

# Sustainability Handbook

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# Sustainability Handbook

This Sustainability Handbook highlights actionable sustainability practices for EDF staff members. The guidelines are suggested courses of action developed by EDF personnel for use in EDF offices. They are designed to illustrate the many ways in which, with modest thought and effort, substantial energy and other resources may be saved in the workplace. Some of these guidelines might not be suitable for a particular business with specific needs of which we are unaware.

## **DO NOT print this handbook!**

**If every EDF employee printed a copy, it would consume more than 20 reams of paper. If you choose to print individual sections, forms or checklists, please be sure to print double-sided.**

# EDF's Sustainability Council

## Questions?

EDF's Sustainability Council (SC) members can assist you in adopting these practices. Specific ways they can help are described in the **green tabs** throughout this Handbook. If you have further questions, you may also email [sustainability@edf.org](mailto:sustainability@edf.org).

## Special thanks go to all the members of the

**Sustainability Council:** Peter Accinno, Jenny Ahlen, Deborah Baber, Mary Barber, Delia Barrack, Christina Baute, Phyllis Burns, Agustina Ciocia, Alexandra Deprez, Meghan French, Carol Green, Tracey Goetchius, Javier Gonzalez, Steven Hamburg, Phoebe Higgins, Jay Knecht, Maggie Monast, Alysa Perez, Eric Pooley, Chris Riso, Ashley Rood, Sharyn Stein, Dan Upham, Mica Vehik and Hanling Yang.

## Sustainability mission statement

Environmental Defense Fund is dedicated to protecting the environmental rights of all people, including the right to clean air, clean water, healthy food and flourishing ecosystems. Our mission extends into our workplace, where we strive to develop sustainable practices in our day-to-day operations. We endeavor to make our operations a model for others by taking specific, measurable actions to achieve broader results that reflect our mission. EDF strives to:

- Reduce resource use through increased efficiency, reuse and recycling
- Reduce energy consumption relative to 2009 to emit **20% fewer** greenhouse gases by 2020 and **80% fewer** greenhouse gases by 2040
- Strategically source sustainable goods and services

## History

Chartered by EDF's Executive Team in 2011 and co-chaired by Peter Accinno and Steven Hamburg, the Sustainability Council (SC) is composed of EDF staff who, in addition to their day-to-day responsibilities, spend some of their time to improve sustainability in our offices. The Council now consists of more than 20 members divided into six workgroups. A seventh workgroup devoted to travel will debut in 2013.

The effort to create this Handbook began with the Office Practices workgroup documenting the existing sustainability practices of EDF's offices. The SC then determined which practices should and could be implemented across the organization. Building upon this work, this Handbook was created. Its goal is to provide the tools for all EDF staff to internalize sustainability in their day-to-day activities.





# Dining

## WHAT YOU CAN DO

**Serve meals buffet-style**

Packaging and food waste make up [44%](#) of municipal solid waste. To reduce waste generated by EDF's meetings and events, serve food buffet-style. This eliminates individual packaging of food items and allows attendees to select the type and amount of food they actually want to eat.



**Serve water from pitchers**

Americans purchase approximately [35 billion](#) water bottles (**35 billion water bottles = 111 bottles per person**) annually, but only 29% of them are recycled. Serving tap water or water from EDF's filtration machines is free. To reduce costs and eliminate the need for plastic water bottles, serve water from pitchers at EDF meetings and events.

**Use reusable dishware, glassware and silverware**

Using reusable dishware is more sustainable and produces less greenhouse gas emissions than using disposables. To reduce the need for disposables in EDF's offices, use reusable dishware, glassware and silverware whenever possible.

**Use cloth hand towels as a substitute for paper towels**

Although cloth towels must be washed, they require [less energy](#) throughout their lifecycle than disposable towels. Whenever possible, use cloth towels in EDF's kitchens.

SC members are available to help organize washing cloth hand towels.

**Do not throw out leftover food**

To reduce food waste generated by EDF's meetings and events, do not throw out leftover food without considering if it could be stored for a future meeting, shared with the rest of the office or donated to a local food bank. [Feeding America](#) provides a tool where you can enter in your zip code to find a local donation center.

## WHAT EDF WILL DO

**Provide reusable kitchen items**

In order for EDF staff to adopt the sustainable dining practices above, reusable dishware, glassware, silverware, serving ware and pitchers will be provided in all office kitchens.

SC members are available to assist in organizing storage for these reusable kitchen items.

**Provide cloth hand towels**

In order for EDF staff to minimize paper towel use, cloth hand towels will be provided in all office kitchen spaces. If possible, these towels will be made of organic cotton.



# Energy

## WHAT YOU CAN DO

### Put your computer to sleep during lunch and during the day when it is not in use

To use less energy get into the habit of putting your computer to sleep when you are about to leave your desk. **Windows:** Go to Start, click the arrow next to Shut Down and click Sleep. **Macintosh:** Apple Menu > System Preferences > Hardware > Energy Saver. Visit the [Energy Saver website](#) produced by the U.S. Department of Energy to learn more.

### Close window shades on hot summer days

While windows provide views, daylight and ventilation, they can make the HVAC cooling system work harder to keep the office at a comfortable temperature. On hot summer days, close your shades to prevent the sun from overheating your office. In the winter, do the opposite. Open shades during the day to warm your office with natural sunlight. For more information about windows and energy efficiency, click [here](#).

### Shut down electronics and turn off your power strip at the end of the day

To use less energy, shut down all of your electronics, including your computer and monitor, and turn off your power strip when you leave for the night. If you have not received a power strip, unplug your electronics individually. Using a power strip (or unplugging your electronics) is important because many electronics continue to draw what is called "[vampire power](#)" even when they are turned off.

Notify an SC Member if you do not have a smart power strip.

## WHAT EDF WILL DO

### Remove light bulbs from fixtures where possible and encourage daylighting

On average, lighting consumes [21%](#) of the energy used in commercial buildings. In addition, light fixtures can release a large portion of this energy as heat, causing the cooling system to work harder. As a result, EDF will remove light bulbs where possible, particularly from fixtures near windows, and encourage the use of daylight.

SC Members are available to assist in identifying unnecessary light bulbs and fixtures to remove.

### Provide all employees with smart power strips

To allow EDF staff to easily turn off their electronics at the end of the day, smart power strips will be provided for all employees.



# Paper

## WHAT YOU CAN DO

**Minimize paper use and print on both sides**

In 2010, [71 million tons](#) (**71 million tons of paper = 225 reams per person**) of paper and paperboard were used in the United States. To use less paper, print only what is necessary and use the default setting for double-sided printing. You may print single-sided if you choose, but re-use the blank side as scratch paper if you do. Also, when you collect your printouts, be sure you do not accidentally take someone else's documents from the copier.

SC Members can assist in creating a place where staff can put paper that still has one blank side. This can be reused as scratch paper.

**Use 100% recycled content, totally chlorine-free paper**

When you have to print something, use 100% recycled content, totally chlorine-free paper. Recycled paper prevents excess waste from entering landfills and requires [less energy](#) to produce than virgin fiber paper. [Totally chlorine-free](#) paper is created without producing toxic chemicals such as dioxins and furans, which have been shown to cause numerous health problems, including cancer.

**Give paperless presentations**

At EDF, there are many electronic means to share information such as SharePoint Project Spaces or the W drive. Before you print handouts for your next presentation, consider whether physical copies are essential. If information can be shared electronically, send an email with the necessary information and/or encourage attendees to bring their laptops to the presentation.

**Minimize the use of coated, glossy or laminated paper**

Avoid using coated, glossy or laminated paper. These products are often unrecyclable, and the production of their [coatings](#) emits VOCs ([volatile organic compounds](#)) that degrade air quality.

## WHAT EDF WILL DO

**Provide 100% recycled content, totally chlorine-free paper**

To allow EDF staff to use the most sustainable paper option, all offices will be supplied with 100% recycled content, totally chlorine-free paper.

**Set double-sided printing as the default**

To encourage double-sided printing, all copiers will be set to double-sided printing as the default.

**Utilize print management technology**

To eliminate print jobs that are printed but never collected, print management technologies will be utilized that do not print until you visit a copier.



# Purchasing

## WHAT YOU CAN DO

**Use the “Green purchasing checklist”  
(page 12)**

**Use the “Green meetings checklist”  
(page 11)**

## WHAT EDF WILL DO

**Use the “Green vendor questionnaire”  
(page 15)**

EDF gives preference to environmentally responsible products and services. Use EDF’s “Green purchasing checklist” (page 12) to help you consider sustainable options when purchasing items and services, including:

- Appliances and restroom fixtures
- Cleaning supplies
- Computers
- Food delivery and catering services
- Hotel rooms and conference spaces
- Office furniture and finishes
- Office supplies
- Paper products
- Vehicle rentals

Use EDF’s “Green meetings checklist” (page 11) to help you plan a sustainable meeting. Meeting planners should strive to check as many items from this list as possible.

EDF’s “Green vendor questionnaire” (page 15) will allow vendors to highlight their sustainability efforts and enable EDF to contract with the most sustainable companies.



# Transportation

## WHAT YOU CAN DO

**When choosing a rental vehicle, select a hybrid**

Avis has a fleet of [hybrid and low-emissions vehicles](#) and will guarantee an energy-saving vehicle when requested. To cut down on EDF's greenhouse gas emissions, whenever you reserve a rental vehicle, be sure to request a hybrid.

**Videoconference instead of traveling to meetings**

EDF's Travel Policy shows that avoiding travel reduces costs and helps reduce EDF's greenhouse gas emissions. Consistently, business travel by air has been the single biggest contributor to EDF's carbon footprint; in 2011, business air travel made up 38% of EDF's greenhouse gas profile. Before you plan your next business trip, consider whether traveling is essential.

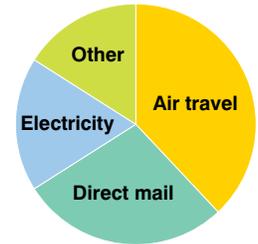
**Travel by train or bus instead of by airplane**

Choosing to travel by train or bus can [significantly decrease](#) EDF's environmental impact. Particularly for short trips, traveling by air is the least sustainable option, so be sure to look for alternatives.

**Commute using alternative methods of transportation**

Using an alternative method of transportation (even for just one day a week) can decrease EDF's carbon footprint. Join your fellow EDF coworkers who walk, bike, carpool and use public transportation to get to work. [Google Maps](#) now provides directions for public transit, walking and biking, so you can simply click on the appropriate icon to map directions for an alternative route to work. Additional information about bike commuting can be found [here](#).

SC Members are available to assist you in forming a carpool group, planning a safe bike route or finding public transportation routes to your office.



EDF's 2011 GHG profile

## WHAT EDF WILL DO

**Provide a pre-tax commuter benefit program**

EDF's transit program is organized through [Benefit Resource, Inc.](#) Through this program, EDF employees can have their public transportation costs or their parking costs deducted from their paycheck as a pre-tax expense. New program participants can sign up online from the 1st to the 7th of each month. **In 2011, 83% of EDF employees commuted using alternative transportation methods—walking, biking, riding the bus, subway, commuter rail and carpooling.**



# Waste & Recycling

## WHAT YOU CAN DO

**Recycle and compost waste whenever possible**

Each year the U.S. generates 250 million tons (**250 million tons = enough to fill 63,000 garbage trucks**) of municipal solid waste. In 2010, more than a third of that waste was recycled or composted, which removed 186 million metric tons of carbon dioxide equivalent emissions. Because of these important benefits, before you toss something in the trash, make sure it cannot be recycled or composted. See instructions on collection bins in your office.

Talk to an SC Member if you cannot find a recycling or compost bin or if you have questions about what items should be recycled or composted.

## WHAT EDF WILL DO

**Provide recycling bins with clear instructions**

To make recycling as easy as throwing discards into the trash, recycling bins will be provided for all personal offices, conference rooms, kitchens and printing areas. As a rule, there should be a recycling bin next to every trashcan. For those bins in high traffic areas, there will be clearly labeled instructions about what can and cannot be recycled.

SC Members can assist in creating labels for recycling and trash bins.

**Label trash cans as “landfill”**

University of Pittsburgh students found that labeling trash cans “landfill” instead of “trash” or “waste” increased overall recycling rates by           . To improve recycling at EDF, trash cans will be labeled “landfill” to remind employees not to throw out paper, bottles, plastics or other recyclables.

**Provide at least one e-waste bin in each of EDF’s offices**

Recycling electronic waste as well as batteries is important because of the heavy metals these products contain. These metals can be toxic and expensive. Recycling them reduces pollution and the amount of raw materials needed to produce new products.



# Water

## WHAT YOU CAN DO

### Report all leaking faucets/fixtures

A leaky faucet that drips at the rate of one drip per second can waste more than [3,000 gallons](#) per year (**3,000 gallons = enough to fill a small tanker truck**), and a running toilet can waste [200 gallons](#) of water in a day. Report leaking faucets and running fixtures to your office manager so that they can be fixed as soon as possible.

SC Members are available to assist employees in reporting leaking faucets and making sure that they are fixed.

### Use a dishwasher instead of hand washing individual dishes

ENERGY STAR-rated dishwashers are required to use less than \_\_\_\_\_ of water per cycle. In contrast, the average kitchen faucet releases [2-3 gallons](#) every minute. Unless you can wash the eight place settings a dishwasher can hold without running the faucet for more than 2 minutes, the dishwasher is more sustainable.

# Green meetings checklist

Please use this checklist to help you plan a sustainable meeting.  
You may not be able to do all of these things, but strive to check off as many as possible.

## Before the meeting

- Encourage people that might travel to the meeting to consider videoconferencing
- Encourage people traveling to the meeting to use alternative transportation
- Encourage presenters to give paperless presentations
- Order only the amount of food that will actually be eaten
- Order vegetarian food options
- Ask food vendors not to deliver disposable plates, cups, napkins or silverware, and ask if EDF can receive a discount for not needing them
- Ask food vendors not to deliver meals that are individually packaged but can be served buffet-style

## During the meeting

- Provide reusable dishware, glassware, silverware and serving ware. If you must provide disposables, choose recycled or compostable items
- Provide attendees with cloth hand towels. If there are not enough cloth hand towels, provide attendees with 100% recycled content paper towels
- Serve water from pitchers instead of individual plastic bottles
- Serve non-water beverages from bulk containers instead of individual bottles or cans
- Ensure attendees have easy access to recycling and compost bins

## After the meeting

- Email attendees presentation slides and/or business card contact information in order to eliminate the need to use paper
- Share leftover food with the rest of the office or donate it to a local food bank
- Make sure all electronic equipment and lights are turned off when people leave the meeting room

# Green purchasing checklist

Please utilize this checklist to help you identify sustainable purchases. After you have made your selection, be sure to notify providers that your decision was based on environmental sustainability criteria. This raises awareness among providers.

## General purchasing

The product:

- Is locally sourced (within [100 miles](#))
- Is [sustainably](#) sourced
- Contains recycled content and/or is remanufactured or refurbished
- Is non-toxic and/or low-VOC ([volatile organic compound](#))
- Is water and energy efficient
- Can be recycled or reused
- Has minimal and/or recyclable packaging

## Appliances and restroom fixtures

- The appliance is
- The fixture is [WaterSense certified](#)

## Cleaning supplies

The product:

- Is non-toxic and/or low-VOC ([volatile organic compound](#))
- Is made of renewable resources, such as citrus, seed, vegetable or pine oils
- Is designated for use in cold water to conserve energy
- Has the [Green Seal](#) and/or [Design for the Environment](#) logo
- Comes in minimal, recyclable or refillable packaging
- Comes in concentrated formulas to reduce packaging and volume
- Comes in dispensers with pump sprays rather than aerosols
- Can be shipped in bulk
- Is labeled with information about proper disposal

## Computers

The computer:

- Is [EPEAT registered](#)
- Is

## Food delivery and catering services

- The food can be delivered in minimal, reusable or recyclable packaging
- The food can be served buffet-style to reduce packaging and food waste
- The provider agrees not to supply disposable silverware
- EDF can receive a discount for not needing disposable silverware
- Bottled water will not be provided
- The provider is certified by the [Green Restaurant Association](#) and/or [Green Seal](#)
- The food is locally sourced (within [100 miles](#))
- Fruits and vegetables provided are in season
- Vegetarian options can be provided
- Meat products are \_\_\_\_\_ organic, grass-fed, free-range and/or natural
- Eggs are cage-free

## Food delivery and catering services (continued)

- Seafood is [Marine Stewardship Council](#) or [Gulf Wild](#) certified or purchased in accordance with either EDF's \_\_\_\_\_ or the Monterey Bay Aquarium's [Seafood Watch Guidelines](#)
- Coffee provided is organic, [fair trade](#) and/or shade-grown
- Tea provided is \_\_\_\_\_ and/or [fair trade](#)

## Green purchasing checklist | page 2 of 3

- Wine provided is \_\_\_\_\_ and/or [Demeter Biodynamic](#)
- Food can be ordered in the amount that will actually be eaten
- Food waste will be donated
- Used frying oil is repurposed
- Inedible food wastes are composted

### Hotel rooms and conference spaces

- The property participates in an initiative to improve the environmental performance of the industry
- Management has a system in place to ensure that employees are properly trained and processes are monitored and evaluated to improve environmental performance
- The property's environmental efforts are visibly communicated to guests, shareholders and the public
- The property has a recycling program
- The property is committed to seeing that items collected in the recycling bins are actually recycled
- Packaging waste has been reduced by utilizing reusable goods and/or purchasing in bulk
- The property has a composting program
- The property uses energy-efficient lighting fixtures, vacancy sensors or any other lighting efficiency devices
- The property purchases \_\_\_\_\_ appliances
- The property uses low flow shower heads, low flush toilets, [WaterSense-certified](#) fixtures or other water efficiency measures
- The property uses environmentally responsible cleaners
- The property uses chlorine-free paper products
- The property uses paper products made with recycled content

- The property uses cloth towels or jet-air hand dryers instead of paper towels
- The property uses low VOC ([volatile organic compound](#)) materials for paint, adhesives, carpeting, air fresheners, etc.
- The property gives preference to environmentally responsible service providers
- Stairwells are labeled and easily accessible as an elevator alternative
- The property practices xeriscaping, uses native plantings and/or limits the use of irrigation, fertilizers, pesticides, etc.
- The property is located close to public transit
- The property is \_\_\_\_\_ or [Green Seal](#)-certified
- The property uses an environmentally responsible pool cleaning service and/or a salt water system instead of chlorine

#### In guest rooms:

- There are recycling bins
- Environmentally responsible products (soap, shampoo, conditioner, lotion, etc.) are provided
- The housekeeping staff is asked to not refill or replace consumable items such as shampoo, conditioner and soap unless they are empty
- Partially used shampoos, conditioners and soap containers are donated
- Programmable thermostats with motion detectors are used to control HVAC

### Hotel rooms and conference spaces (continued)

#### In guest rooms:

- The housekeeping staff is expected to turn off lights, shut blinds and/or turn down heat or air conditioning when guests are not in their rooms

## Green purchasing checklist | page 3 of 3

- The default mode for refrigerators in guest rooms is off
- Towels and/or sheets made of organic cotton are provided in guest rooms
- Guests are offered the option of not having their towels and sheets changed each day
- Newspaper delivery to guest rooms is by request only

### In conference and meeting spaces:

- There are recycling bins in meeting rooms
- Meeting room thermostats are set no lower than 72 degrees
- The property uses non-disposable dishware, glassware and cutlery
- The property purchases food from local, sustainable and/or organic sources
- Beverages are served from refillable containers or pitchers rather than disposable bottles
- Food is served buffet-style to reduce packaging and food waste
- Condiments are available in bulk containers instead of individual packaging
- The property donates any leftover food to a local food bank or food rescue program

## Office furniture and finishes

- Furniture is made of certified sustainable wood
- Furniture is refurbished or made with recycled content
- Finishes are non-toxic and/or low-VOC ([volatile organic compound](#))

## Office supplies (non-paper)

- Inks are vegetable-based
- Toner cartridges are remanufactured, refillable or recyclable
- Plastic trash can liners are made with recycled content

- Recycling and trash containers are made with recycled content
- Binders, clipboards and folders are made with recycled content
- Plastic binders, page covers, paper clips and other office supplies are made without PVC (polyvinyl chloride)
- Pens and pencils are refillable and/or made with recycled content

## Paper products

- Paper products contain recycled content
- Paper products are Totally Chlorine Free ([TCF](#)) or Processed Chlorine Free ([PCF](#))
- Napkins and paper towels are colorant free

## Vehicle rentals

- Electric, hybrid and/or fuel-efficient vehicles are available

# Green vendor questionnaire

Environmental Defense Fund (EDF) gives preference to environmentally sustainable vendors. To make EDF aware of your company's sustainability efforts, please complete this form and return it to EDF.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Does your company have a written environmental policy and/or plan? If yes, please attach it to this form. Yes  No

Does your company participate in any initiatives to improve the environmental sustainability of your industry? If yes, please list the name and URL of the initiative. Yes  No

Name: \_\_\_\_\_

URL: \_\_\_\_\_

Does your company own its building or office space? Yes  No

Are any of your company's offices or interiors ENERGY STAR and/or LEED certified? If yes, please specify the level of certification (ex: LEED Silver for Commercial Interiors). Yes  No  Certification: \_\_\_\_\_

Does your company purchase ENERGY STAR-certified appliances? Yes  No  N/A

Does your company have energy-efficient lighting, vacancy sensors or other lighting-related efficiency devices throughout its offices? If yes, please specify the device type. Yes  No  Device: \_\_\_\_\_

Does your company have low flow shower heads, toilets, faucets, or other fixtures designed to conserve water throughout its offices? Yes  No

Does your company, building or contracted cleaning service use environmentally responsible cleaning products and practices? Yes  No

Does your company purchase environmentally responsible office furniture? Yes  No  N/A

Does your company purchase environmentally responsible office supplies such

as recycled paper products, non-toxic finishes, remanufactured toner cartridges or vegetable-based printer inks? Yes  No  N/A

Does your company have a recycling program? Yes  No

Does your company have a composting program? Yes  No

If your company provides a kitchen space, are employees encouraged to use reusable dishware, glassware and silverware in the office? Yes  No  N/A

Does your company provide incentives for employees living close to work for using alternative modes of transportation such as biking, walking or public transportation? Yes  No

Does your company provide training in office sustainability practices? Yes  No

Does your company give preference to the selection of environmentally responsible service providers? Yes  No

Does your company visibly communicate its environmental efforts to the public? If yes, please describe how (ex: through a report, signs hung in your place of business or a specific page on your website). Yes  No  \_\_\_\_\_

Does your company have any environmental initiatives beyond those listed? If yes, please describe those your organization is most proud of. Yes  No  \_\_\_\_\_



# Summary

## WHAT YOU CAN DO

- Serve meals buffet-style
- Serve water from pitchers
- Use reusable dishware, glassware and silverware
- Use cloth hand towels as a substitute for paper towels
- Make any leftover food available to others
- Put your computer to sleep during lunch and during the day when it is not in use
- Close your window shades on hot summer days
- Shut down your electronics and turn off your power strip at the end of the day
- Minimize paper use and print double-sided
- Use 100% recycled content, totally chlorine-free paper
- Give paperless presentations
- Minimize the use of coated, glossy or laminated paper
- Use the “Green purchasing checklist” (page 12)
- Use the “Green meetings checklist” (page 11)
- When choosing a rental vehicle, select a hybrid
- Videoconference instead of traveling to meetings
- Travel by train or bus instead of by airplane
- Commute using alternative methods of transportation
- Recycle and compost wastes whenever possible
- Report all leaking faucets/fixtures
- Use a dishwasher instead of hand washing individual dishes

## WHAT EDF WILL DO

- Provide reusable kitchen items
- Provide cloth hand towels
- Remove light bulbs from fixtures where possible and encourage daylighting
- Provide all employees with smart power strips
- Provide 100% recycled content, totally chlorine-free paper
- Set double-sided printing as the default
- Utilize print management technology
- Use the “Green vendor questionnaire” (page 15)
- Provide a pre-tax commuter benefit program
- Provide recycling bins with clear instructions
- Label trash cans “Landfill”
- Provide at least one e-waste bin in each of EDF’s offices
- Continually evaluate additional ways to increase our commitment to sustainability

# Program and department sustainability efforts

## Board of Trustees

### Accomplishments

- Since 2006, EDF staff travel to Board meetings has been offset
- In 2009, the Board made a commitment to become carbon-neutral and EDF began offering its Trustees the possibility to offset their Board-related travel

### Current policies and initiatives

- Whenever possible, the venues, conference centers and hotels selected for Board meetings meet green requirements in terms of their recycling policy, water and energy use and accessibility
- Trustees are able to download an electronic Board Book to limit the number of paper copies needed
- Board Books that must be printed are made with recyclable paper and binders

## Membership

### Accomplishments

- In 2012, EDF won the Silver [MAXI Award](#) in the Digital Media – Nonprofit Special Appeal category for an end-of-year online fundraising campaign
- A number of strategies were tested in 2011/2012 to find ways to reduce paper use and will be implemented in 2013:
  - Mailed a shorter letter in its acquisition package. Membership is working to promote tonnage and cost-savings from this successful test
  - Mailed postcards vs. notecards vs. fold-and-seal cards in the acquisition package

- Utilized existing space (back of labels, seals, notecards, etc.) for organizational information from inserts, removing the need for additional paper in the direct mail packages
- Increased use of telemarketing to acquire new and reinstate lapsed donors
- Developed a “chronic non-responder” model to limit mailings to those prospective donors least likely to respond

### Current policies and initiatives

- Current EDF members and prospective members are given the opportunity to opt-out of further printed communication in each mailing
- Members are encouraged to receive online communications instead of paper mailings
- Members are encouraged to donate online instead of through the mail
- New sustainers (monthly contributors) are encouraged to use credit cards instead of checks
- Sustainers’ statements are mailed quarterly, versus monthly, as had been done previously
- All mailings are printed double-sided
- Coated and glossy papers are used sparingly
- Paper used in mailings consists of 30% post-consumer recycled content
- Notecards are printed on lighter stock than in the past

### Future goals

- Eliminate the use of envelopes with plastic windows
- Test the effectiveness of mailing without a return envelope, coupled with a strong push for online giving
- Test a peel-and-stick address label to avoid the need for a return envelope

- Conduct a year-long test to determine whether EDF can mail donors less paper without jeopardizing fundraising
- Engage with outside firms to develop and successfully test a model to assist EDF in better targeting more responsive donors, while reducing communications to less responsive donors
- Develop and test additional incentives to encourage online giving
- Enhance and increase telemarketing acquisition and reinstatement
- Test the use of an “online activist conversion” model, targeting the online petition signers (EDAN names) to become donors
- Increase our ability to “match back” new online donors to offline efforts, while creating and implementing a strategy to keep them online and giving without further offline communication

## Operations

### Accomplishments

- In 2009, the [San Francisco office](#) received LEED Gold certification
- During the 2010 Boulder office renovation:
  - Construction wastes were recycled
  - Old lighting fixtures were removed and donated to Goodwill for resale
  - All doors, blinds, ceiling tiles, cabinetry and glazing was reused or left in place
  - Care was taken to ensure that no dust or debris from demolition infiltrated the HVAC ductwork
  - New energy-efficient lighting and appliances were installed
  - Low-VOC ([volatile organic compound](#)) paint was used
  - Carpeting made with sustainable fibers was used
- In 2011, EDF’s Austin office relocated to an ENERGY STAR building and during the build-out, sustainability was made a priority
- In 2012, the [Washington DC office](#) received LEED Gold certification

### Current policies and initiatives

- Offices generally are located within a few blocks of mass transit
- Construction waste is recycled
- Non-toxic low-VOC ([volatile organic compound](#)) interior paint is used
- Bike storage is provided
- Extensive use of glass provides daylight to interior offices
- Equipment and furniture is high in recycled content
- Energy-efficient lighting and appliances are used
- Dishwashers are provided in all office kitchens
- Water filtration machines are provided to eliminate the need for bottled water
- Sustainable cleaning products are used
- Recycling bins are provided in all offices with e-waste, battery, cell phone and light bulb collection in some offices
- Composting is available in some offices
- Paper used in offices is 100% recycled content

### Future goals

- Conducting regular HVAC inspections and tune-ups
- Retrocommissioning of mechanical, engineering and plumbing systems
- Cataloging energy-intensive appliances in each office
- Establishing composting practices for each office
- Installing air temperature control measures in each office
- Installing [WaterSense-certified](#) fixtures in each office
- Installing vacancy sensors (not occupancy sensors) for lights in each office

## Technology

### Accomplishments

- In the Austin office:
  - Server room air-conditioners were adjusted from 68 to 75 degrees Fahrenheit to reduce energy use
  - Redundant uninterruptible power supplies (UPS) were eliminated to reduce energy use
  - Servers and networks were consolidated into one device, also reducing energy use
- As a part of the Washington DC office renovation:
  - Several old network switches were replaced with a single switch to increase bandwidth capacity and reduce energy use
  - An efficient exhaust system was installed in the 7th floor IT room, eliminating the need for a traditional air-conditioning unit
  - Efficient video monitors were installed, eliminating the need for projectors in all but one room
- SQL database servers were consolidated to reduce energy use
- Email archiving, security and management were moved to the [Mimecast](#) cloud, reducing the need for Exchange email servers and additional storage space
- EDF's donor management system was moved to the [Salesforce](#) and [Luminate CRM](#) clouds that take advantage of efficiencies in management, storage and energy consumption
- The infrastructure that supports edf.org was moved to the [Rackspace](#) cloud to take advantage of a new operating platform and reduce necessary equipment, maintenance contracts and energy use

### Current policies and initiatives

- Use of Dell Latitude computers, which are [EPEAT](#) Gold and ENERGY STAR 5.2
- LCD computer monitors are provided
- Computers use power-saving settings that balance energy efficiency and performance
- Electronic equipment is utilized for the entirety of its useful lifetime
- Old electronic equipment is recycled through [Dell's Asset Recovery and Recycling Services](#)
- Double-sided printing is the default setting for all office printers
- Printers are set to turn off automatically at night
- Servers are increasingly [virtualized](#) to reduce energy use by processor cores, disk drives and network connections during non-critical times
- Server room temperature ranges are being broadened as equipment improves
- Server rooms are designed to allow for efficient airflow whenever possible
- Cloud solutions are continually investigated as they materialize and fit into the organization's needs
- Low-wattage phones that utilize [Power over Ethernet](#) technology are provided
- Videoconferencing technology is provided
- Teleworkers are provided support, allowing them to work from home instead of commuting

### Future goals

- Reducing the number of printers in each office
- Converting to [e-fax](#) to eliminate fax machines and reduce paper use
- Providing desktop videoconferencing abilities
- Transitioning to paperless billing with phone companies
- Providing desktop virtualization capabilities

# Additional tips

EDF employees dedicate their lives to preserving the natural systems on which all life depends. This section of additional tips provides suggestions on how you can do simple things at home to build upon your sustainability efforts at work.

## **“Vote with your dollars,” and also vote**

When making purchases, be sure to ask about the seller’s sustainability practices and consider how your purchase might affect the environment. In this way, you will be able to “vote with your dollars” and support sustainable organizations. For further guidance on sustainable purchasing, see EDF’s “Green purchasing checklist” (page 12). Also, [vote](#). Policy change is one of the few ways to guide consumer behavior on a large scale. Voting with the environment in mind can ensure that everyone makes environmentally responsible choices.

## **Purchase green power for your home**

In 2010, electricity generation accounted for the largest portion ([34%](#)) of U.S. greenhouse gas emissions. Many utility companies now offer “green pricing,” which allows customers to pay a premium on their electricity bills to help fund renewable energy. For more information on which companies offer green pricing, click [here](#).

## **Get a home energy audit**

To find the most effective ways to save on your energy bill, arrange for a home energy audit. To find a certified energy auditor or look up state incentives for energy audits, visit the [Energy Saver](#) website.

## **Purchase ENERGY STAR appliances for your home**

ENERGY STAR is a joint program of EPA and the Department of Energy that labels energy-efficient products. To get the most savings for your dollar, replace the appliances in your home that use the most energy. Click [here](#) to see a graph that compares the energy use of common household appliances.

## **Purchase an electric, hybrid or fuel-efficient vehicle**

If you are purchasing a personal vehicle, consider its impact on the environment and purchase an electric, hybrid or fuel-efficient vehicle if possible. Standards for cars enacted by the Department of Transportation and EPA in 2010 call for an average fleet-wide fuel economy of [35.5 mpg](#) by 2016 and [54.5 mpg](#) by 2025. For more information on the sustainability of vehicles, visit [fueleconomy.gov](#) and the EPA’s [Green Vehicle Guide](#).

## **Donate old appliances, furniture and clothing**

To eliminate waste, donate your old appliances, furniture and clothing. For large items, call your local [Goodwill](#), [Salvation Army](#), Habitat for Humanity [ReStore](#) or other donation center to arrange a free pick-up.

## **Cancel junk mail**

Reduce your environmental impact by stopping unwanted mailings. Visit [www.catalogchoice.org](#) to sign up for the free service that lets you opt out of catalogs, coupons, credit card offers, phone books and circulars.

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### Bring reusable bags to the grocery store

Using disposable bags at the grocery store and other shopping locations causes unnecessary waste and many other environmental problems such as harm to wildlife and water. To decrease your environmental impact, use reusable bags.

SC Members can help set up a reusable bag station near the exit or in the kitchen of each EDF office.

### Pack lunches in reusable containers

Instead of packing your lunch in disposable sandwich bags or foil, use reusable containers.

### Bring a reusable travel mug to coffee shops

Reduce waste by bringing your own mug to coffee shops. Some shops, including [Starbucks](#), give customers a discount for bringing their own mug.

### Become a community supported agriculture (CSA) member

Join a local CSA to get weekly or bi-weekly allotments of high quality, fresh, local foods. Some CSAs provide just fruits and vegetables while others give shareholders the option to buy meats, cheeses, breads and dairy products as well. Through these groups, you can build relationships with your farmer, learn new ways to cook vegetables and even [visit your farm](#) once a season.

### Have a “Meatless Monday”

The [United Nations’ Food and Agriculture Organization](#) estimates that the meat industry generates nearly one-fifth of man-made greenhouse gas emissions. To reduce your environmental impact, [“one day a week, cut out meat.”](#)

### Recycle Compact Fluorescent Light bulbs (CFLs)

When CFLs break or are disposed of improperly, small amounts of mercury are released into the environment. In order to prevent this, recycle your CFLs. To find a recycling location, visit [Earth911](#).

### Recycle old running shoes

If you have old athletic shoes that are too worn to be donated, recycle them at your local running shoe store. In this way, your old shoes can become a part of new shoes and even sports surfaces, such as running tracks. Inquire at your local store to see if they recycle, or visit the [ReUSE-A-Shoe](#) website to find drop-off locations.