



Green Business Certification Program

Continuous Improvement Plan

RED: Time of Certification
BLUE: Year One
PURPLE: Year Two
GREEN: Year Three

Company: Green Services, Inc. 2910 Georgia Ave, Suite 300, Silver Spring, MD 20910

EMPLOYEE ENGAGEMENT

Goal G1 – Engage 40% more employees in company sustainability efforts by October 2017

- **Metric – Number of Green Team members**
- **Metric – Number of employees “more often than not” practicing workplace sustainability**
- **Metric – Number of employee volunteer hours devoted to environmental projects**

Strategy	Target Date	Implementation Steps	Status/Notes
Establish an annual staff survey to: a) solicit ideas about green workplace opportunities and b) gauge staff commitment to sustainability	Sept 30, 2014	<ul style="list-style-type: none"> • Sandy Soriano to develop draft question set. (Include section that will establish sustainability behavior baseline, e.g., % of staff who take public transit, % of staff who turn off their computers at end of the day, etc.) • Juan Span to set up Survey Monkey and disseminate to all staff. 	<ul style="list-style-type: none"> • July 2014 – Green team solicits draft survey questions • Aug 2014 – Survey approved by management committee • Sept 2014 – First revised survey issued to establish baseline. • Sept 2016 – Survey results compiled: 29% increase in staff who report that they regularly pursue at least 7 out of 10 green workplace actions; 20 new green ideas submitted, an increase of 15% from 2014. • Sept 2017 – Survey results compiled: 46% increase in staff who report that they regularly pursue at least 7 out of 10 green workplace actions; 62 new green ideas submitted, an increase of 210% from 2016!



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Enhance sustainability policies and guidelines and post in prominent place	Dec 24, 2014	<ul style="list-style-type: none"> Cindy LaRoche to review examples received from DEP and develop draft tailored to our specific needs and priorities. (Include the names of those with specific sustainability-related responsibilities, e.g., Sara Harper – procurement, Marty Strasburg – catering, etc.) 	<ul style="list-style-type: none"> Sept 30, 2014 -- draft presented to Green Team for initial review. Oct 30, 2014 -- draft submitted to Management for review. Nov 31' 2014 -- Management approved.
Launch company-wide sustainability scavenger hunt/friendly competition (Like Elysian Energy)	May 1, 2017	<ul style="list-style-type: none"> Sandy Soriano to work with Green Team to determine 10 green tasks upon which the competition will be based. Zelda Desmond to form panel of judges from neighboring tenants. Michael Werth to determine teams, schedule of events. Juan Span to capture and edit video to be disseminated to all clients encouraging them to pursue certification. 	<ul style="list-style-type: none"> Jan 2017 -- tasks and competition rules submitted to management for review. April 2017 -- successful launch of scavenger hunt with 95% staff participation. May 2017 -- video of event edited and disseminated to clients through our newsletter.

WASTE REDUCTION AND RECYCLING

Goal G2 & G3 – Reduce paper use by 50% and transition to all 100% recycled content paper by October 2017

- Metric – Savings resulting from paper reduction
- Metric – Reams of paper purchased (virgin, 30% recycled content, 100% recycled content)

Strategy	Target Date	Implementation Steps	Status/Notes
Identify ways to reduce the size of conference brochures and agendas.	Nov 15, 2014	<ul style="list-style-type: none"> Zelda Desmond and Marvin Span to determine essential vs. non-essential information. Sara Harper and Marty Strasburg design agenda template that utilizes 1/8 a page. 	<ul style="list-style-type: none"> October 2014 -- Management approves recommendations.



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Strategy	Target Date	Implementation Steps	Status/Notes
Identify ways to reduce paper in training manuals	Dec 15, 2014	<ul style="list-style-type: none"> • Tim Zimmerman to provide thumb drives to each trainee and seek corporate sponsor to underwrite costs. 	<ul style="list-style-type: none"> • Oct 2014 -- Corporate sponsor identified; they will use thumb drives made from 100% recycled plastic and metal.
Identify ways to reduce the number and size of mailings	Jan 1, 2015	<ul style="list-style-type: none"> • Juan Span to survey all clients regarding their receptivity to receiving an electronic newsletter. • Marty Strasburg to develop electronic newsletter. • Cindy LaRoche to upload names into newsletter database. 	<ul style="list-style-type: none"> • Nov 2014 -- survey to all clients sent; revealed that 80% are happy to receive e-newsletter versus paper version. • Dec 2014 – electronic template created through MailChimp; subscriber names uploaded. • Jan 2015 – Inaugural e-newsletter sent!
Transition to electronic billing	Oct 1, 2017	<ul style="list-style-type: none"> • Juan Span to survey all clients. • Cindy LaRoche to design new forms and database system • Sandy Soriano to include client awareness messaging in newsletters and all agendas from Fall 2016 to Fall 2017. 	<ul style="list-style-type: none"> • April 2015 -- new database system identified. • May 2015 -- survey results compiled with 50% of clients agreeing to electronic billing. • July 2015 -- budget committee approves new system. • Jan 2016 -- first cycle of electronic billing launched. • Nov 2016 -- client awareness campaign encouraging electronic billing launched. • Sept 2017 -- survey reveals that 75% of all clients agree to electronic billing.

Goal G4 – Eliminate use of disposable kitchenware during training programs

- Metric – none needed

Strategy	Target Date	Implementation Steps	Status/Notes
Purchase additional reusable plates, glasses, mugs and cutlery	Nov 1, 2014	<ul style="list-style-type: none"> • Zelda Desmond to do an analysis to determine up-front costs and payback period. 	<ul style="list-style-type: none"> • Oct 2013 -- cost analysis presented to Management which agrees to purchase reusables.



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Goal G5 – Increase recycling and reduce contamination so that contamination rates are below 5% by January 2017

- **Metric – Percentage of recyclables in trash cans.**
- **Metric – Percentage of trash in recycling bins.**

Strategy	Target Date	Implementation Steps	Status/Notes
Conduct quarterly waste assessment to estimate recycling and contamination rates	Jan 1, 2016	<ul style="list-style-type: none"> • Sandy and Cindy to develop methodology based on input from DEP. • Zelda to develop internal assessment team and outline schedule and duties. 	<ul style="list-style-type: none"> • Jan 2016 -- assessment reveals that 25% of the recycling bins and 40% of the trash bins had “unsatisfactory” contamination levels. • Jan 2017 -- assessment reveals that 5% of recycling bins and 10% of the trash bins had “unsatisfactory” contamination levels.

SUSTAINABLE COMMUTING

Goal G6 – By January 2017, reduce the percentage of employees commuting by gas vehicle.

- **Metric – Employee commuting mode split**

Strategy	Target Date	Implementation Steps	Status/Notes
Research cost of transit subsidy and installation of electric vehicle charging stations	Nov 15, 2016	<ul style="list-style-type: none"> • Sandy to present findings to management. 	<ul style="list-style-type: none"> • Feb 2017 – Management budgets \$50 for monthly transit subsidy per employee and installs two charging stations.
Hold training event about the tax benefits of leasing an electric vehicle.	Jan 1, 2017	<ul style="list-style-type: none"> • Cindy to contact the Electric Vehicle Association to see if they can speak at training event. 	<ul style="list-style-type: none"> • June 2017 – 40 staff members attended training.