



HOT SPRINGS
METRO PARTNERSHIP

Sustainability:

- Going Green
- Saving Money
- Operating Efficiently

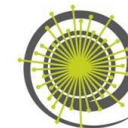
Hot Spot for America's Business

Why go green?

- ▶ Cost reduction
- ▶ Improve company reputation
- ▶ Customer or governmental requirements
- ▶ Public expectations
- ▶ Citizenship

Creating business value

- ▶ Best practices in energy efficiency
 - Energy – energy audit program
 - State loan programs
- ▶ Eliminating waste/reducing resource & logistics costs
- ▶ Turn waste into profit (recycling)
- ▶ Reducing packaging



Building a sustainability strategy



- ▶ Executive support for sustainability initiative equates to resources.
- ▶ Committee (mid-management level) develops specific focus areas and goals
- ▶ Specific projects and actions should make measurable progress toward goals.

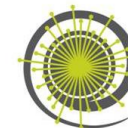
Few sustainability strategies will succeed unless initiated from the executive realm.

Metrics for measurement are critical when planning strategy and projects.



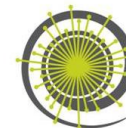
Approaches and analysis

- ▶ Triple bottom line
 - Impact on environment
 - Impact on society
 - Budgetary impact
- ▶ Waste hierarchy
 - Reduce, reuse, recycle
- ▶ Implementability
 - Actions with most impact
 - Actions easiest to take



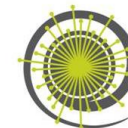
Metrics: Starting points

- ▶ Carbon footprint – baseline of consumption and waste. Free calculator programs at www.carbonfootprint.org
- ▶ Life cycle analysis – environmental and social impact of a business or product, from raw materials to finished product to disposal/end of life. (Much more complex; generally requires professional assistance.)



Green resources -- Energy

- ▶ Entergy Arkansas
 - http://www.energy-arkansas.com/energy_efficiency/business.aspx
- ▶ Carbon Disclosure Project
 - <https://www.cdproject.net/en-US/Pages/guidance.aspx>
- ▶ Energy Star Project
 - http://www.nicor.com/en_us/commercial/planning_needs/build_strategy/energy_audit.htm
- ▶ EDF + Business
 - <http://business.edf.org/energy-emissions>



Green resources -- Energy

- ▶ Arkansas Economic Development Commission, Energy Revolving Loan Fund
 - <http://www.arkansasedc.com/news-and-media-resources/news/2010/jan/arkansas-energy-office-announces-industry-energy-technology-revolving-loan-fund.aspx>
- ▶ Arkansas Industrial Energy Clearinghouse
 - <http://arkansasiec.org/>
- ▶ Clinton Foundation Home Energy Assistance Loans
 - <http://clintonfoundation.org/aeo/index.php>

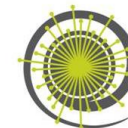


Green resources -- Energy

- ▶ Federal programs and tax credits for energy efficiency
 - http://www.energystar.gov/index.cfm?c=tax_credits.tx_comm_buildings
 - <http://www.efficientbuildings.org/>

Waste management

- ▶ ADEQ Waste Sort and walk-through waste audits – evaluation of waste stream for recycling potential and best practices.
 - Contact Robert Hunter, 510-682-0812, rhunter@adeq.state.ar.us
- ▶ Arkansas Recycling Coalition – links, referrals and information
 - <http://www.recycleark.org/>
- ▶ Reduce junk mail – ADEQ flyer
 - http://www.adeq.state.ar.us/ftproot/Pub/pa/Brochures_Online/06_Solid%20Waste/Reduce%20Junk%20Mail%20Fact%20Sheet.pdf



Waste management

- ▶ Recycling state income tax credit
 - http://www.adeq.state.ar.us/solwaste/branch_market_dev/pdfs/instructions_and_application_for_preliminary_approval.pdf

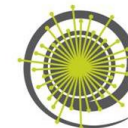
Water management

▶ Tips for saving water

- http://www.lsuagcenter.com/en/environment/water_issues/quantity/work/Water+Conservation+Tips+for+Business++Industry.htm
- <http://www.wateruseitwisely.com/100-ways-to- conserve/business-tips/>

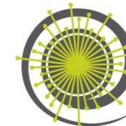
▶ Stormwater retention and reuse

- <http://www.newdesignsforgrowth.com/pages/guidebook/criticaldesignpractices/elementsofsitedesign/stormwatercontroldetention.html>



Paper and packaging

- ▶ Sustainable Packaging Coalition
 - <http://www.sustainablepackaging.org/>
- ▶ Sustainable Packaging Alliance
 - Assessment tools for packaging
 - <http://www.sustainablepack.org/default.aspx>
- ▶ Reducing office paper use
 - <http://sustainability.tufts.edu/downloads/BusinessGuidetoPaperReduction.pdf>
 - <http://www.nrdc.org/enterprise/greeningadvisor/pa-reducing.asp>



Paper and packaging

- ▶ Reducing office paper use
 - <http://156.98.19.245/paper/index.html>
- ▶ Calculate cost and impact of paper use
 - <http://www.edf.org/papercalculator/>
- ▶ Consider going paperless
 - <http://www.cpaleadership.com/public/235.cfm>

