



social good
CONSULTING

SUSTAINABLE MANAGEMENT PRACTICES CHECKLIST

Section 1. Environment

ACTION ITEMS

- Perform comprehensive audit of the following looking for efficiencies, cost savings, conservation measures:
 - Electricity (ask SCE for their free assessment)
 - Gas
 - Vehicular fuel
 - Water use
 - Waste
 - Recycling
 - Re-use
 - Substitution for more sustainable products, materials, services, etc
- Ask Utility about rebates on equipment before purchasing items
- Track and post utility consumption and costs (bills)
- Become a Member of Climate Action Registry

POLICIES & PROGRAMS - for you or your organization

- Allow employees to take advantage of your purchasing power for “green” products and services, e.g. paper, cleaners, etc.
- Adopt purchasing practices that require green products and services be used when available
- Adopt formal policies and procedures that promote sustainable management practices
- Adopt financial incentive plan for anyone who suggests sustainable practices
- Contact a recycling or material exchange organization (e.g. Habitat for Humanity Restore, VCMAX, Freecycle.org, CalMAX, California Materials Exchange) before purchasing or disposing of equipment or materials.
- Adopt clear policies about energy usage such as when lights and equipment are turned off or put into “sleep” mode
- Require contractors to employ sustainable practices while in your service, e.g. use non-toxic products, conserve water and energy, use grass clippings for mulch, etc.
- Designate a “point person” to oversee sustainable practices
- Identify and organize “champions” within the organization who promote sustainable practices
- Create competitions between individuals and departments to initiate more sustainable practices
- Purchase Green Seal certified products when available
- Purchase carbon offsets for air travel

- Insist that your landlord properly maintain systems in the building such as HVAC, lighting, water fixtures, etc.

EDUCATION PROGRAMS - for you or your organization

- Designate time at staff meetings or other employee gatherings to cover existing and new environmental efforts.
- Distribute an e-newsletter to employees listing sustainable practices in use
- Provide ridesharing information on carpooling, vanpooling, bicycling, walking and public/mass transportation on a bulletin board. Distribute rideshare information monthly.
- Cover rideshare programs at new employee orientations.
- Provide Gold Coast Transit and Vista maps and information.

CERTIFICATIONS - Consider when appropriate for your industry

- LEED
- Green Seal
- Green America membership
- Campaign for Safe Cosmetics membership
- Leaping Bunny membership
- Marine Stewardship Council membership
- Certified organic food
- International Organization for Standardization ISO
- Fair Trade Federation membership
- Forest Stewardship Council membership
- Organics Trade Association membership
- Local Certification Programs

ENERGY - Steps taken to reduce the energy you consume

Electricity

- Reduce energy usage by 20% or lowest tier of residential rates
- Replace appliances & equipment with latest "Energy Star" units www.energystar.gov
- Replace any refrigerator/freezer older than 1993
- Strongly consider replacing refrigerator/freezers 15+ years old
- Clean and/or replace air filter in forced air heating unit
- Install double pane windows reduce heat gain and loss
- Install film on windows to reduce solar heat gain
- Shade sun-exposed windows and walls during the warm season using awnings, sunscreens, shade trees or shrubbery to reduce air conditioning demand
- Install up-graded insulation material in walls and attic to moderate heat and cold
- Install attic fans or opening skylights or roof vents to release hot air
- Set air conditioner thermostat to 78 degrees or higher
- Annually inspect and service air conditioners
- Replace air conditioners from the early 1990s
- Strongly consider replacing air conditioners with a SEER rating of less than 10 with one rated at 15 or higher
- Replace pumps in continuous operation (pools, spas, fountains) with high efficiency pumps
- Replace incandescent lights with efficient lights such as compact fluorescent lights or LED lights
- Replace fluorescent lights with high efficiency T8 or T5 tubes
- Replace all exit signs with LED or high-efficiency alternatives (there are even some that don't require ANY electricity!)
- Reduce the number of lamps and increase lighting efficiency by installing optical reflectors or diffusers in fluorescent fixtures
- Install motion and/or dark activated switches for lights

- Unplug or install master “off” switches on equipment such as TVs, charging units, computers, etc. that draw power while in the “off” mode.
- Put appliances and computers in “sleep” mode after limited period of non-use
- Use natural ventilation instead of mechanical air conditioning. Open windows at opposite ends of room to facilitate cross breezes
- Install sky lights and light tubes for natural light
- Use “task” lighting where extra light is needed, rather than lighting an entire area
- Use a thermos or pump pot instead of electric burners to maintain hot liquids (coffee and/or tea)
- Clean light fixtures & sky lights regularly for optimal light output
- Rearrange the workspace to take advantage of areas with natural sunlight, design future spaces with natural lighting opportunities in mind
- Install separate meters for dwellings in apartments, and buildings to better gauge energy use
- Install solar photovoltaic system to power the site
- Place “turn off light” labels on appropriate switches facility wide
- Purchase carbon offsets for energy use above “basic” level of service
- Use web host utilizing renewable energy
- Offer carbon-neutral shipping for products

Gas

- Install a new water heater if older than 10 years
- Install a solar hot water heating system
- Install on-demand hot water heater(s)
- Install new heater for pool or spa if older than 15 years
- Install pool/spa covers to conserve heat
- Install and use a clothesline or other outdoor dryer for laundry
- Install a new stove/range if existing one uses pilot lights
- Turn thermostat on heater to 68 degrees or less during the day and 55 degrees or less at night
- Turn thermostat on hot water heater towards warm (from hot)
- Turn thermostat on hot water heater to “vacation” mode if you leave the house for extended periods
- Weatherize structure against leaks around doors and windows
- Install ceiling fans to circulate air within a building
- Insulate water heaters, storage tanks and hot water pipes
- Install separate meters for dwellings in apartments, and buildings to better gauge energy use

Fuel For Vehicles

- Drive the speed limit or less
- Keep tires inflated to recommended pressure or slightly higher
- Walk, bicycle, bus, train, carpool to work
- Tele-commute to work
- Drive a fuel efficient vehicle(s) 30+mpg
- Bundle errands to minimize vehicle trips
- Reduce vehicle mileage by 20% from prior year
- Perform local errands on bike or foot
- Purchase in bulk to reduce trips
- Have virtual meetings instead of traveling to meet in person

WATER- Steps taken to reduce the water you use

- Collect on-site water run-off and re-use on-site

- Replace pre-1992 toilets which use 3 or more gallons per flush (gpf) with more efficient alternatives that use 1.6 gpf or less.
- Replace pre-1992 urinals with more efficient alternative such as 1.0 gpf
- Install standard faucet aerators or flow restrictors facility- wide. (2.5 gallons/minute is standard)
- Regularly check for and repair leaks (at least quarterly, monthly is better)
- Limit duration of showers with timers
- Installed auto-shut off faucets
- Do "full loads" in dish and clothes washing machines
- Install xeriscape landscaping in place of grass lawn
- Sweep areas with a broom, not water
- Minimize landscape watering: timers, evening and morning watering, eliminate water run-off and overspray, reduce watering by 1/3 from standard amount.
- Regularly apply mulch to all exposed landscape to increase moisture retention and reduce water demand, weeds, and erosion
- Redirect downspouts towards landscaped areas where possible
- Install rainwater holding tanks to collect rain water for use on site
- Remove hardscape and install permeable paving, such as porous concrete, decomposed granite, or pavers.
- Install drip irrigation.
- Install a smart irrigation controller that uses soil moisture & weather data to irrigate appropriately
- Place "turn off water" labels on appropriate faucets facility wide

MATERIALS - Steps taken to reduce the materials you use

- Use re-usable or recyclable dishware and discontinue use of Styrofoam and non-recyclable plastic food service containers
- Discontinue use of individual bottled waters at meetings and for employee use - use a large water cooler or at-the-tap filter instead
- Bring cloth bags to stores instead of receiving new paper or plastic bags
- Use email and internet website for communications, transactions and records instead of paper and stamps
- Reduce junk faxes by contacting number listed on bottom of fax and requesting permanent deletion of your number
- Use an e-fax system that allows you to receive and send faxes electronically via e-mail
- If you still use an old-fashioned fax machine, use fax label on first page instead of full-page cover letter.
- Purchase products that can be re-fillable from bulk supplies
- Make two-sided printing and copying standard practice in your home & business. Set printer to default to duplex mode
- Eliminate as much printing as possible - go electronic/paperless whenever you can
- Offer bags to customers only requested or is really necessary
- Design printed marketing materials that require no envelope; use sparingly
- Reduce junk mail by removing your business' name from national databases at: www.stopjunkmail.org
- Update your mailing lists quarterly to avoid duplicate mailings or outdated addresses and returned mail

WASTE - Steps taken to reduce waste you generate

- Sign up for smaller waste can (at home) as incentive to reduce waste
- Limit purchases of items and packaging that are not recyclable or reusable
- Train housekeeping staff to reuse clean trash liners
- Recycle more than just paper - add all plastics with the symbol 1 thru 6 to your recycle can

POLLUTION - Steps taken to reduce pollution you generate

- Be sure you are in compliance with environmental laws
- Provide employees with regular training programs dealing with impacts of pollution on the environment and how to avoid them.

Water

- Use non-toxic soaps (without phosphates) instead of antibacterial soaps and cleaners
- Keep fertilizers on site and so they do not wash off-site; use natural fertilizers whenever possible
- Regularly clean litter and debris in front of your business. Attempt to minimize the amount of litter entering the storm drain.
- Keep receiving areas and dumpsters clear of litter. Ensure tight fitting lids.
- Do not hose off or wash cars, equipment, floor mats or other items where runoff water flows into the storm drain; if possible direct water to landscaped areas
- Stock one non-toxic, biodegradable cleaner for daily use. For example multipurpose cleaner, glass cleaner, etc.

Air

- Use hybrid or all electric vehicles
- Follow Air Pollution Control District laws
- Purchase carbon offsets for air travel

Ground

- Utilize your City's Household Hazardous Waste Drop-off facility to dispose of the following items instead of placing them in the trash or flushing down the drain:
 - Batteries-rechargeable and alkaline
 - Paint
 - Used toner and ink-jet cartridges
 - Cleaning and maintenance chemicals
 - Compact fluorescent lamps and fluorescent tubes
 - Electronics
 - Aerosol cans that are not completely empty of contents
 - Equipment and Facilities
- Use traps, containerized baits, gels and/or barriers for ants and cockroaches.
- Request pest control company or property manager apply pesticides on an "as-needed" basis instead of on a set schedule.
- When chemical pesticides are necessary, use those labeled "caution" rather than "warning" or "danger".
- Pick weeds by hand rather than using herbicides (weed killers), which can contaminate the ocean

SUBSTITUTE - One item for a more sustainable one

- Non-hazardous/toxic cleaners instead of hazardous/toxic ones
- Non-hazardous/toxic insecticides, herbicides instead of hazardous/toxic ones
- Organic food products for common products that are more energy intense and require use of hazardous materials
- Vegetarian instead of meat for energy efficiency and other reasons
- Locally grown foods (within 100 miles) for commonly available foods from supermarkets for energy efficiency and other reasons
- Used goods, equipment, furniture; instead of new ones
- Rechargeable batteries for disposable ones (e.g. alkaline)
- Remanufactured toner and ink cartridges for new ones
- Purchase reusable or re-fillable items rather than disposable ones
- Purchase electricity from renewable sources rather than standard sources
- Install filtered water tap at your sink for drinking water, instead of purchasing bottled

water

RE-USE - Productively use previously used materials

- Paper scraps for note paper
- Boxes, packing material and bags for shipping or retail use
- File folders
- Mailing envelopes
- Keep a stack of previously used paper for fax machines and/or printers. Use the backsides for notes, drafts, internal memos, etc.

RECYCLE - Divert to recycling facility or to re-use by another party

- Plastic, glass, paper, metal, green waste, oil, batteries
- Compost/mulch kitchen and green waste and use on site
- Printer cartridges (ink, laser), electronic equipment
- Register re-usable materials with a materials exchange program
- Install a gray water system. City permit required

BENEFITS TO THE COMMUNITY AT LARGE - That go beyond actions applied to you or your organization

- Adopt a Traffic Demand Management (TDM) program to minimize vehicular trips to your site
- Provide incentives for ridesharing, commuting by bike, using public transportation
- Encourage alternative modes of transportation via incentives. For example, bus pass or small bonus.
- Incorporate a "How to get here via alternative transportation" page into your employee manual and website and provide information to employee upon hiring.
- Provide preferential parking for alternative modes of transit such as carpool vehicles; bicycles; alternative energy vehicles (e.g. electric, hybrid or biodiesel vehicles)
- Offer a parking cash-out program to employees
- Provide company commuter van.
- Provide shower facilities for employees who walk, jog, or bike to work. Consider contracting with a nearby health facility for the use of their showers.
- Provide a secure location for staff to store bicycles or install a bike rack in or near facility

Section 2. Social Equity

- Be an equal opportunity employer
- Provide flexible work schedules to employees
- Pay "living wages" per community standard
- Employ only legal minimum age workers; make sure your suppliers also employ those of legal working age
- Create a diversity in hiring policy with efforts to recruit typically disadvantaged groups (e.g., age, disability, and veteran's status)
- Ensure worker safety as measured in lack of OSHA investigations, and fines; work hours without accidents; other industry safety award
- Make sure employees and those of your business partners work legally mandated work hours; use overtime only when each employee is fully compensated according to applicable law and inform each employee at the time of hiring if mandatory overtime is a condition of employment. Except in extraordinary business circumstances, employees are provided one day off in seven, and will work no more than 60 hours per week, or in compliance with legal limits if they are lower.
- Make sure facilities are ADA compliant
- Contribute volunteer time to community organizations
- Provide in-kind contributions to community organizations
- Offer office and meeting space to community organizations

- Provide pro-bono technical assistance to local nonprofits (e.g. legal, accounting, marketing).
- Distribute surplus usable items to community organizations, (e.g. office equipment, furniture)
- Encourage and assist employees to provide community service
- Contribute financially to community organizations (minimum of 1% of gross revenues)
- Make sure your business partners recognize and respect the right of employees to freedom of association and collective bargaining. Where these rights are restricted under law, parallel means for the representation of workers are encouraged.
- Consider a Fair Trade Federation membership
- Ensure the ratio between lowest and highest paid employee is 1:8
- Offer flexible spending or health savings accounts to full-time employees
- Manage your organization's finances through socially responsible investments
- Provide health insurance coverage to your employees (at least 50%)
- Provide paid vacation for full-time employees
- Provide paid sick time for full-time employees
- Provide mechanisms for employees to donate vacation and other benefits to aid co-workers in need
- Offer a retirement program to all full-time employees (401K or equivalent)
- Work hours <40 per week
- Allow workers to unionize
- Consider a Social Accountability International certification
- Consider a TransFair certification
- Consider a VeriFlor certification

Section 3. Economy

- Source your labor services, ingredients and/or products that you use or sell first...
 - o Locally (within the County)
 - o Regionally (Southern California)
 - o State
 - o USA
 - o Foreign countries
- Bank locally to keep money in local economy
- Support apprentice programs within the organization to cultivate local workers
- Create an internship program that introduces young people to your business and career field
- Conduct customer satisfaction surveys to track your performance and customer needs
- Examine your business practices annually to see if they are sustainable, e.g. have a clear profit and loss statement to know where you are financially
- Develop and follow a clear marketing plan using a professional where feasible.
- Conduct a SWOT (Strengths/Weaknesses; Opportunities/Threats) analysis of your organization annually that takes into account current projected trends such as increasing energy costs; climate change; demographic and economic trends, etc.
- Actively support efforts to provide affordable housing in your community
- Join industry groups for technical and general support, e.g. Chamber of Commerce; EDC-VC;
- Join Better Business Bureau to help ensure satisfied customers
- Maintain a safe debt to income ratio (for your industry)
- Keep 3-9 months worth of operating expenses in secure, liquid savings

Section 4. Supplemental Actions by Sector

RETAIL

- Offer an incentive to customers who bring their own shopping bag, coffee mugs, etc.
- Inform main supplier's sales representatives that you prefer eco-friendly products - request

that they start carrying these products if they do not currently do so or switch to a supplier that does

- For each category of products stocked, carry at least one comparable sustainable product, e.g. non-toxic cleaner, organic produce, fair-trade product, sustainably grown material (wood), etc.
- Request that deliveries come in returnable or reusable containers
- Provide a website from which products and services can be purchased to minimize customer trips to retail store
- Ask suppliers to provide written certification that products sold are not created by forced labor (whether in the form of prison labor, indentured labor, bonded labor or otherwise)
- Create products (manufactured or retailed) or services that are environmentally preferable to others on the market because...
 - o Takes place of disposables
 - o Replaces toxic materials
 - o Reduces emissions
 - o Reduces energy consumption
 - o Reduces miles traveled
 - o Uses recyclable or compostable packaging
 - o Made from recyclable or compostable materials
 - o Made with organic materials (as high a % as possible)
 - o Made with sustainable materials

LODGING SERVICES

- Provide guests with a sustainable stay option that includes: changing bedding and towels once a week, organic soaps and shampoos, etc.
- Offer "green rooms" that use sustainable materials throughout: flooring, wall coverings, paint, bedding, etc.

FOOD SERVICES

- Use biodegradable or compostable "to-go" food containers such as paper or biobased plastics
- Offer organic, shade grown or fair-trade coffee and tea and other similar food choices to customers along with conventional choices
- Provide water only when it is requested
- Contract to have food wastes recycled
- Source food from locally grown farms

Please note: this list of suggestions is by no means complete. But we do feel that it represents a great start toward greening your business. If you find that you have completed all of these items and are looking for more sustainable management practices, please contact us for a free consultation: 805-658-8196.