



Green Business Certification Program

Continuous Improvement Plan

RED: Time of Certification
BLUE: Year One

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.
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.

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**



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- **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.
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.

Goal G4 – Eliminate use of disposable kitchenware during training programs

- **Metric – none needed**

Strategy	Target Date	Implementation Steps	Status/Notes
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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 reuseables.

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. 	