses of any size or type. The standards are straightforward and attainable. We invite your business to join the Green Star effort and make Eagle a model county in environmental initiatives.

Waste reduction is the central goal of the Green Star Program. It includes all activities that avoid, eliminate or reduce the creation of waste at its source in your business. It requires a shift in waste management thinking on the part of all business owners from "how do I properly dispose of my waste" to "how can I prevent waste?"

Complete all six of the following:

1. Adopt, post and circulate to all employees the Green Star policy statement, or your version of it.
2. Designate a Green Star Coordinator or team of employees and management.
3. Conduct an annual waste reduction assessment.
4. Provide three incentives or training opportunities to encourage management and employee participation in the Green Star Program.
5. Notify your customers about your environmental efforts by publicizing what your business is doing to meet the Green Star Standards.
6. Assist at least one other business in learning the importance of becoming a Green Star business and encourage them to enroll in the program.

Complete any six of the following twelve:

7. Practice conservation of office paper in at least three different ways.
8. Incorporate at least three energy-conserving changes in your business.
9. Monitor, record and post utility usage and waste generation.
10. Incorporate waste reduction methods into materials and equipment purchases in at least three ways.
11. Purchase recycled/reusable materials for your business in at least three ways.
12. Enhance your business maintenance program to improve equipment efficiency and reduce waste in at least three ways.
13. Segregate waste materials for recycling and reuse.
14. Promote proper handling and disposal of hazardous materials.
15. Reduce your businesses use of toxic materials in at least three ways.
16. Establish a litter-free zone in the immediate vicinity of your place of business.
17. Establish a waste reduction, recycling and energy efficiency library in your business and make it available to employees.
18. Develop your own waste reduction method different from those listed above.

Specific suggestions for implementing Green Star Standards 1 through 6 are outlined below. These six standards are mandatory for achievement of the Green Star Award. They focus on making waste reduction a matter of business policy. Information needed to address opportunities to improve business efficiency and reduce waste is presented in the Green Star Standards 7 through 18.

STANDARD #1

Adopt, post and circulate to all employees the Green Star policy statement, or your version of it.

Your business may either adopt the following Green Star policy or write your own. Be sure to post the policy in a prominent and visible location so both your employees and your customers are reminded of your business' commitment to meeting the Green Star Standards. If your business develops its own policy, it must include the same elements as the Green Star policy.

The Green Star Policy

Our policy is to improve environmental quality through wise business decisions. These include conserving energy, reducing or cutting waste, recycling, and properly disposing of the remaining waste. We believe that our responsibility to prevent pollution is compatible with successful business objectives. Improving our productivity, and efficiency, and materials handling requires regular review of business practices. Our business is actively working to achieve and maintain Green Star Standards and to be a model for other businesses and our community.

STANDARD #2

Designate a Green Star Coordinator or team of employees and management.

An important component of successfully implementing Green Star Standards in your business is the coordination, energy, and enthusiasm of at least one person in the business. Ask for a volunteer to serve as the coordinator. Even better, encourage other people in the business to play an active role in the Green Star Program and to pool their efforts and form a Green Star Committee. The coordinator and/or team ensure that management and employees know about the standards and that the business is striving to meet the standards. The coordinator communicates with the Green Star Program Coordinator when there is a need for information or assistance and to ensure the business is meeting and maintaining the standards. There will be opportunities to network with Green Star Coordinators from other businesses.

STANDARD #3

Conduct an annual waste reduction assessment.

A waste reduction assessment is an evaluation of business practices to identify ways to eliminate waste through source reduction and recycling of materials and through energy conservation. To conduct a waste reduction assessment, walk through your business facility and visually inspect equipment to:

- Identify types and volumes of waste generated and raw material inputs (cardboard, paper, electricity, water, hazardous wastes, etc.) and
- Evaluate the processes generating the wastes (using only one side of a piece of paper, failing to repair leaky pipes, leaving machinery running unnecessarily, etc.)

Then analyze the information you've collected to identify methods of reducing waste. Ask yourself these questions: Can any of the materials be reused? Are there any opportunities for reducing resource use, such as using energy efficient light bulbs, to conserve energy?

Several books can help you get started: *Profiting from Waste Reduction in Your Small Business and Waste Minimization Opportunities Assessment Manual* (also known as the "purple book"; write U.S. Environmental Protection Agency, Center for Environmental Research and Publications Branch, 26 W. Martin Luther King Drive, Cincinnati, OH 45268 or call (513) 569-7562 to get a copy).

STANDARD #4

Provide three incentives or training opportunities to encourage management and employee participation in the Green Star Program.

By being a Green Star enrollee, you recognize that waste reduction and energy conservation do make good economic and environmental sense for your business. Providing incentives can help your business achieve the Green Star Standards. Here are some suggested incentive and training mechanisms:

- Include waste reduction and recycling in performance appraisals, job descriptions, training programs, and/or employee orientations
- Offer awards such as free bus passes, free parking for car-pooling, etc.
- Post a bulletin board of waste reduction, recycling, and energy conservation information
- Offer monthly awards to employees who identify new areas for waste reduction
- Use a percentage of the money saved from energy conservation and waste reduction for employee programs and awards
- Discuss the Green Star Program at staff meetings
- Print reminders about Green Star Standards in company newsletters and post on bulletin boards
- Create a suggestion box for new waste reduction ideas

STANDARD #5

Notify your customers about your environmental efforts by publicizing what your business is doing to meet the Green Star Standards.

There are a variety of ways you can let your customers know you are working to become a Green Star business. Here are a few suggestions:

- Post a sign listing steps your business is taking to reduce waste and increase energy efficiency
- Offer a tour of your business that highlights waste reduction and energy efforts

Once you achieve the Green Star Standards, you will be awarded with:

- A Green Star window decal and certificate
- Use of the Green Star logo in your advertising
- Green Star designation in the area directories (Chamber of Commerce and VVTCB)
- Public recognition through the Green Star promotional campaign

We encourage you to post your "Green Star Policy" statement in a visible location.

STANDARD #6

Assist at least one other business in learning the importance of becoming a Green Star business and encourage them to enroll in the Green Star Program.

You can accomplish this by providing examples of your success to your neighboring businesses, providing information on the Green Star Program to your suppliers, or sharing waste reduction ideas with members of your trade organization and/or other businesses.

Completion of 6 of the following 12 standards is required for achievement of the Green Star award. These standards focus on specific practices to achieve waste reduction. This list of standards is by no means inclusive of all of the many waste reduction and energy efficiency ideas useful in your business. Standard #18 is designed to give your business the opportunity to develop and apply an innovation of your own.

STANDARD #7

Practice conservation of office paper in at least three different ways.

There are many ways you can conserve paper. Here are some suggestions:

- Use scrap paper for notes and drafts

- Proofread documents on the computer screen
- Use continuous-circulation envelopes within your business
- Comment on incoming copy (e.g. letters, faxes)
- Use blank sides of once-used paper for print-outs and copying drafts
- Copy double-sided

STANDARD #8

Incorporate at least three energy-conserving changes in your business.

Energy conservation can save your business money in the long term. Here are some suggestions:

- Learn about the demand portion of your electric bill and take steps to minimize peaks in your energy consumption
- Use energy-efficient light bulbs and light fixtures (compact fluorescent bulbs use * the energy of incandescent bulbs)
- Provide incentives for employees to use alternative forms of transportation for commuting (provide bus passes, promote car pooling, walking and bike riding)
- Coordinate errands to eliminate unnecessary driving
- Adjust thermostats down and turn off lights and appliances at the end of the day or when not in use
- Close window shades or drapes in the summertime to minimize the need for air conditioning
- Maintain vehicles to conserve fuel and prevent pollution
- Employ good fuel conservation driving habits (for example, no "jack rabbit" starts)

STANDARD #9

Monitor records and post utility usage and waste generation.

By monitoring and recording utility usage and waste generation, you can measure how much energy you use now and what reductions in use you are making through conservation. Posting the results will remind employees to keep up their efforts to reduce waste and will underscore company commitment to waste reduction. All it takes is good record keeping. Your Green Star Coordinator could be responsible for this.

- Compile monthly utility bills and waste disposal costs
- Track raw material costs
- Create a graph or chart illustrating past and current usage patterns
- Post information in a prominent location such as an employee break room

STANDARD #10

Incorporate waste reduction methods into material and equipment purchases in at least three ways.

Business operators know that limiting overstock will prevent products from becoming obsolete and conserve space. Purchasing decisions are made with these factors in mind.

Consider waste reduction in purchasing decisions is based on the same principle. Here are some things you can do:

- Buy in bulk and select products with the least packaging to reduce packaging waste
- Buy recyclable products so you can send waste to the recycler instead of to the landfill
- Request Material Safety Data Sheets prior to deciding which chemicals to buy, and select the safest, most non-toxic products
- Compare energy efficiency ratings on different equipment models in making purchasing decisions

STANDARD #11

Purchase recycled/reusable material for your business in at least three ways.

New products made from recycled materials are developed almost daily. Remember, the success of recycling depends not only on individuals filling their recycling boxes with aluminum and paper, but also on the development and support of recycled product markets.

A wide variety of recycled papers are readily available and paper companies are making high quality paper stock that is much more attractive than the first generation of recycled paper. Here are some ideas of useful recycled paper products:

- Dioxin-free coffee filters (made on unbleached paper)
- Envelopes with no plastic windows
- Business cards
- Recycled bags for retail use

Other products made from recycled stock are listed below. Always ask if the product you are looking for is made from recycled stock.

- Boxes
- Concrete
- Floor mats
- Insulation
- Composite lumber
- Reclaimed paint

Whenever you can, purchase reusable items (such as ceramic mugs instead of disposable styrofoam or paper cups).

STANDARD #12

Enhance your business maintenance program to improve equipment efficiency and reduce waste in at least three ways.

While equipment may be "running fine," it may not be running efficiently- two very different things. Here are some suggestions for improved maintenance.

- Check for and repair leaky faucets, faulty seals, drafts and vents (gradual leaks over the long term are often the cause of major water, heat, and energy loss)
- Keep vehicles and other equipment well-tuned to reduce waste
- Keep tires inflated properly
- Caulk or weather strip windows
- Install thermal window panes to reduce energy loss
- Re-evaluate maintenance schedules to increase fuel efficiency

STANDARD #13

Segregate waste materials for recycling and reuse.

The United States is just beginning to tap its potential. Americans recycle approximately 10% of their waste, while the Japanese recycle an estimated 50% of their waste. Recycling is not just the right thing to do these days it saves energy and more efficiently uses materials. Here are some examples of why recycling makes sense for your business:

- 70% of the paper used in offices is recyclable
- Recycling aluminum cans saves 95% of the energy used in producing aluminum from raw materials
- The long fibers in corrugated cardboard enable it to be readily processed into new products
- Recycling avoids the cost of transport and disposal at the landfill

In order to be collected and processed efficiently, these materials must be separated at their source from non-recyclable waste. The following types of office paper are recyclable: Other recyclable materials include:

- Letterhead
- Computer paper
- Adding machine paper
- Copy paper
- Key punch cards
- Aluminum cans and scrap
- All colors of glass
- Corrugated cardboard

After determining the types of recyclable materials your business generates, make it easy for employees to recycle:

- Provide individual recycling containers at each work station to keep recyclable items separate from trash
- Place large containers in centrally located collection areas
- Locate storage areas for the recyclable material
- Contact your Green Star Coordinator for information about collection points near your business

STANDARD #14

Promote proper handling and disposal of hazardous materials.

Besides proper disposal of hazardous wastes, it is important to store hazardous materials properly.

- Label your containers clearly so wastes are not mixed (segregation of wastes is important: for example, if you mix used oil and antifreeze, neither of them can be recycled)
- Bolt shelving to walls, put lips on shelves, and ensure that hazardous wastes are safely and securely stored for earthquake or accident protection
- Train employees in proper handling of hazardous materials and ensure that appropriate safety equipment is available

STANDARD #15

Reduce your business' use of toxic material in at least three ways.

The typical business uses many hazardous materials. Once you have identified the materials used in your office, look for non-toxic substitutions. Some examples of product substitution and toxic reduction include:

- Soybean or water based products (inks, markers, paints etc.) instead of petroleum based products
- Water based correction fluid or cover up tape
- Non-toxic office cleaning products
- Lead and cadmium free paints
- Rechargeable and solar batteries
- Refill copy and laser toner cartridges instead of throwing away
- Non-toxic carpet adhesive

STANDARD #16

Establish a litter-free zone in the immediate vicinity of your place of business.

We want the Green Star Program to become a community-wide effort. A year round litter-free zone at your business will show our residents that you promote a county that is "clean and green."

STANDARD #17

Establish a waste reduction, recycling, and energy efficiency library in your business and make it available to employees.

New information about techniques and equipment available to businesses to help reduce waste and conserve energy is being developed all of the time. Stay up to speed with the new technology by subscribing to publications designed to help businesses and individuals incorporate waste reduction and energy conservation into their everyday operations. Here are some suggested publications you may wish to subscribe to:

- Garbage magazine
- Resource Recycling magazine
- Biocycle magazine
- Waste Age magazine

STANDARD #18

Purchase/install renewable energy or develop your own waste reduction method different from those listed above.

As the operator of your business, you know more about it than anyone else. You know the specific materials, inputs, and processes used and the types of wastes created. The Green Star Program is sure there are many ideas we have not included in our list of Green Star Standards. Individual businesses will be able to identify and share with us innovative pollution prevention methods. You are encouraged to share your ideas with the Green Star Program and other businesses.