



Beginner's Guide to Sustainable Business:

How to Save Money, Serve Your Community and Go Green Through Your Business



→ About Mayor's Office of Sustainability

The Mayor's Office of Sustainability oversees implementation of *Greenworks Philadelphia*, the City's comprehensive sustainability plan that drives Mayor Nutter's commitment to make Philadelphia the greenest city in America by 2015. *Greenworks* sets 15 targets in the areas of energy, environment, equity, economy, and engagement. Read the full plan, find information on progress toward the targets, and sign up for the monthly *Greenworks* e-newsletter at www.phila.gov/green.

→ About the Philadelphia Department of Commerce

The Department of Commerce sets and leads policies to help both small businesses and major corporations in Philadelphia thrive. It coordinates activities along neighborhood commercial corridors with small businesses and entrepreneurs, major real estate development projects, large-scale business attraction and retention efforts, and initiatives to increase minority-owned business contracting opportunities. These efforts help to make Philadelphia a place of choice by increasing jobs and population in our city.

→ About Sustainable Business Network of Greater Philadelphia

The Sustainable Business Network of Greater Philadelphia is a membership organization that represents over 400 local businesses and individuals working to build a just, green, and thriving economy in the Greater Philadelphia region. SBN provides resources for local businesses that want to improve not only their profitability, but their environmental and social impact as well.



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WHY?



Sustainability is about more than the environment. Building sustainability into your business strengthens your company’s bottom line, improves company culture, and impresses your customers. The City of Philadelphia is rich with opportunities for businesses to start taking steps—large and small—toward sustainability.

Our assets include a world-class public transportation system, walkable neighborhoods and business corridors, regional farms and food sources, and the will of government and citizens to create a greener city. Perhaps most importantly, Philadelphia boasts a vibrant sustainable business community made up of hundreds of companies that are proud to show you how they have improved their environmental and social impact.

The goal of this guide is to challenge your assumptions, inspire you to do more, and provide tangible first steps to help you create a more sustainable business.

→ Feeling inspired? Have questions? The Philadelphia Business Services Center can help. Keep this webpage handy as you build your sustainability plan: www.phila.gov/business



CALCULATIONS & MARKETING

No matter what industry you are in, measuring your progress toward sustainability is essential. Setting baselines for where you are today will enable you to highlight the steps you are taking to build a more green, just, and profitable enterprise for your customers, employees, and investors. This also allows you to differentiate yourself from the competition.

Keeping track of each improvement will also help you:

- Motivate yourself and your staff
- Track your savings
- Identify additional areas for improvement
- Demonstrate return-on-investment
- Take advantage of tax incentives
- Communicate improvements to customers
- Keep your company on track to accomplish long-term goals

PHILADELPHIA SUCCESS STORY

John New and Bill Decker started **THE HUB CENTERS FOR MEETING & COLLABORATION**, the only privately-held, LEED-Certified meeting facility in the U.S., because sustainability was their passion and because they wanted to create a meeting space that wasn't boring.

Cutting-edge design inspires meeting attendees, while sustainable features—furnishings made of recycled content, manufactured within 500 miles of their facilities; 100% wind generated energy; low Chlorofluorocarbon (CFC) and energy-efficient lights—keep any meeting's environmental "footprint" minimal.

As demand for their mission-focused, customer service-oriented way of doing business has continued to grow, the Hub is now providing world-class meeting experiences in four different locations throughout the city.

As the Hub expands to provide more spaces to more clients, the team strives to maintain its commitment to sustainability. CEO John New says, "The B Impact Assessment is a great tool and method for helping us stay the course. It provides a guide that helps inform our decisions when talking to architects, developers, and other experts."

→ Read more: www.thehub.com





“Since the B Impact Assessment changes and grows with innovations in the field, it makes it easier for us to do the same.”

MIKE LYONS, VP OF MANAGED SERVICES,
THE HUB MEETING & EVENT CENTERS

Organizations That Can Help

There are regional business associations and online networks of companies that are willing to share their expertise in implementing sustainability plans. B Lab is a nonprofit organization dedicated to using the power of business to solve social and environmental problems. The B Impact Assessment is a useful management tool to:

- #1 Assess your company's impact on each of its stakeholders and
- #2 Improve your social and environmental performance using the Tools and Best Practices embedded in the Survey.

Results from the assessment are displayed in easy to read B Reports with specific scores for environment, community, employees, etc. These results are transparent to the public for all Certified B Corporations. The resource section of B Lab's webpage (www.bcorporation.net/services/resources) provides how-to guides and links to information about how to achieve those goals.

→ Once you've figured out your sustainability goals, make them "SMART." SMART goals are:

SPECIFIC
MEASURABLE
ATTAINABLE
REALISTIC
TIMELY



WATER

Water is critical to your health, your environment, and the daily operations of your business. Reducing water waste lowers your bill and helps conserve this natural resource and keep it clean. A leaky faucet is not only a nuisance, it also wastes water and costs money.

A second aspect of water management, stormwater management, is less widely understood. In an urban environment, rainfall from storms falls on impervious surfaces like asphalt and concrete (impervious surfaces are areas that are unable to absorb water, such as parking lots, sidewalks, driveways and roofs). When this water isn't absorbed into the ground quickly enough, the stormdrains on the street lead it into the sewer system where it mixes with untreated sewage.¹ After heavy rains, some of this polluted water overflows into the Schuylkill and Delaware Rivers, sources of Philadelphia's drinking water.²

Your property cannot only prevent water waste, it can also help prevent contaminated stormwater from entering our waterways.



PHILADELPHIA SUCCESS STORY

THE NUMBERS

30,000

The number of gallons of water per year saved per active leak by repairing either dripping faucets or leaking pipes. Addressing such leaks could save you approximately \$11.00 per month, or \$130.00 a year per active leak.³

\$640

The amount of money you save per active leak over the course of a year when you repair a running toilet or a large leak in a pipe or faucet. You also save 150,000 gallons of water per leak, per year.⁴

\$75,000 to \$1,000,000

The amount available through the Stormwater Management Incentives Program for projects that reduce impervious surface area and stormwater runoff.⁵ These loans are offered at a 1% interest rate to non-residential Philadelphia Water Department customers.

(www.phila.gov/water/Stormwater/pdfs/SMIP.pdf)

GREENSGROW FARMS in Kensington has made a special effort to put in border plantings and curb cuts (soil and plants on top of a layer of stone) along their property and has filled them with perennials and annuals that will look vibrant throughout all four seasons. These plantings prevent stormwater runoff from flowing into our sewers but they serve a larger purpose as well: bringing a little beauty into the life of anyone who passes by. As Ryan Kuck from Greensgrow so aptly said, “It’s a part of making sure a business can help serve everyone, not just its immediate customers.”

If you go to check out the border plantings and curb cuts, don’t forget to stop in and see the living roofs on top of the Greensgrow buildings. These green roofs have plants growing on top of them, which cools the building in the summer and warms it in the winter. The extra storage space is helpful for Greensgrow too—they moved their beekeeping activities up there. Also on display are rain barrels that capture stormwater and provide free water for the plants.

→ Read more: www.greengrow.org



→ In addition to living on a specific block, we also live in a watershed or an area that drains to a common waterway (ex. a stream, river, or reservoir)—a body of water that ultimately leads to the ocean. Want to know where your stormwater goes? Check out the Philadelphia Water Department’s website to find your watershed www.phillywatersheds.org/your_watershed



Water Conservation Improvements

In smaller properties, leaks are easy to identify. If your business is located in a larger facility or high rise building, audit the property at least once per year to find bad faucets and running toilets. The savings that result from fixing a water leak typically pay back the cost of repair in the first year.

Beyond fixing leaks, you can make relatively small investments and achieve a big impact. Consider:

- Installing *low-flow faucets* in sinks
- Purchasing *water-efficient toilets*, which use six times less water per flush OR *dual-flush toilets*, which save even more water by adjusting the amount of water used per flush according to the contents of the bowl.
- Attaching a cistern or a rainbarrel to your downspout and using rainwater for watering plants or non-potable plumbing. This is also a stormwater management measure.
 - Free rain barrel installation classes are regularly hosted by the Philadelphia Water Department. To receive information about upcoming classes visit the following link: www.phillywatersheds.org

Don't forget landscaping:

- If your business has a lawn or small landscaped beds, be sure to take weather into account before watering. Turn off your sprinkler if it has just rained; water early or late in the day to minimize evaporation loss; remember that plants only need an inch per week in July and August and can be watered less in the late spring and early fall; and use harvested water from your rain barrel instead of your sprinklers.
- Older irrigation systems can lose between 50-75% of their water through leaks; don't forget to check your sprinkler line for leaks (indicated by puddling on the ground).

→ **Technical assistance for developing stormwater management projects is available through the Philadelphia Water Department: www.phillywatersheds.org/whats_in_it_for_you/businesses**



Stormwater Runoff Improvements

Reduce the impervious (hard) surface area of your property to minimize stormwater runoff. The Philadelphia Water Department has experts to help you figure out what's best for your property. Some of the most common projects to reduce impervious surface are listed below:

- **Trees Planted Near Pavement:** Bonus! Trees also improve energy savings in your building because of the shade.
 - To request a tree for your block contact the Philadelphia Parks and Recreation Street Tree Management Division—(215) 685-4362—or visit the Mayor's Office of Sustainability's webpage (www.phila.gov/green/trees.html).
- **Rain Gardens:** A small garden with plants tough enough to thrive in the city environment.
- **Green Roofs:** Installing a waterproofing material, soil, and specifically selected plants on the cover of your roof. (Bonus! Also provides insulation that keeps your building cooler in the summer and warmer in the winter)
- **Basins and Ponds:** Man-made basins/ponds constructed to store runoff during and after storms.
- **Wetlands:** Planting an area of land where water can collect after a storm to slowly seep back into the ground or rejoin a river.
- **Swales:** Open shallow ditches or channels that slow water's flow into the sewers.
- **Reducing Impervious (Hard) Surfaces:** Removing pavement, concrete, cement, or asphalt and replacing it with grass, meadows, or trees.
- **Underground Projects:** Installing an underground structure that holds rainwater and then lets it slowly seep back into the ground.
- **Downspout/Flowthrough Planters:** A box of plants connected to a downspout that holds and uses rainwater.
- **Porous Pavement:** A special kind of pavement that allows water to trickle through its tiny holes into a layer of gravel below.⁵

→ Sample projects and typical cost ranges per square foot can be found in the "Green Guide for Commercial Customers" at the following webpage: www.phila.gov/water/Stormwater/pdfs/PWD_GreenGuide.pdf

WHO ELSE CAN HELP?

Philadelphia Water Department

ARAMARK Tower
1101 Market Street, 4th Floor
Philadelphia, PA 19107

EMAIL: questions@phillywatersheds.org

PHONE: (215) 685-6213

• GENERAL WEBSITE:

www.phillywatersheds.org

• STORMWATER AND YOUR BUSINESS

WEBSITE: www.phillywatersheds.org/whats_in_it_for_you/businesses

• LINK TO INFORMATION ON THE STORMWA-

TER MANAGEMENT INCENTIVES PROGRAM

FOR LOW-INTEREST LOANS ON STORMWA-

TER PROJECTS: www.phillywatersheds.org/what_were_doing/SMIP_Grant

For more information on PWD, stormwater fees, and stormwater mitigation measures, contact Erin Williams at (215) 685-6070 or erin.williams@phila.gov

U.S. Environmental Protection Agency (EPA)

• STORMWATER WEBSITE: www.epa.gov/oaintnt/stormwater/index.htm

• WATER CONSERVATION WEBSITE

(INCLUDES TIPS, CALCULATORS, AND

REBATE INFORMATION): www.epa.gov/watersense

•

U.S. Small Business Administration (SBA)

• WEBSITE ON WATER CONSERVATION:

[www.sba.gov/content/water-](http://www.sba.gov/content/water-conservation)

[conservation](http://www.sba.gov/content/water-conservation)

Water Conservation Calculator

www.epa.gov/watersense/



ENERGY & ENERGY EFFICIENCY

Whether you're looking to completely renovate your space or engage in simple steps to reduce your energy costs, energy efficiency is a good idea for your business. A unit of energy that's never used is one you never have to pay for! Energy efficiency measures include:

- Devices that do their jobs with less power
- Behaviors that reduce energy use
- Property improvements like insulation and window sealing

You may also consider changing where your energy comes from. This additional step, perhaps to install solar panels or switch your electric supply to renewable energy, will further improve your environmental footprint. Remember to make your property efficient before installing an onsite renewable energy system so you aren't paying for more energy than you need!



THE NUMBERS

41%

Average Annual Return on Investment of installing energy-efficient building lighting and fixtures, according to the Environmental Energy Technologies Division at Lawrence Berkeley National Laboratory. (As a point of reference, there was only a 14% average annual return on investment in the Dow Jones Industrials Stock Market over the course of 1990-1997)⁷

30% of cost

The size of the deduction, with no upper limit, you could receive on your federal income tax returns with the installation of a solar energy system.⁸

\$300

Rebate available from PECO for installing a high-efficiency natural gas furnace or boiler.⁹

PHILADELPHIA SUCCESS STORY

How do you secure over one million dollars in financing from Hyperion Bank, the Philadelphia Industrial Development Corporation, and the City of Philadelphia to revamp your commercial mixed use building? You need two ingredients—the vision to make your building more energy efficient and the passion to carry it through. Tracy and Mia Levesque of **YIKES, INC.**, a web design and development company, were determined to bring two dilapidated row homes on Girard Avenue up to the LEED Platinum standard for sustainability.

The Greenworks Rebate program, which is available to small business owners seeking access to capital to improve their energy efficiency, refunded up to 50% of the retrofit costs (up to \$10,000). Using this program, Tracy and Mia purchased a new HVAC system, which provided an annual cost savings of \$2,678. It also reduced their annual energy consumption by 34% (14,883 KWH) and annual carbon emissions by 18,752 pounds. The rest of their electricity use is now powered with 100% renewable energy through the purchase of renewable energy credits from The Energy Co-op of Pennsylvania. YIKES, Inc.'s headquarters is now a beautifully designed testament to their company's values and success.

→ Read more: www.yikesinc.com



Return on Investment

Example: Energy Efficiency

One Philadelphia company was able to reduce its electricity costs by 40% and its greenhouse gas emissions by 65% in just two years. Their CEO drew up a list of recommendations for businesses based on how they achieved their success:

- **Take simple actions right away.** Switch to energy-efficient light bulbs; cut power to equipment that sucks energy in standby mode by plugging office equipment into power strips and turning them off at night, eliminating the “vampire power” that’s pushing up your bills. See whether upgrading office equipment could let you consolidate several machines into one, for example a multi-function copier/fax/scanner. The lease and maintenance costs are likely to be revenue-neutral or better.
- **Maximize efficiency before investing in expensive new equipment.** New energy efficient air conditioners and solar panels, for example, are great, but purchase them after you’ve made your facility as efficient as possible. That means insulate, shade the windows, and improve natural lighting and ventilation. Then, one day, when the air conditioner breaks down, you can replace it with a smaller (and less expensive!), highly efficient unit.
- **Choose measures that save money and provide other co-benefits.** Instead of turning on the A/C unit, enjoy fresh air as much as possible. Sign up for a Smart A/C Saver program that lets your utility cycle your unit during peak power events (in other words, allow the utility to reduce the office temperature for a few hours on select weekday afternoons when the power grid is overloaded) and get bill credit from the utility company every month as a thank you.¹⁰
- **Set ambitious and specific goals. Measure what you want your company to achieve in metrics** that are important to you (for example, greenhouse gas emissions, money or units of energy)!



→ Over the past 200 years, the burning of fossil fuels such as coal and oil and deforestation have caused the concentrations of heat-trapping “greenhouse gases” to increase significantly in our atmosphere. These gases prevent heat from escaping to space, somewhat like the glass panels of a greenhouse.



What Else To Do

Tips to make your heating and cooling systems more efficient:

- Install programmable thermostats (29% average annual return on investment).¹¹
- Get a heating system tune up.
- Weather-strip your windows and doors.
- Seal and insulate your HVAC (heating, ventilation and air conditioning) ducts and your walls (more than 41% average annual return on investment).¹²
- Install and use whole building or ceiling fans.
- Water Heater Tips

- * Lower your water heating temperature.
- * Insulate your water heater tank (27% average annual return on investment).¹³
- * Insulate hot water pipes.
- * Install heat traps on your water heater tank.
- * Install a timer and use off-peak power for your electric water heater.
- * Install a drain-water heat recovery system.
- * Install a demand water heater. Demand (also known as tankless or instantaneous) water heaters provide hot water only as it is needed, thereby reducing the standby energy losses associated with storage water heaters and saving you money on your electric bill.¹⁴
- * Hook your hot water heater to a solar energy system.

Tips for energy efficient lighting and electricity usage¹⁵

- Lighting controls such as dimmers, motion sensors, and timers can be used to automatically turn lights on and off as needed, preventing energy waste. Reminding your employees to turn off the lights also helps.
- Install overhead LED lighting. LEDs are also great for exit signs and exterior lights. Like compact fluorescent light bulbs (CFLs), LEDs are a highly energy efficient lighting technology. LEDs—especially ENERGY STAR rated products—use at least 75% less energy than incandescent lighting, and they last 25 times longer.¹⁶
- Activate the power management features on your computer and monitor.
- When the time comes, purchase ENERGY STAR appliances (printers, copiers, refrigerators, etc.)

Install solar panels

- ➔ Interested in getting rid of electric bills altogether by making your own energy from the sun? A new, streamlined process for solar permitting is now in place in the City of Philadelphia and fees have been reduced.
- ➔ The Mayor's Office of Sustainability's Solar Installation Guidebook (www.phila.gov/green/solar.html) is an in-depth resource for more information about all facets of your solar project.



ISTOCKPHOTO

➔ What is ENERGY STAR? ENERGY STAR is a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy that provides an energy performance rating system for products, home improvements, and new construction.



Purchase renewable energy credits for your electricity

- Renewable energy credits are non-tangible energy commodities. Each credit represents proof that 1 megawatt-hour (MWh) of electricity was generated from an eligible renewable energy resource. If you buy credits, you support the development of new renewable energy sources and put more renewable electricity on to the power grid.

Apply for a Leadership in Energy and Environmental Design (LEED) Certification

- LEED certification would also give you an internationally recognized rating to show off to your customers. LEED for Existing Buildings entails review by a professional of all your chosen environmental building options—ranging from systems upgrades (HVAC) to whole-building cleaning and maintenance issues including chemical use, recycling programs and more. There are also LEED Certifications for new buildings, if you're starting over in a new space.¹⁷
- A free PECO usage calculator to help you benchmark your progress can be found in the *Who Else Can Help* section of this guide. Also listed in the next section is where to find rebates or tax credits for any new equipment or renewable energy systems that you might purchase (check back frequently as these can change).



WHO ELSE CAN HELP?

Energy Efficiency Resources

The **U.S. Small Business Administration** provides tools to assess your energy savings potential, analyze financial issues, and calculate your energy savings: www.sba.gov/category/navigation-structure/starting-managing-business/managing-business/running-business/energy-efficiency/calculate-energy-s

The **U.S. Environmental Protection Agency** has developed a greenhouse gas calculator for small businesses: www.epa.gov/climateleaders/smallbiz/index.html

EnergyWorks (www.energyworksnow.com/) is a comprehensive energy solutions program supported by the U.S. Department of Energy's Better Buildings Program for home and commercial or industrial building owners. The initiative helps you find ways to reduce a building's energy use, and then provides low-interest loans to pay for upgrades.

The **Energy Efficient Buildings Hub** (EEB Hub) is a U.S. Department of Energy Innovation Hub based out of The Navy Yard in Philadelphia, whose goal is to reduce energy use in the Greater Philadelphia commercial buildings sector 20% by 2020. More info at www.eebhub.org.

The **Mayor's Office of Sustainability's Solar City Partnership** (www.phila.gov/green/solar.html) is working to transform the local market for solar energy, making it cost-competitive. Their webpage answers many questions about solar installation in Philadelphia and includes videos and tutorials.

American Council for an Energy Efficient Economy (www.aceee.org/) promotes the development and widespread adoption of energy efficiency improvements in buildings, appliances, and other equipment used in buildings. The website includes energy savings guides and information.

Energy Savers (www.energysavers.gov/) is a compilation of efficiency resources from various Federal agencies.

B Lab is a nonprofit organization dedicated to using the power of business to solve social and environmental problems. The resource section of their webpage (www.bcorporation.net/services/resources) provides how-to guides and links to information about how to achieve those goals.

Rebates and Tax Credits for Renewable Energy and Energy Efficiency Projects

DATABASE OF STATE INCENTIVES FOR RENEWABLES AND EFFICIENCY (DSIRE)

DSIRE is a comprehensive source of information on state, local, utility and federal incentives and policies that promote renewable energy and energy efficiency. Established in 1995 and funded by the U.S. Department of Energy, DSIRE is an ongoing project of the N.C. Solar Center and the Interstate Renewable Energy Council.

www.dsireusa.org

Energy Star

ENERGY STAR is a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy to help citizens save money and protect the environment through energy-efficient products and practices.

www.energystar.gov

(Click on "Rebates" located under the "Products" section)

www.energystar.gov/taxcredits (Tax Credits)

PECO Business Usage Calculators and Rebates

www.peco.com/Savings/ProgramsandRebates/Business/Pages/default.aspx

www.peco.com/MyAccount/SmallBusiness/Pages/Usage.aspx



WASTE

Use less, reuse more, and recycle what's left. Why? Because when you get smart about waste, you save by purchasing less and reducing disposal expenses. For the environment, your strategy reduces the amount of waste that ends up in landfills—whether it's from the disposal of an old product or the industrial and manufacturing waste that results from the production of a new one.

PHILADELPHIA SUCCESS STORY

What connects coffee grounds, humanely-raised pigs, and healthier, happier customers? In a word: **MUGSHOTS COFFEEHOUSE**—the successful café and catering business owned by Angela Vendetti that has three locations in the city.

To reduce food waste, Angela sends Mugshots's vegetable scraps and coffee grounds to Green Meadow Farm. What might have been trash is used by Green Meadow Farm as compost to grow seasonal, sustainably-grown fruits and vegetables and becomes a feast for pastured pigs, free-range turkeys, and cage-free, vegetarian-fed hens. That bounty, nourished on the by-products of business, is in turn purchased by Mugshots for their delicious culinary creations.

→ Read more: www.mugshotscoffeehouse.com



THE NUMBERS

\$200

The amount you can earn each year through Philadelphia Recycling Rewards, a city-wide program which allows you to earn redeemable rewards when you recycle. (www.phillyrecyclingpays.com)

81,000

The number of jobs you support in Pennsylvania through recycling.

\$50

How much money the City of Philadelphia receives per ton for its recycled materials (In contrast, Philadelphia pays a landfill \$70 per ton to take our trash.).¹⁸

\$17 Million

The amount of taxpayer money the City of Philadelphia would save if 35% of its waste were recycled.¹⁹



Return on Investment

Example: Reduce

The average U.S. office employee uses 375 pounds of paper over the course of a year. This figure includes the employee's daily printing as well as printed documents not necessarily even seen by the employee, such as human resource and medical files. At \$.88 per pound and over 250 work days, the annual cost of paper can add up to \$333 per employee.²⁰

How to Save Money on Paper:

- Before you leave work today, set "double sided" as the default setting on your printer.
- Immerse yourself in the digital age: phone or email instead of sending a letter; use overheads and digital slide presentations instead of printouts at meetings; circulate electronic documents and offer to provide copies on a request basis only; get rid of your filing cabinets and store your files on computers (extra bonus: this also makes it easier to make offsite backup copies or take your records with you if you move to a new office); eliminate blank pages from documents if you do need to print.²¹

→ Win/win! The greenest paper is that which isn't used. It can also help you keep the most green in your pocket (and your office supply budget).

What Else To Do

Design office policies to reduce waste and encourage recycling. For example:

- Dedicate a space to put office "scrap paper."
 - Next step: Use one-sided misprints as note paper or, if your office ships boxes, think about shredding the scrap paper for packing material.
- Encourage garbage-free lunches among staff: Equip your kitchen or staff room with reusable dishes, glasses, cups etc.; think of creative ways to incentivize bringing a lunch in a lunchbox with reusable containers.
- Reduce bottled water use by investing in a water purification attachment for your kitchen faucet or keep a pitcher of water in the fridge.
- Invest in a water cooler or a bottle-less water cooler (hooks up to your tap water line and further purifies it).²²
- Stock your kitchen with items for employees to borrow and return, such as travel mugs for coffee and reusable bags for groceries.²³
- Set up stations for items that are challenging to recycle at home: Styrofoam, CFLs, batteries, and cell phones. Have questions about where to recycle a product? The City of Philadelphia's Streets Department manages trash and recycling as well as traffic, highways, and street lighting (215) 686-5560). Or search online at www.search.earth911.com.
- Conduct awareness campaigns that provide clear and visible information about what to throw away, recycle, or compost for employees and customers.



Composting in the City of Philadelphia

- What is composting? Composting allows biodegradable goods (such as leftover lunch scraps) to be taken out of the waste stream and, instead of sitting in a landfill, get turned into nutrient-rich soil.
- To compost at your business: If you have a garden or green space, buy or build a compost bin and tell your employees to put their biodegradable waste in it. Otherwise, check out the Mayor's Office of Sustainability's webpage (www.phila.gov/green/compost.html) for fee-for-service composting companies in the city. These companies will provide you with the materials you need (e.g., a bucket) and regular pickups. (Note: Prices can run as low as \$15 a month.)

Develop a sustainable purchasing plan. Here are some ideas to get you started:

- Rent or lease equipment instead of buying it.
- A design firm saved \$1,530 on costs formerly related to multiple office equipment leases, maintenance, and toner by leasing one multi-function copier/fax/scanner.²⁶
- If you do buy:
 - * Think ahead. How long will this item be useful? When it's no longer useful to me, where will it go? Can I sell it or give it to another organization? Will it end up in the trash? Are there recyclable parts and can they be removed?

EXAMPLES OF #1-#7 PLASTICS

WHAT YOU CAN RECYCLE

Metal (tin, aluminum and steel cans, empty aerosol cans, empty paint cans); **glass** (jars and bottles [i.e., food and beverage containers]); **mixed paper** (newspaper, magazines, mail [junk and personal]); **phone books**; **food boxes** (remove plastic liner); **computer paper**; flyers; wrapping paper (no foil or plastic wrap); **beverage cartons** (no food-soiled paper); **plastic** (#1 through #7 plastics—look for the number on the bottom of the container to see if it's acceptable); **cartons**; **cardboard** (empty and flattened); **foam** (can only be dropped off at the Northeast Sanitation Convenience Center).

WHAT YOU CAN'T RECYCLE

Aluminum foil, pots and pans, paper clips, light bulbs, window glass, books (other than magazines), tissues, paper towels/napkins, wax-coated cups or containers, food-soiled papers or pizza boxes, plastic bags, chemicals, rubber, wood, PVC pipe.

* If your business generates items such as concrete, lumber, motor oil or food waste then you must also recycle them appropriately on a regular basis. Questions? Contact the Philadelphia Streets Department, (215) 686-5560, or those in the *Who Else Can Help* section of this guide.

#1 Soda, water bottles

#2 Milk jugs, detergent containers, shampoo bottles

#3 Rigid plastic containers and juice bottles

#4 Plastic tubs and lids from butter, margarine, or similar products

#5 Yogurt containers and deli trays

#6 Plastic cups, plates, and clear to-go containers

#7 Many mixed plastic containers and plastic products

Single Stream Recycling:

The City of Philadelphia has citywide single stream recycling. Single stream recycling means that all recyclables can be put in the same container, including plastics and cardboard.²⁵



- * Invest in quality. Products that can be used for a long time with regular maintenance are cheaper in the long run.
- * Find products made with a high proportion of recycled, non-toxic, or sustainably-produced content.
- Buy in bulk so that shipping and packaging waste are reduced. (This means a cheaper per item price for you as well.)
- Purchase paper with a high percentage of post-consumer recycled content and minimum chlorine bleaching; refillable pens and highlighters; office machines that can be returned or refurbished by manufacturers; and biodegradable soaps and recycled paper/cloth towels for the bathrooms. Provide biodegradable cleaners for the custodial staff; buy a carton of milk or use a bowl of sugar instead of filling a company kitchen with disposable single-serving packages.
- Figure out what you really need. Can you get the same results by reusing or reinventing existing resources?
- Figure out who thinks your trash is treasure. For example, if you do decide to get rid of that old computer, is there a school, community organization or food bank that could use your tax-deductible donation?
- Don't forget that your print cartridges can be recycled for free with the manufacturer and that recycled cartridges are less expensive to buy than new ones.²⁷

WHO ELSE CAN HELP?

City of Philadelphia Streets Department

730 Municipal Services Building
1401 John F. Kennedy Boulevard
Philadelphia, PA 19102

PHONE: (215) 685-6213

FAX: (215) 686-7812

EMAIL: csstreets@phila.gov

• MAIN WEBSITE: www.philadelphiastreet.com

• COMMERCIAL RECYCLING WEBPAGE:
tinyurl.com/734rglx

The **Pennsylvania Department of Environmental Protection** provides business recycling resources, including industry-specific tips, resources for developing a recycling plan, and information on how to find electronic recycling programs and facilities:
tinyurl.com/7op35lp

U.S. Environmental Protection Agency Waste Reduction Tips: tinyurl.com/7hqe4ll

Recycle Now Philadelphia (www.recyclenowphila.org/) is a project of the Recycling Alliance of Philadelphia, a coalition of organizations and individuals

working together to promote expanded recycling in the City of Philadelphia in order to improve the environment, economy, and quality of life in our City.

Greater Philadelphia Commercial Recycling Council's webpage for general tips and information on how to perform a waste audit.

PHONE: (215) 247-3090

EMAIL: Dbiddle@gpcrc.com

WEBSITE: www.greenworks.tv/gpcrc/regulatory_toolsand.asp

Keep Philadelphia Beautiful (General Tips)

PHONE: (215) 477-0235

WEBSITE: www.keepphiladelphiabeautiful.org/reducereuserecycle.html

The **Mayor's Office of Sustainability** has developed a page of resources related to do-it-yourself and fee-for-service composting:

WEBSITE: www.phila.gov/green/compost.html

U.S. Composting Council provides general fact sheets and information about composting.

PHONE: [631] 737.4931

WEBSITE: compostingcouncil.org



TRANSPORTATION

Is it easy for your employees to take public transportation, ride a bike, or carpool to work? These forms of transportation save gas and money, cut down traffic congestion, and reduce greenhouse gas emissions. As their employer, you can help facilitate environmentally friendly commuting and work-related travel.



PHILADELPHIA SUCCESS STORY

ADVANCED SPORTS INTERNATIONAL, a bicycle distributor in Northeast Philadelphia, is advanced in more ways than one. Just ask the League of American Bicyclists, which gave them a Gold Level Bike-Friendly Business Award. Some employees bike up to 50 miles just to get to work. What are the ingredients of Advanced Sports' success? Not just a company full of bike lovers. The company made physical improvements and management decisions to create a bike-friendly workplace.

When the company moved to its warehouse in Northeast Philadelphia nearly 7 years ago, their CEO, Pat Cunnane, spearheaded the installation of showers in both the men's and women's bathrooms. Though their staff has more than doubled, employees have devised a schedule to ensure that everyone has the opportunity to use the facilities after biking to work. Advanced Sports also provides lockers and even a towel service. Employees are welcome to bring bikes into their cubicles or attach them to the bike racks in the building. Now Advanced Sports is developing incentive programs for carpooling and public transportation.

THE NUMBERS

4,800

Number of pounds of greenhouse gas emissions that a solo driver can eliminate in a year, on average, by commuting on existing public transportation. That breaks down to about 20 pounds a day!

39%

The percent decrease in traffic that would occur with an overall reduction of 3% in commuting trips.

1 in 5

The number of employees that changed how they commuted when their employer offered a commuter benefit program, according to a BusinessWeek/TransitChek study.²⁸

→ Read more: www.advancedsports.com



Return on Investment Example: Commuter Benefits

When employees consider switching jobs, 54% are looking for pre-tax commuter benefits, and 47% are looking for subsidized commuter benefits from their new employers. Offering these benefits makes you more competitive as an employer and can save you money on your tax return.²⁹

What incentives are available?

TransitChek is a commuter benefits program in which employers receive tax deductions and employees receive up to \$125 per month toward their public transportation (or biking) costs. TransitChek can be offered through pre-tax payroll deductions, as an employee-paid benefit, or as a combination of these. When TransitChek is implemented through pre-tax payroll deductions, the program can pay for itself and yield substantial tax savings.³⁰

Employers offer TransitChek to their employees by ordering and distributing TransitChek vouchers. (For more information, contact the TransitChek Employer Outreach Specialist at TransitChek@dvrpc.org or call (215) 592.1800.) There is no minimum number of participants or minimum order amount. TransitChek vouchers may then be redeemed to purchase tickets, tokens, and/or passes with every major area transit agency.

For more information, including step-by-step instructions and a survey to give you an idea of how many people are interested in participating and at what level, visit the TransitChek website: www.dvrpc.org/gettransitchek/employers.htm

What Else to Do

Become a bike-friendly business! Check out the benefits below (with thanks to our friends at the Greater Philadelphia Bicycle Coalition):

- **Happier, healthier employees!**

- * Studies have found links between bicycle commuting and fewer sick days. Why? Exercising during one's commute improves employees' perception of available personal time and helps counteract the negative health effects of sedentary work.
- * The amount of time spent commuting can be more predictable when walking and bicycling. As a result, your employees will be on time more frequently. In addition, they are likely to arrive feeling less stressed or anxious.³¹



- **It's Less Expensive!**

- * Employees struggling with the costs of car payments, car maintenance, and high gasoline prices will potentially need higher wages.
- * Encouraging bicycle commuting can be cheaper than paying for gym benefits.
- * Improved fitness reduces health care costs.

- **Great Publicity!**

- * Each year, the League of American Bicyclists, a national organization, issues its Bicycle Friendly Business Awards, earning free publicity for companies like Advanced Sports. To see if your business should apply for an award or to get more tips, visit the League of American Bicyclists' website:

www.bikeleague.org/programs/bicyclefriendlyamerica/businessscorecard/

- **It's Easy!**

- * The City of Philadelphia has made it easier than ever for businesses to obtain bike parking. The permit fee for installing a sidewalk bike rack has been waived and plans are in the works to offer businesses the chance to install in-street bike corrals in front of their storefronts.

- **It's Fun!**

- * Your office can participate in team-building activities like the Greater Philadelphia Bicycle Coalition's Commuter Challenge (**www.commutebetter.com**). Workplace teams or individual participants can log their miles biked or walked and compete for prizes and raffle entries. (Note that participation levels are what count, not the length of the commute!) If you want to get more involved, you can sponsor the Challenge and receive extra benefits, like free urban riding lunch-and-learn sessions for your staff.



WHO ELSE CAN HELP?

TransitChek (www.dvrpc.org/gettransitchek) provides information on public transit reimbursement for employers and employees.

Southeastern Pennsylvania Transit Authority (www.septa.org) is the region's metropolitan transportation authority operating various forms of public transit—bus, subway and elevated rail, commuter rail, light rail, and electric trolley bus. SEPTA serves 3.9 million people in and around Philadelphia.

The **Bicycle Coalition of Greater Philadelphia** (www.bicyclecoalition.org) provides great resources and practical tips to share with your employees regarding bicycle commuting.

The **League of American Bicyclists** (www.bikeleague.org) is a national organization working to improve the quality of bicycling in America.



SOCIAL IMPACT

Simply by doing business, you are having an effect on your neighbors, your customers, and the economic vitality of the entire region. There are many simple steps your company can take to improve the lives of people in your community, including volunteer projects and contributions to charitable organizations.

That said, social impact starts inside your company. Research indicates that lower job satisfaction negatively affects a company's bottom line. *The New York Times* reported that employees are more likely to have new ideas when they're happy. In short, happy employees are good for business.



THE NUMBERS

Half

Number of workers surveyed in a DuPont study who said that job stress and burnout had reduced their productivity.³²

\$1.5 million

The annual cost of unscheduled absences to large companies. Family issues (instead of illness) are now the most frequently cited reason for taking time off. Other non-illness reasons cited are stress and personal demands.³³

\$200,000

The amount that the City of Philadelphia was awarded by the Rockefeller Foundation to implement a citywide plan—Serve Philadelphia (**volunteer.phila.gov**)—to increase volunteerism and better target volunteers to address the city’s greatest needs.³⁴

PHILADELPHIA SUCCESS STORY

According to Jennifer Rezeli, co-founder of **RE:VISION ARCHITECTURE**, Re:Vision seeks out work that “has a significant positive impact on communities and people. Scott Kelly [Re:Vision’s other co-founder] and I were determined to have that same high standard fostered within our inner office culture.”

Re:Vision employees are given one work day per month to assist a local non-profit that supports sustainable practices. The benefit to Re:Vision? Employees build awareness about Re:Vision and develop skills in public speaking and creative problem solving, which translate into even higher quality service for their clients. Professional development is further encouraged through annual professional development funds used as each staff member chooses and through networking events, where inspiration for better ways of doing business abounds. Seasonal “office clean-up” days, which are followed by gatherings with food and families around a fire in the office courtyard, help to create a collaborative, supportive, and family-friendly environment.

→ Read more: www.revisionarch.com



Return on Investment Example: Employee Satisfaction

A Sears study with the University of Michigan Business School found that if employee satisfaction were to improve by five points, there would be a predictable improvement in customer satisfaction of two points, and revenues would grow by 1.6 percent in the next quarter.³⁵

How to Increase Employee Satisfaction:

- Company Culture
 - * If you have employees, even just one, you've got a company culture. Company culture consists of "the values and behaviors that contribute to the unique social and psychological environment of an organization." Practically, company culture is what a client or a customer notices when they walk into a business. It's much more than the design of the physical space; it's about how employees and management engage with their work and each other.³⁶

There are numerous ways to impact a company's culture, from changing the structure of a weekly meeting to changing the organization's leadership structure. Some examples:

- Open Book Management
 - * Open Book Management is sharing "the numbers" with your employees as part of a pre-established and structured process to transform your staff from employees to stakeholders fighting for your company's success. The goal is to ensure a sense of ownership and responsibility toward your company by channeling the creativity and business sense of your employees.
- Work hard but play hard too
 - * Think about adding something fun to your weekly or monthly meetings. Open your meetings with "Something New; Something Good," where employees share a positive non-work related life update.
 - * Play a quick round of a team-building game. (These can be found with a quick internet search.)
 - * Give yearly awards that might be a bit silly (example: *Greatest Enthusiasm in a Warehouse Floor Arrival Announcement*) but are based around values that you want to encourage with your staff.
- Reward performance through year-end bonuses
- Develop an Employee Handbook
 - * Developing an employee handbook, if you don't already have one, helps keep companies and employees on the same page. By laying out expectations, concerns can be addressed before they become problems. In addition, happier employees have fewer sick days and result in less employee turnover, saving you money on training new people. An employee handbook can also be a helpful tool for:



→ **Don't forget:** studies show that higher staff satisfaction leads to greater employee retention, in addition to greater loyalty to a company and its mission.



- Identifying your business's service policy to customers.
- Illustrating your business's place in the community and the industry.
- Depicting what makes your business a good place to work, including specific benefits such as education reimbursements.
- Engaging and motivating employees.
- Shielding your business from charges of unfair treatment or discrimination.³⁷

→ Are your employees paid well? Do you offer health insurance and adequate time off? Is the working environment safe, pleasant and clean? Is your workplace flexible?

- Flexible Schedule/Career Options:
 - Depending on your industry, another way to prevent employee turnover and raise morale and job satisfaction is to provide flexible schedule options for your staff. This can also help your bottom line. Check out the Families and Work Institute's *Workplace Flexibility: A Guide for Companies* for an in-depth exploration of this topic: tinyurl.com/clum6mt
- Consider non-traditional governance structures.³⁸
 - * **Worker cooperative:** A specific, legally-defined structure in which the workers are defined as members and owners of the institution. These member-owners are entitled to a vote, and to a share of the profits of the business.
 - * **Democratic ESOP (Employee Stock Ownership Plan):** Usually used in larger businesses, ESOPs allow employees to hold ownership stock, share profits, and participate in some form of democratic decision-making.
 - * **Collective:** This is a general term for groups that practice democratic decision-making. Collectives can be anything from businesses incorporated as regular corporations that have specific democratic voting structures to groups that are run partly or entirely by volunteers. Collectives do not often have ownership buy-in or profit-sharing.
 - * **LLC:** Limited Liability Companies are partnerships of groups of individuals who share ownership and management of a business and are protected from debt as if they were a corporation.



What Else to Do

Community Impact

In November 2011, a major national poll reported that small business owners are trusted more than state elected officials, the President, the Congress, economists at major U.S. universities, and executives at large corporations.³⁹

You've earned this trust through your hard work as a pillar of the community—use it! Make your company stand out to your customers, your partners, and your neighborhood by doing what you do best on behalf of the things you believe in.

Ideas to get you started:

- Consider a volunteer day with a local organization. If you don't have time to organize the event, non-profits like PhiladelphiaCARES and business membership organizations like the Sustainable Business Network can help match companies with projects that meet their interests.
- Give your employees time to engage in their own volunteerism and recognize those who do. If people are looking for ideas, check the Mayor's website for civic engagement, Serve Philly (www.volunteer.phila.gov/#s).
- Join the movement for a Litter-Free Philly and make your business a leader in fighting litter. Check it out online at tinyurl.com/283gpy9 or call for more information: (215) 871-0400.
- Alternately, or in addition, sign up to be a Philadelphia More Beautiful Committee Block Captain and help make your block something to be proud of. Call (215) 685-3981 to receive an application or check out the website: tinyurl.com/bvj586u
- Attend your Police Service Area's monthly meeting to connect with your local law enforcement team. Ask about the free audits that are available to make your business, your employees, and your customers safer. Check out the Philly Police website for more information and to get the contact information for your local District Office: tinyurl.com/bs62u6r
- Plant a tree for free! Help TreeVitalize Philadelphia, a program managed by the Pennsylvania Horticultural Society, restore Philadelphia's tree cover. See the following website, www.treevitalize.net/InYourArea.aspx, or call (215) 988-8795 for more information.





Want to develop a formal volunteer policy or plan? Great! Consider the following:

- #1 How will your volunteer program contribute to business goals, and which types of efforts best fulfill these goals?
- #2 What needs can your company's pool of human, physical, and financial resources best address?
- #3 Who will be responsible for volunteer coordination? Who will be responsible for creating a written community service policy and tracking the outputs of volunteerism?
- #4 How will the boundaries of volunteer work be determined? What is the company's policy on including work for religious or political organizations in the program?
- #5 How will the company articulate the importance of community service to employees? What incentives are best for encouraging high quality and quantity of work?⁴⁰

WHO ELSE CAN HELP?

Mayor's Office of Civic Engagement and Volunteer Service

112 City Hall
Philadelphia, PA 19107

PHONE: (215) 686-0317

WEBSITE: volunteer.phila.gov/#s

B Lab has created a free online impact measurement tool called the B Impact Assessment (www.bcorporation.net/survey). The assessment allows businesses to evaluate their impacts on employees, community and environment and compare their final impact scores to 2,500+ other businesses that have completed the assessment. The organization also offers tools and best practice guides to help companies improve their practices: www.bcorporation.net/services/resources.

"When Work Works" is a nationwide initiative to bring research on workplace effectiveness and flexibility into community and business practice. The webpage below has tools on how your business can implement these ideas today: tinyurl.com/cjmfw28

Open Book Management

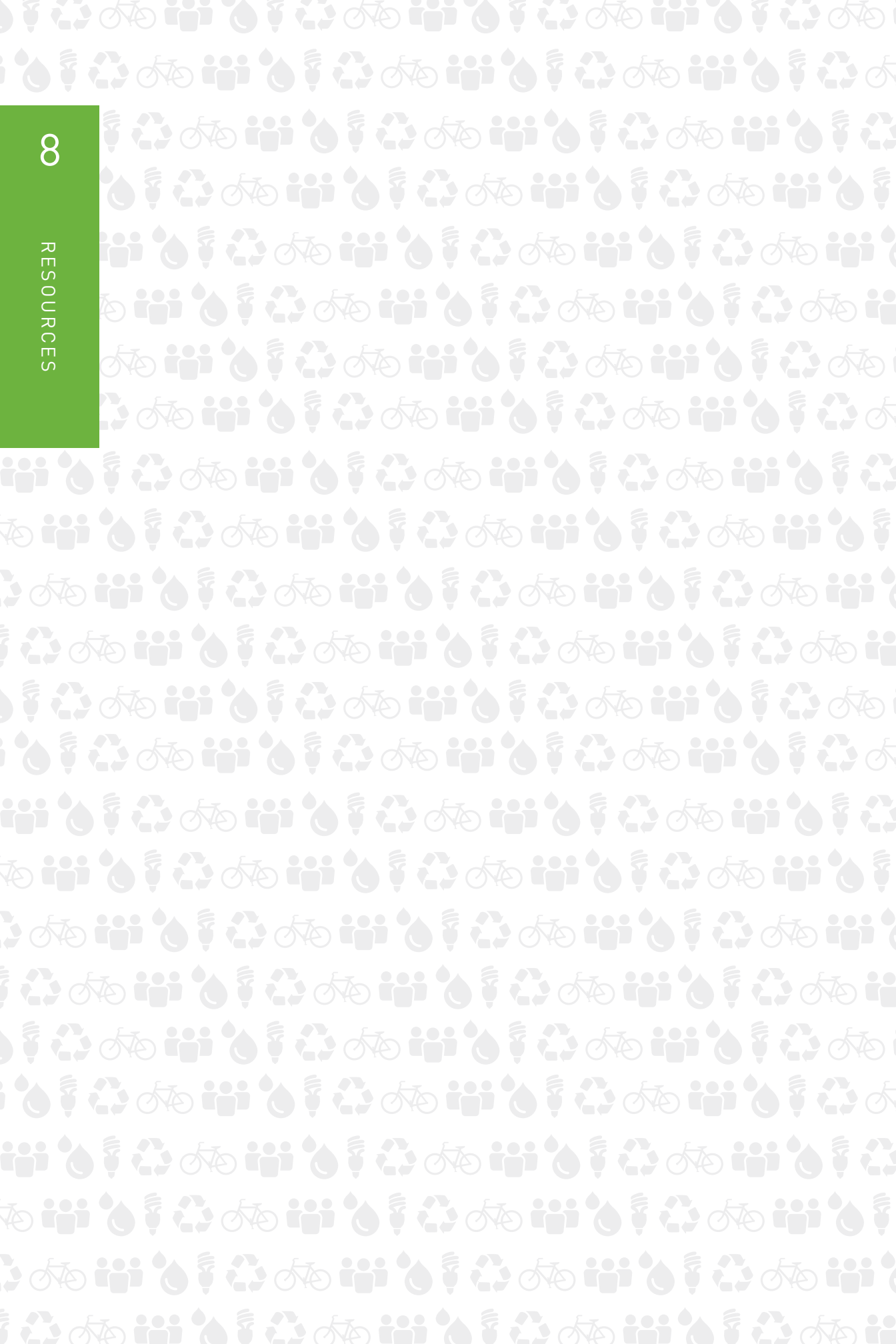
WEBSITE: www.greatgame.com

US Federation of Worker Cooperatives

WEBSITE: www.usworker.coop

Greater Philadelphia CARES

WEBSITE: www.philacares.com
PHONE: (215) 564.4544



General Resources for Businesses:

PHILADELPHIA DEPARTMENT OF COMMERCE, OFFICE OF BUSINESS SERVICES

1515 Arch Street, 12th Floor
Philadelphia, PA 19102

PHONE: (215) 683-2100

FAX: (215) 557-8538

ONLINE BUSINESS SERVICES PORTAL: www.business.phila.gov

MAYOR'S OFFICE OF SUSTAINABILITY

One Parkway Building
1515 Arch Street, 13th Floor
Philadelphia, PA 19102

PHONE: (215) 686-3495

EMAIL: mos@phila.gov

WEBSITE: www.phila.gov/green

SUSTAINABLE BUSINESS NETWORK OF GREATER PHILADELPHIA

1617 JFK Blvd., Suite 1855
Philadelphia, PA 19103

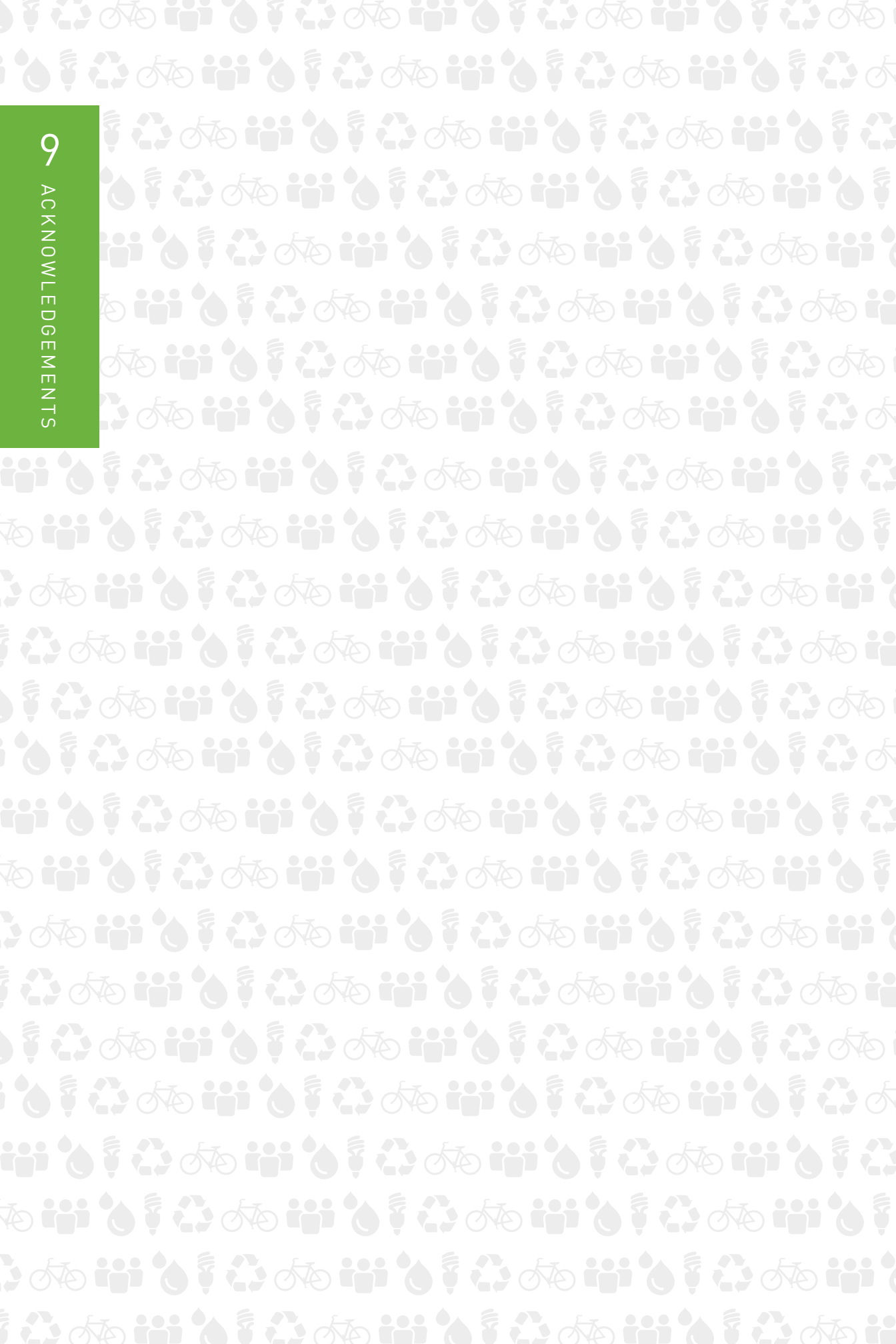
PHONE: (215) 922-7400

WEBSITE: www.sbnphiladelphia.org

The Sustainable Business Network of Greater Philadelphia connects you to resources to grow your business and deepen your impact. From live conferences like the Social Venture Institute to online resources like the Green Training Index, SBN offers the tools you need to develop a more sustainable business.

Don't Forget!

Your business improvement districts and community development corporations are great resources for the most up-to-date information on keeping your business sustainable, in all senses of the word. Their goal is to help you succeed. Use them to run the most sustainable business on your block and allow them to help you make sure everyone knows it!



THANKS!

The following businesses and organizations supported the development of this Guide:

Advanced Sports International	Mt. Airy USA
African American Chamber of Commerce	Mugshots Coffeehouse
B Lab	New Kensington Community Development Corporation
East Passyunk Business Improvement District	Philadelphia Community Acupuncture
Environmental Construction Services	Re:Vision Architecture
Greater Philadelphia Bicycle Coalition	The Hub Meeting & Event Centers
Greensgrow	University City District
Logan Community Development Corporation	Yikes, Inc.

→ SPECIAL THANKS

CONTENT DEVELOPMENT: Kate Houstoun, Elizabeth Crampton and Julia Oliver, Sustainable Business Network of Greater Philadelphia

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PHOTOGRAPHY: All photos courtesy of Peter Tobia unless otherwise specified [petertobiaphotographer.com]

PROOFREADER: Alan Biehn, ab.editing: Communications for Conservation

CITY OF PHILADELPHIA: Jeremy Thomas and Alex Dews

→ Remember to visit www.phila.gov/business if you need help getting started.



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sbn

**Sustainable
Business Network**
of Greater Philadelphia

THE CITY OF PHILADELPHIA

MAYOR'S OFFICE OF
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