Acterra in Action

Celebrating 25 Years: Acterra’s Business Environmental Awards

Founded in 1990 to encourage environmental leadership within the Bay Area business community, Acterra’s Business Environmental Awards is marking its 25th anniversary in 2015. The Awards are widely regarded as one of the most longstanding and rigorous awards programs of its kind in the Bay Area.

This year, eight exceptional sustainability projects will be recognized in front of an audience of 250. Awardees feature projects of all sizes from a large-scale healthy materials program at Google to a small computer-run micro farm providing fresh produce for the company cafe at Plantronics.

Over their lifetime, the award categories have reflected evolving environmental issues. Today, our awardees are pushing the envelope in every category by introducing increasingly innovative concepts such as climate neutrality, zero-waste, net-positive, and living buildings.

Business are continuing to adopt environmental practices, but there is still a long way to go. So, Acterra’s standards of judging must remain high. As Business Environmental Awards Judge Jim Charley shared, “We have to set the bar ever higher—we just have to.”

Ultimately, the goal of the Business Environmental Awards is to inspire and strengthen leadership in sustainability throughout companies and organizations. As Executive Director Adam Stern said, “Acterra has celebrated these corporate pioneers for a quarter century, and we look to the day when their extraordinary achievements are no longer the exception, but the norm.”

The 25th Anniversary Business Environmental Awards Reception will take place on May 28 at Intuit in Mountain View. Tickets are $35 per person, $25 for members. To request an invitation, contact Ariane Erickson at arianee@acterra.org or (650) 561-4711.


Acterra Receives Two Honors

Acterra is proud to have recently received two awards for our environmental excellence.

Acterra has received the 2015 Tall Tree Award for Outstanding Nonprofit, presented by the Palo Alto Chamber of Commerce and Palo Alto Weekly. The award is given to a nonprofit organization “that has made a substantial contribution to the lasting enhancement of Palo Alto while demonstrating exceptional leadership and community involvement.”

Our land stewardship program has also just received the Silicon Valley Water Conservation Award for Education. In the words of the selection committee, “the breadth and quality of Acterra’s educational programs made it the clear winner in the Education category. We were impressed with the number of people reached and the quantifiable water conservation savings accomplished by your programs.”
Native Plant Nursery Hosts Statewide Conference Workshop

On January 14, Acterra’s Native Plant Nursery hosted a workshop on “Propagation Techniques for Local Restoration” as part of the statewide California Native Plant Society conference, a five-day event attended by more than 1,000 people.

People from across the state joined the workshop held at Acterra’s Native Plant Nursery in Palo Alto’s Foothills Park. Participants were given a tour that included details on our native plant propagation methods. After the tour, participants rotated through stations to learn how to propagate and upsize plants. Guests also enjoyed a tour of Acterra’s native meadow restoration area, one of several areas Acterra is restoring at Foothills Park.

Acterra’s Native Plant Nursery promotes the restoration of damaged local landscapes by growing native plants from seeds gathered within local watersheds, and then distributing those plants for reintroduction within each watershed. Last year, the nursery propagated or maintained nearly 35,000 plants.

Native Plant Nursery Manager Deanna Giuliano demonstrates propagation techniques for native plants to participants from around California.

Visit acterra.org/nursery for information on the Native Plant Nursery, including how to download Acterra’s free Native Plant App for Android or iOS.
A Hub of Information: Acterra’s Environmental Library and Resource Center

Is orange oil an environmentally safe and effective way to remove termites?

What should I look for when I’m purchasing LED light bulbs?

What native plants are good options to use for replacing my lawn?

If you have environmental questions, Acterra’s Environmental Library and Resource Center can provide the answers.

Visit the Library
Monday – Friday
Peninsula Conservation Center
3921 E. Bayshore Rd., Palo Alto

Research Your Environmental Questions
acterra.org/expert
library@acterra.org
(650) 962-9876 x306

The Environmental Library and Resource Center is made possible thanks to the support of an anonymous donor.

Acterra Presents the 2015 Public Lecture Series

To register, visit acterra.org/lectures or call (650) 962-9876 x346.

**Wade Crowfoot**
Deputy Cabinet Secretary and Senior Advisor to Governor Brown
Climate and California: An Update from Sacramento
April 15, 7:30 p.m.
Google, Mountain View
$10 donation requested. Free with promo code GOOGLE2015.

**Jared Blumenfeld**
Administrator for EPA’s Pacific Southwest Region 9
Fossil Fuels, Power Plants, and Greenhouse Gas: Next Steps for the EPA
April 30, Noon
Stanford Business School
$10. 50% off for members with promo code VIP2015.
Return of Western Bluebird Indicator of Restoration Success

Swooping lightly into the meadow in flashes of bright blue, Western bluebirds at the McClellan Ranch Preserve are more than just a cheerful sight: They are an early sign of the value of Acterra’s habitat enhancement project begun here in July 2014. Until a few weeks ago, these beautiful birds had been missing from the meadow for several years due to invasive nonnative thistles ruining their foraging habitat. Now that volunteers have begun removing the thistles and setting out native plants, the bluebirds are back, and we can look forward to a diversity of other native species returning as well!

The return of the Western bluebird to McClellan Ranch Preserve in Cupertino is a sign of Acterra’s successful habitat restoration. Photo by Eli Akerib.