



# Green Business Certification Program

## Continuous Improvement Plan

**RED:** Time of Certification

**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"> <li>• 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.)</li> <li>• Juan Span to set up Survey Monkey and disseminate to all staff.</li> </ul>	
Enhance sustainability policies and guidelines and post in prominent place	Dec 24, 2014	<ul style="list-style-type: none"> <li>• 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.)</li> </ul>	
		<ul style="list-style-type: none"> <li>•</li> </ul>	

### WASTE REDUCTION AND RECYCLING



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### 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"> <li>• Zelda Desmond and Marvin Span to determine essential vs. non-essential information.</li> <li>• Sara Harper and Marty Strasburg design agenda template that utilizes 1/8 a page.</li> </ul>	
Identify ways to reduce paper in training manuals	Dec 15, 2014	<ul style="list-style-type: none"> <li>• Tim Zimmerman to provide thumb drives to each trainee and seek corporate sponsor to underwrite costs.</li> </ul>	
Identify ways to reduce the number and size of mailings	Jan 1, 2015	<ul style="list-style-type: none"> <li>• Juan Span to survey all clients regarding their receptivity to receiving an electronic newsletter.</li> <li>• Marty Strasburg to develop electronic newsletter.</li> <li>• Cindy LaRoche to upload names into newsletter database.</li> </ul>	

### 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"> <li>• Zelda Desmond to do an analysis to determine up-front costs and payback period.</li> </ul>	