

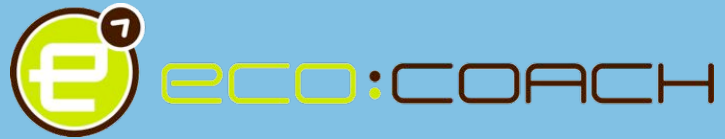
GREEN YOUR LIBRARY -

Easy Steps To Get Started Today!

June 2009

Agenda

- The case for going green
- Simple steps to get started
- Determining where you stand today
- Additional considerations



The Case for Going Green

Why Go Green?

“Climatic conditions affect diseases transmitted through water, and via vectors such as mosquitoes. Climate-sensitive diseases are among the largest global killers.”

- *World Health Organization*



Why Go Green?

- There are massive garbage patches floating in the Pacific Ocean. One is twice the size of Texas and is estimated to weigh over 3 million tons.
- About 70% of the plastic that makes it to the ocean sinks to the bottom, where it smothers sea life.
- Fertilizer runoff from farms has caused an oceanic dead zone off the Louisiana coast that this year grew to 8500 square miles—about the size of New Jersey.



Increased Awareness



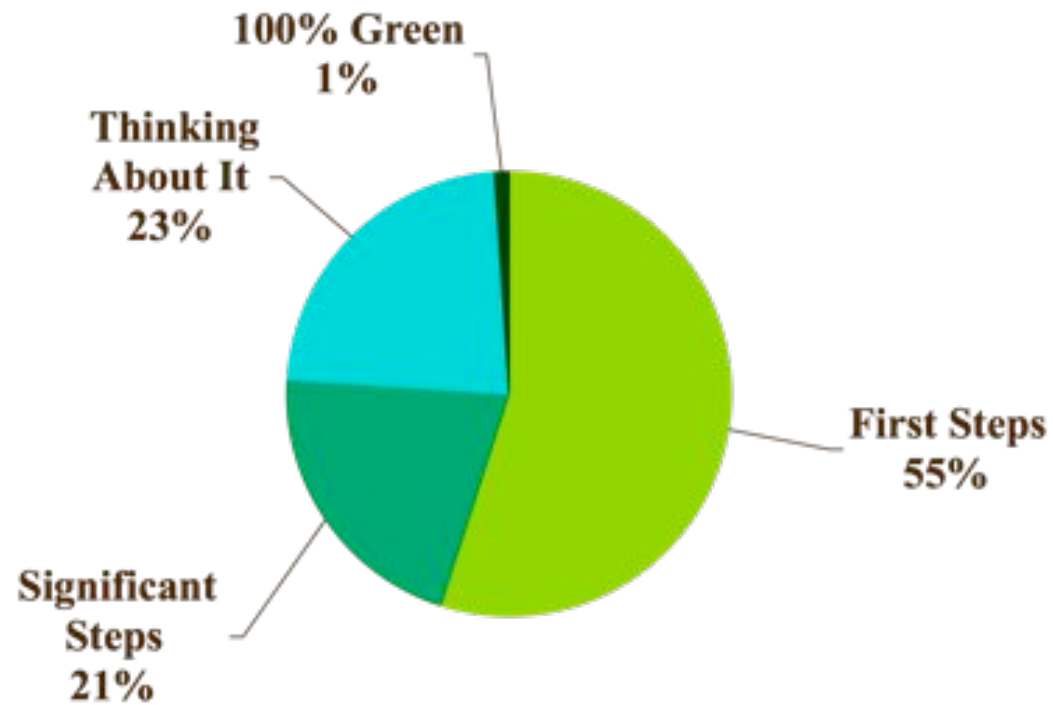
Institutionalization of 'Green'

Grass roots => coordinated policy

- State and local incentives and action
- Increase of college and graduate level course offerings
- Community education and outreach programs

Companies are Going Green

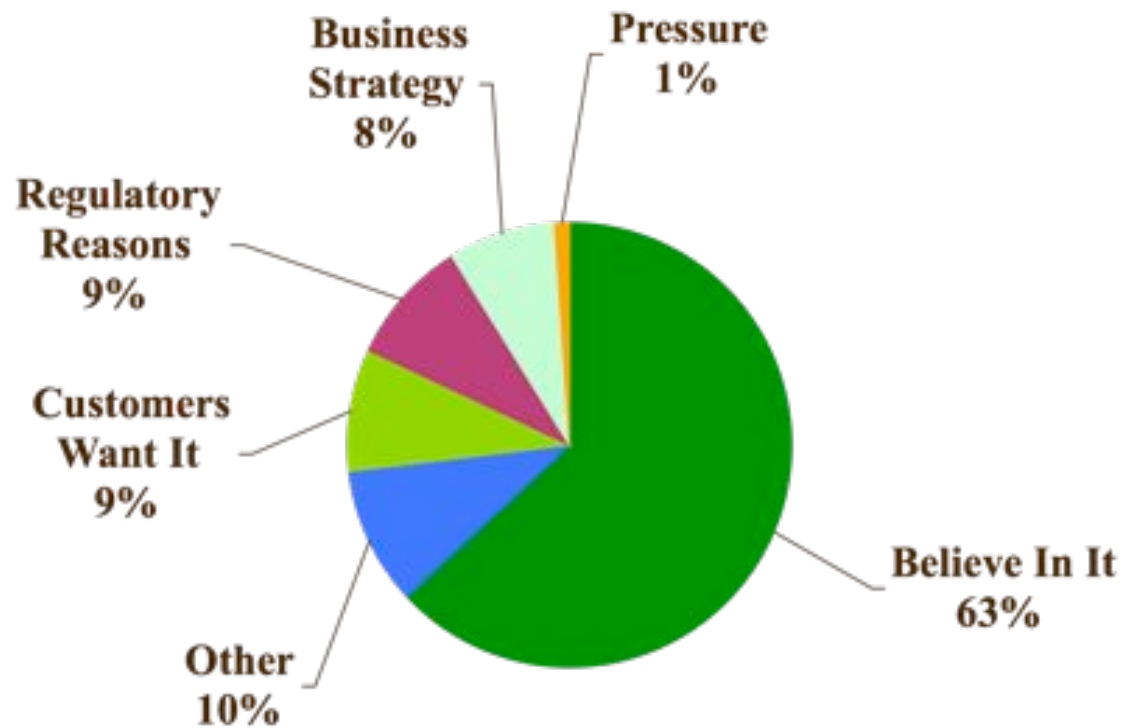
How 'Green' is your company today?



Source: Rackspace Managed Hosting

Companies are Going Green (cont'd)

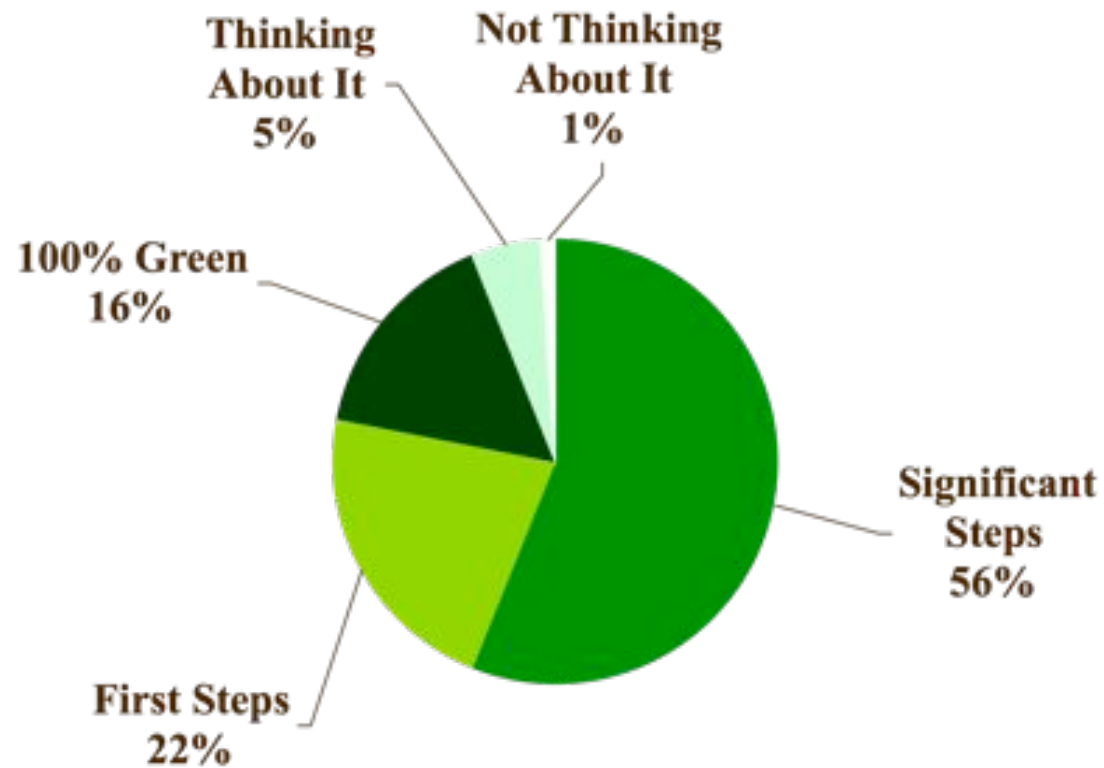
Why go Green?



Source: Rackspace Managed Hosting

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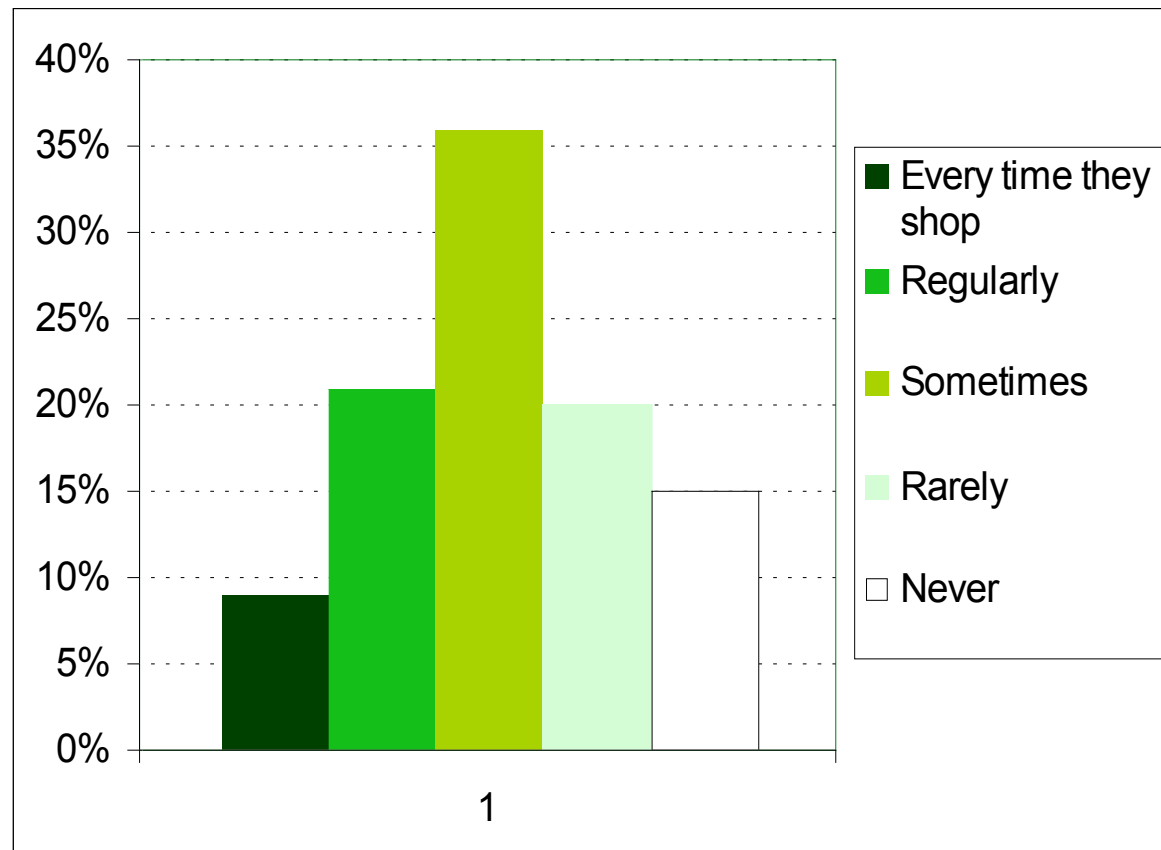
How 'Green' do you expect to be in 5 years?



Source: Rackspace Managed Hosting

Consumers Increasingly Expect Organizations to be Green

Americans consider the environmental impacts of their purchasing



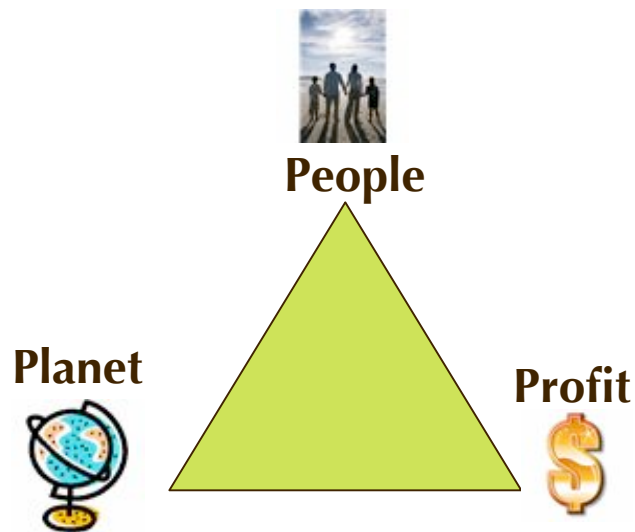
"Green Gap Survey," Cone LLC, 2008

Sustainability defined



Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

- Brundtland Commission, 'Our Common Future' 1987



Why go green?



- Reduced energy bills
- Reduced water utility bills
- Improved brand image
- Reduced insurance costs and liability risks

- Reducing energy consumption and improving efficiency can result in savings of up to 15-30%
- Swiss RE, one of the world's largest re-insurers, is threatening to deny coverage to organizations that do not have a plan in place to reduce greenhouse gas emissions

Why go green?



- Decreased staff absenteeism and improved health
- Increased productivity
- Increased retention
- Attract top talent

- The estimated potential annual savings and productivity gains from better indoor environments in the US are:
 - \$6 billion - \$14 billion from reduced respiratory disease
 - \$1 billion - \$4 billion from reduced allergies and asthma
 - \$10 billion - \$30 billion from reduced "sick building" syndrome symptoms
 - \$20 billion -- \$160 billion from direct improvements in worker performance unrelated to health

– Lawrence Berkley National Laboratory

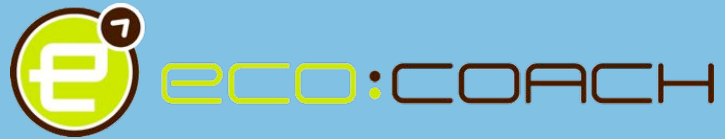
Why go green?



- Reduce carbon footprint
- Conserve nonrenewable resources
- Minimize or eliminate contribution to chemicals in water and soil
- Decrease waste going to landfills

- Buildings in the US account for 40% of all energy use and greenhouse gas emissions
- Small businesses account for half of all commercial and industrial energy consumption

– *Center for Small Business and the Environment*



Simple Steps to Go Green

Energy Efficiency

Reducing energy consumption and improving efficiency can result in savings of up 15-30%.

- ❑ Develop an energy conservation policy
- ❑ Replace incandescent bulbs with CFL or LED bulbs
- ❑ Turn off computers at the end of the day
- ❑ Install surge protectors
- ❑ Enable power-saving settings on all public workstations
- ❑ Post signs to build awareness
- ❑ Use time clocks or occupancy sensors
- ❑ Use computer software programs
- ❑ Use a timer switch for the thermostat
- ❑ Purchase renewable energy credits



Water Conservation

According to a recent government survey, at least 36 states expect water shortages at the local, regional, or statewide level by 2013.

- ❑ Develop a water conservation policy
- ❑ Post signs in restrooms and kitchens to build awareness
- ❑ Use low-flow aerators
- ❑ Use a water filter
- ❑ Report leaks as soon as they happen
- ❑ Talk to property manager about low-flow toilets and urinals



Waste Management



In 2005, U.S. residents, businesses, and institutions produced more than 245 million tons of trash – that's almost 4 1/2 pounds for each of us every day.



- ❑ Develop a waste reduction policy
- ❑ Make it easy to recycle
- ❑ Minimize use of paper
- ❑ Discard and obtain books, CDs and other library items in eco-friendly manner
- ❑ Establish a resource recovery station for staff and patrons
- ❑ Provide dishware and utensils
- ❑ Reduce junk mail
- ❑ Dispose of chemical cleaners properly
- ❑ Donate electronics that are Energy Star certified; if not certified, recycle them

Procurement & Materials Reuse

About 35% of municipal solid waste (before recycling) by weight is paper and paper products.

- ❑ Develop and implement a green purchasing policy
- ❑ Conduct and maintain a green purchasing inventory
- ❑ Use FSC-certified or post-consumer recycled content paper products
- ❑ Print promotional materials with soy or other low-VOC inks
- ❑ Use environmentally friendly cleaners rather than conventional ones
- ❑ Choose eco-friendly products



Transportation

Transportation sources accounted for approximately 29 percent of total U.S. GHG emissions in 2006

- ❑ Develop a transportation policy
- ❑ Provide a shuttle between the station and the library
- ❑ Install bike racks for employees and patrons
- ❑ Provide resources on public transportation and encourage staff (and patrons) to use these
- ❑ Institute carpooling for employees
- ❑ Provide employees with passes to take the bus or metro



Education & Training

Education and training is key to ensuring that the changes are understood and adopted across the board

Staff

- Green blog or green tips in newsletter
- Green library team
- Green challenge either for patrons or staff or both!



Patrons

- Environmental education program
- Green resources section
- Bookmarks and other simple giveaways with green tips
- Green suggestion form for staff and patrons to provide new ideas

Have fun with it!

- ❑ Play games
- ❑ Have challenges
- ❑ Reward action!

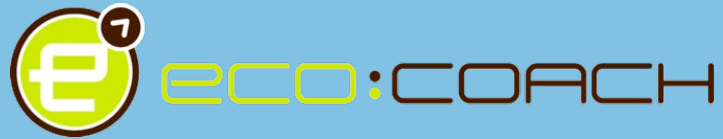


Challenge: 'Lower your Carbon Footprint'

- ❖ What are you doing to lower your footprint?
- ❖ List all actions in a public place
- ❖ Measure results
- ❖ Offer a prize for participating at a certain threshold

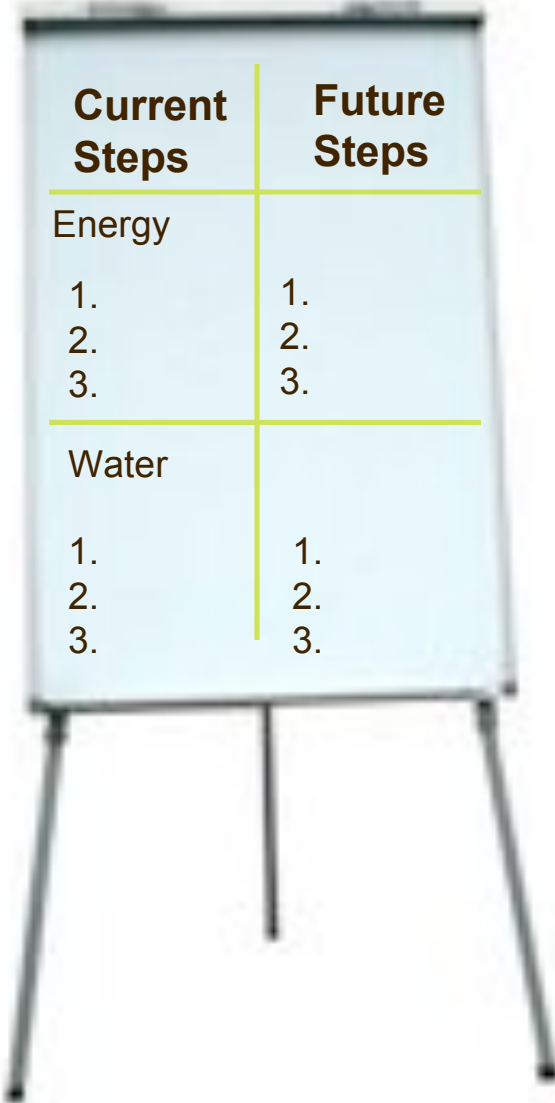
Resources

Resource	Description	URL
Greenlibraries	Provides examples of libraries that are green.	www.greenlibraries.org
Betterworld Books	Takes and resells discards	www.betterworldbooks.com/
B-logistics	Takes and resells discards. Portion of the net proceeds goes back to the donor library.	www.blogistics.com/
BookMooch	Book trading site.	www.bookmooch.com
The Green Library Blog	Provides information on libraries going green.	www.thegreenlibraryblog.blogspot.com/
GreenBiz.com	Variety of tips and information for implementing sustainable and green business practices.	www.greenbiz.com
Energy Star	Provides information on Energy Star electronics, buildings and practices.	www.energystar.gov
USGBC	Information on LEED building certification.	www.usgbc.org



Determining where you stand today

Applying It to Your Library



Current Steps	Future Steps
Energy	
1.	1.
2.	2.
3.	3.
Water	
1.	1.
2.	2.
3.	3.

EXERCISE:

Energy Efficiency

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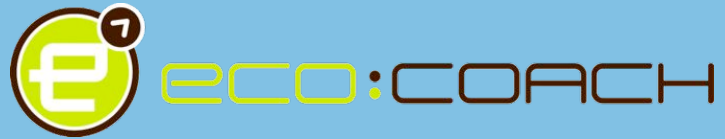
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EXERCISE:

What else?

What others steps could you take right now?

What about 3 to 6 months from now?



Additional Considerations

Success Criteria

- Visible upper management support
- Involvement across the organization
- Clear communication
- Measurable goals
- Ongoing monitoring and improvement

Avoid Greenwashing

A marketing technique whereby a company falsely claims to have taken environmentally friendly actions

- Be transparent
- Provide proof, and certify your product, service, or operations if possible
- Be clear and precise
- Tell the truth



Keep Going! Mid- to long-term actions

- ❑ Develop a sustainability strategy
- ❑ Appoint a sustainability/environmental practices coordinator or team
- ❑ Identify tax breaks and incentives for going green
- ❑ Review procurement policy and choose sustainable vendors
- ❑ Consider the ripple effect of the services you offer - educate!
- ❑ Get a third-party green business assessment
- ❑ Quantify your organization's carbon emissions
- ❑ Install a tracking mechanism to monitor progress

Thank You!

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