

Introduction

Welcome to the Green Salem Business Challenge Charter Program!

The program is brought to you by the Salem Chamber of Commerce, the City of Salem, SalemRecycles, the Salem Renewable Energy Task Force, and the North Shore Transportation Management Association.

The Challenge is the first program in Salem to promote sustainability practices within the local business community. This charter program was designed as a first step in establishing a standard of excellence for businesses wishing to call themselves "green", and in developing a rating system that will allow consumers to gauge the relative "greenness" of a local business.

In this Charter program, scoring will be based upon a business's willingness to commit to sustainable business practices (Part A, "The Pledge"), the number of points that the business is able to accumulate from a checklist of sustainability measures (Part B), and brief narratives regarding why they believe they are green, and what they will do in the coming year to improve sustainability efforts (Parts C & D).

All businesses that commit to green practices and participate fully in the Challenge will be recognized, while the best in each business size class (4 total) will receive special recognition. An honorable mention recipient in each size class will also be named. Leaders in each class will be chosen by a panel consisting of the sponsoring organizations. All decisions by the panel will be final. The entry deadline is September 17th, 2010, and the results of the Challenge will be announced in early October.

Thank you for participating and good luck!

(Please note that if you are not able to complete the survey in one sitting, you may exit and return later, as long as you do so from the same computer.)

Enrollment Form

* **Company Name**

* **Address:**

* **Type of Business:**

* **Size:**

1 Owner/ Employee

1 - 5 Employees

6 - 50 Employees

51 or more employees

Part A - The Pledge

* The Pledge:

☺ I/ we pledge to improve energy efficiency, reduce resource consumption, effectively manage waste, improve recycling rates and promote reuse, reduce greenhouse gas emissions and generally reduce the environmental footprint of my/ our business. I/ we will strive to raise the bar, continually working to adopt additional green best practices and increase awareness about environmental issues among our employees, patrons and the general public.

Part B - Walking the Walk

In the pages that follow, you will be presented with a series of checkboxes related to measures/practices that you have implemented to date in the following sustainability categories:

- Education & Awareness
- Energy Conservation & Renewable Energy
- Water Conservation
- Resource Management
- Transportation
- Green Cleaning & Maintenance
- Product/ Service Offerings

Please check off the measures that you have actually implemented, NOT those that you simply plan to implement in the future.

Note: Each checkbox is worth one point. Please note also that you will not be given credit for checkboxes where you have omitted explanatory text when requested.

B.1 Education & Awareness

The following series of checkboxes relate to programs or measures that you have implemented in an effort raise awareness about sustainability issues and to educate your employees, patrons or the general public about sustainability best practices.

Note: Explanatory text must be provided where requested if you wish to collect points for those checkboxes.

Education & Awareness 1

- We have an official company "Green Team" or green program coordinator.

Education & Awareness 2

- We have a team participating in CleanSalem, GreenSalem, or host/ sponsor an official Earth Day observance for employees, patrons and/ or the general public.

Education & Awareness 3

- We have an incentive and/ or education program to promote green practices among our employees.

Please describe

	5
	6

Education & Awareness 5

- We have a program to raise environmental awareness & promote green living among our patrons and/ or the general public

If yes, please describe

	5
	6

Education & Awareness 4

- We participate in green industry initiatives, associations, rating systems, directories, etc.

Please list here:

	5
	6

Other ways we promote green practices among our employees, patrons and the general public:

	5
	6

B.2 Energy Efficiency & Renewable Energy

The following series of checkboxes relate to energy efficiency and renewable energy projects or measures that you have implemented.

Note: Explanatory text must be provided where requested if you wish to collect points for those checkboxes.

Energy Efficiency & Renewable Energy 1

We use CFL (compact fluorescent) or other energy efficient lighting.

If other, please specify

Energy Efficiency & Renewable Energy 2

We have completed an energy audit (e.g. utility sponsored).

Energy Efficiency & Renewable Energy 3

We purchase green power and/ or carbon offsets.

Energy Efficiency & Renewable Energy 4

We purchase Energy Star office equipment, lighting and appliances (see www.energystar.gov).

Energy Efficiency & Renewable Energy 5

We have an enforceable nighttime 'computers off' policy.

If yes, please describe enforcement program

Energy Efficiency & Renewable Energy 6

We have a general policy regarding turning off lights and equipment when not in use, and try to manage "phantom" electrical loads (e.g. by using power strips).

Energy Efficiency & Renewable Energy 7

We generate (a portion of) our own power using renewable energy resources.

Other energy conservation measures we have implemented (e.g. high-efficiency heating, occupancy sensors, etc):

B.3 Water Conservation

The following series of checkboxes relate to measures that you have implemented to conserve water in both the fixtures within your facility and the landscape around it.

Water Conservation 1

We use WaterSense (EPA) certified bathroom fixtures (www.epa.gov/watersense)

Water Conservation 2

We have committed to eliminating bottled water and encourage the use of Salem tap water.

Water Conservation 3

We employ Greenscapes land care practices (www.greenscapes.org).

Other water conservation measures we employ (e.g. rainwater harvesting, automatic faucets, etc):

B.4 Resource Management

The following series of checkboxes relate to how you manage finite resources, both in terms of the products that you use and in terms of how you manage waste.

Resource Management 1

- We participate in the City of Salem's curbside recycling program.

Resource Management 2

- We use only recycled office paper (min 30% post-consumer content).

Resource Management 3

- Double-sided printing is strongly encouraged in our company

Resource Management 3a

- Double-sided printing is formal policy in our company

Resource Management 4

- Unnecessary printing is discouraged in our company (e.g. electronic media favored; email signature discouraging printing, etc)

Resource Management 5

- We have established standard margins of 0.5 inches for all documents.

Resource Management 6

- We recycle our printer cartridges.

Resource Management 7

- We provide recyclable bags to shoppers and/or support the use of reusable bags through discounts

Resource Management 8

- We donate leftover food to an aid organization

Resource Management 9

- We have eliminated the use of Styrofoam take-out containers and cups

Resource Management 10

- We send food waste to a composting facility rather than disposing of it via regular waste collection

Resource Management 11

- We recycle vegetable oil used for cooking

Other waste/ resource management practices we employ:

	5
	6

B.5 Transportation

The following series of check boxes relate to transportation management in terms of commuter programs and benefits, and fleet purchasing practices.

Note: Explanatory text must be provided where requested if you wish to collect points for those checkboxes.

Transportation 1

- We provide incentives for employees to use public transportation, car pool, or bike/ walk to work (e.g. subsidies, ride share boards, pre-tax commuter pass purchasing, etc. Sole proprietors: check this box if YOU use any of these means to commute)

Transportation 2

- We provide bike racks, secure bike parking or covered bike parking for employees.

Transportation 3

- We provide showers and/or changing rooms for employees

Transportation 4

- We belong to a transportation management association.

Transportation 5

- We have a Flextime program so that our employees may alter their workday to avoid busy commuting hours

Transportation 6

- We have a policy/ program allowing Telework (telecommuting).

Transportation 7

- We provide preferential parking for carpools, vanpools and/or hybrid/ alternative-fueled vehicles

Transportation 8

- We provide a guaranteed/ emergency ride home program for employees

Transportation 9

- We have a designated Employee Transportation Coordinator

Transportation 10

- We purchase hybrid, alternative fuel, or other fuel-efficient vehicles for our fleet

If other, please describe:

	5
	6

Other programs we have implemented or ways we strive to reduce our transportation impacts:

	5
	6

B.6 Green Cleaning & Maintenance

The following series of checkboxes relate to products that you choose for cleaning, maintaining and furnishing your facilities.

Green Cleaning and Maintenance 1

We use cleaning/ maintenance products that are (check all that apply):

- Biodegradable
- Low-VOC (VOC = Volatile Organic Compounds)
- Non-toxic

Green Cleaning & Maintenance 2

- We use low-VOC paints and finishes.

Green Cleaning and Maintenance 3

- We avoid products, interior furnishings, and floor and wall finishes that emit formaldehyde.

Other ways we try to minimize the environmental and public health impacts of our cleaning and maintenance routines:

	5
	6

B.7 Product & Service Offerings

Green Product/ Service Offerings

We provide green products and/ or services.

If yes, please briefly describe:

	5
	6

Part C - A Step Beyond

- * **Briefly describe why you believe that your company should be counted among Salem's greenest companies during the past year. How has your company challenged itself to reduce its environmental footprint? How do you gauge the impact of your sustainability practices?**



Part D - Raising the Bar

* What do you plan to do in the coming year to improve sustainability within your company?



Part E - Improving the Program

What can we do to help you to improve your sustainability efforts?

Would green best practices workshops be useful?

Yes

No

Would you be willing to share some of your sustainability ideas captured in this survey with others?

Yes

No

Are you interested in receiving occasional emailed resources about sustainability programs and best practices?

Yes

No

If yes, please provide an email address:

General comments/ suggestions regarding the Green Salem Business Challenge; how can we can we continue to challenge local businesses to improve their sustainability efforts?