

Ministry of Natural Resources & Labour and Conservation & Fisheries Department



Environment Month (June) 2012 Green Pledge Guide



**Making it easy of businesses,
departments and organizations to
make a pledge for the environment
on June 1, 2012**

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Why take the Pledge?

- A. Save money by reducing operating costs (for energy, water etc.)
- B. Improve your company's / organization's image
- C. Reduce your company's / organization's impact on the environment

Taking the Pledge is easy

1. Decide on a pledge and make it as specific as possible. For example, if you want to improve on energy, you may pledge to cut your energy consumption by 10% by the end of the year. This *Guide* provides many pledge ideas and actions to help fulfill them. Also see the [Billion Acts of Green](#) website for lots of other great ideas and resources.
2. Pick a few manageable actions to achieve the goal expressed by your pledge.
3. Fill out our simple registration form (available at www.bvidef.org) with your organization name, contact details and pledge information by June 1, 2012. Be prepared to showcase your pledge in our annual **Environment Month Parade for the Planet** on Wednesday June 13, 2012. You decide how to rep your pledge!
4. Track your progress! Keep a log and other records of changes you make, reductions in energy and water bills you experience, savings on purchasing paper and other improvements.

Recognition for taking the Pledge

- All pledge takers will be awarded the Conservation and Fisheries Department's *Official Seal of the Green Pledge* for display at their place of business / offices.
- All pledge takers and their pledges will be posted on the Conservation and Fisheries Department's website.
- All pledge takers will be recognised in a variety of media throughout Environment Month.
- All pledge takers will have the opportunity to promote their pledge as they like during the **Environment Month Parade for the Planet** on Wednesday June 13, 2012. This will include the option to make a brief presentation and be part of a photo taking at the Noel Lloyd Park immediately following the Parade.

There are many Pledges to choose from

Pick one (or more) that is (are) right for your organization or create your own!

- The **Energy Pledge** – to reduce energy use and/or integrate renewable energies
- The **Water Pledge** – to reduce water use
- The **Waste Pledge** – to reduce waste production, reuse, recycle or dispose of waste in an environmentally friendly manner
- The **Education Pledge** – to encourage environmental awareness and good practice
- The **Advocacy Pledge** – to advocate for environmental protection and action
- The **Pledge of Support** – to support environmental NGO's and other groups in their missions
- The **Eco-Action Pledge** – to participate in environmental events and actions

Make an Energy Pledge!

TO REDUCE ENERGY USE THROUGH CONSERVATION PRACTICES AND ENERGY EFFICIENCY

Sample Actions

1. Conduct an energy audit of your organization to understand where most energy is being used and how you can cut back.
2. Switch out standard lights bulbs with compact fluorescent energy efficient bulbs (CFLs). Each ENERGY STAR qualified CFL will save more than \$40 over its lifetime, use 75% less energy and last about 10 times longer than a regular incandescent bulb.
3. Turn off lights when not in use.
4. Power down all computers and machines at the end of each work day. Set computers to hibernate after 30 minutes of inactivity.
5. Turn off AC units when not in use and set to no lower than the recommended 78°F to keep cool.
6. Install smart devices to turn off lights, AC etc. when a room is not in use.
7. Switch out regular applications such as refrigerators, washers, dryers, dishwashers, AC units etc. with Energy Star or other energy efficient labeled appliances.
8. Wash linens, dishes etc. on a cold wash cycle; heating the water requires a lot of energy.
9. Dry linens on a clothes line instead of a dryer when possible.
10. Reduce travel to meetings by encouraging online meetings and teleconferencing.
11. Plan deliveries and other transportation activities carefully to reduce the need to drive.
12. Keep business vehicles well serviced to maximise gas mileage.
13. Purchase vehicles with a high gas mileage.
14. Encourage employees to walk instead of drive to conduct business activities whenever practical.

Resources to help

[Commercial Energy Calculator](#)

[Energy Audit Checklists](#)

[Energy Star website – CFL light bulbs; Energy Star Products; programmable thermostats](#)

[The 5 Best Online Meeting Tools](#)

[Drive More Efficiently](#) (U.S. Department of Energy)

Improving your gas mileage -
www.fueleconomy.gov

[PowerHouse](#) – discover 101 ways to save energy

[U.S Department of Energy – Energy Savers](#)

[Energy Library](#) - extensive library providing in-depth information on commercial energy systems, building design, and energy technologies.

TO INTEGRATE RENEWABLE ENERGIES

Sample Actions

1. Invest in a solar water heater.
2. Use solar powered yard lighting.
3. Investigate other options to incorporate solar or wind energy.
4. Support efforts to move BVI towards renewable energy.

Resources to help

[Commercial Solar Water Heating](#)

[National Renewable Energy Laboratory \(NREL\)](#) produces a wealth of information regarding solar water heating, including excellent maps and tables of the solar resource around the world.

[Solar Energy Industries Association](#) offers a directory of solar hot water manufacturers, distributors, contractors, and design consultants.

[Solar Rating & Certification Corporation](#)

provides authoritative performance ratings, certifications and standards for solar thermal products, with the intention of protecting and providing guidance to consumers, incentive providers, government, and the industry.

[Alternative Energy System \(AES\)](#) – local resource.

Make a Water Pledge!

TO REDUCE WATER USE THROUGH CONSERVATION PRACTICES AND WATER EFFICIENCY

Sample Actions

1. Use water wisely while washing hands.
2. Fix any leaky faucets, showerheads or toilets immediately.
3. Replace standard 3.4 gallon per flush toilets with low flush toilets that use 1.6 gallons per flush to save 1.8 gallons per flush!
4. Replace standard faucets with aerated faucets to reduce water use by 30% or more without sacrificing performance.
5. Replace standard showerheads with low flow aerated showerheads. This provides the same water pressure, but uses half a gallon less water a minute.
6. Replace regular washing machines with a water-efficient model to cut down water use by 50% per load!
7. Use water saving practices and systems in your landscaping, such as selecting drought resistant plant varieties and using drip irrigation instead of sprinkler watering systems.

Resources to help

[Commercial water calculator](#)

[American Standard water savings calculator](#)

[Water Audits](#)

[How to check for a water leak](#)

[Water Efficient Landscaping Guide](#)

[EPA WaterSense labeled faucets and faucet accessories](#)

[EPA WaterSense labeled toilets](#)

[5 Tips for Choosing a Low Flush Toilet](#)

[EPA WaterSense labeled showerheads](#)

[Energy Star clothes washers](#)

Make a Waste Pledge!

TO REDUCE OUR WASTE FOOTPRINT BY MINIMIZING WASTE PRODUCED, REUSING AND RECYCLING

Sample Actions

1. Plan operations carefully to use the minimum inputs/materials possible.
2. Have clearly defined operational procedures and standards and train staff in order to reduce unnecessary/careless errors or use of materials.
3. Avoid unnecessary purchases for the office/business; all purchases eventually become waste.
4. Find ways to reuse or refurbish old materials. E.g. Little Dix Bay Hotel makes all of their garbage bins from waste wood. Old tires and glass bottles can be used in landscaping.
5. Build partnerships with other businesses to share and reuse materials and supplies.
6. Refurbish and buy refurbished office equipment.
7. Purchase products packaged in minimal or biodegradable packaging.
8. Buy materials in concentrate or in bulk when possible to reduce on packaging waste.
9. Buy products that are reusable, returnable or refillable.
10. Reuse and refill toner cartridges and ribbons.
11. Buy recycled office products that contain post-consumer recycled material.
12. Use flexible interior features, such as movable walls, to reduce renovation waste.
13. Choose durable materials/furnishings to reduce the cost/waste associated with replacement.
14. Reduce use of plastic cups by providing employees with their own reusable cups.
15. Use a water cooler or fountain instead of purchasing individual water bottles for staff.
16. If your office is purchasing giveaways, choose green giveaways, such as reusable shopping bags and mugs that encourage reuse and reduce plastic waste.
17. Purchase reusable containers to avoid zip lock bags, aluminum foil and polystyrene containers.

Resources to help

[How to conduct a Business Waste Audit](#)

[Guide to Buying Recycled-Content Products](#)

[Business Waste Reduction Assistance Programs](#)

[Establishing a Waste Reduction Programme at Work](#)

[Sample Waste Prevention Policy and Resolution](#)

[Sample Waste Prevention Action Plan](#)

[Preferred Packaging Procurement Guidelines](#)

[Reduce, Reuse, Recycle – Its Good Business! A Guide for California Businesses](#)

[Waste Reduction at Retail Stores](#)

[Waste Reduction in Hotels and Motels](#)

www.greenvi.org - for local tips

[Business Waste Reduction - Publications Catalog](#)

[Reduce.org](#) – A complete resources to reducing waste in the workplace

[Waste Prevention Ideas](#)

TO REDUCE PAPER USE BY X% BY THE END OF THE YEAR

Sample Actions

1. Share information through emails and phone calls instead of printed letters/memos.
2. Create an office bulletin board where important staff notices can be shared to avoid printing individual notices.
3. Invest in tints and other aids to make on screen reading easier to reduce demand for printing.
4. Train staff members in using computer tools for highlighting, editing and commenting on documents to minimise the need to print documents for editing by hand.
5. Create a policy to generally require double sided printing and photocopying. Ensure that the default setting for all computers is set to double-sided printing and that staff members understand how to select the option on printers and copiers.
6. Reduce the width of document margins, line spacing and font size to shorten documents.
7. Reduce mailings. Keep your mailing list updated, delete duplicates, remove those who have requested to be off, and target your necessary mailings to specific audiences.
8. Switch to electronic newsletters, customer notices and billing systems.
9. Keep a stack of used paper next to the printer for use in printing draft/in house documents. If multiple printers are available, dedicate one printer for reused paper only.
10. Revise protocols for keeping records and archiving information to minimise the use of paper. For example, reduce the number of file copies required or archive files and emails in a securely managed electronic system.
11. Encourage staff members to only print documents and emails when absolutely necessary.
12. Encourage paperless meetings and office events. For example, use overhead projection, bulletin boards or announcements for sharing meeting/workshop agendas and event programmes.
13. Instead of printing Web pages, bookmark or save the pages.
14. Use electronic media that reduce paper waste including, desktop fax, electronic references (CD-ROM databases), electronic data storage, electronic purchasing and direct deposit.
15. Use two-way or send-and-return envelopes; outgoing envelopes get reused for their return trip.
16. Reuse old paper for notepads. It can be cut to custom sizes and simply bound with a staple.

Resources to help

[CalRecycle - Waste Reduction Ideas for Offices -Paper, Paper Everywhere!](#)

[Measuring the Success of Office Paper Reduction Efforts](#)

[Reduce.org](#) – A complete resources to reducing waste in the workplace

[Outline of an Office Paper Reduction Campaign](#)

TO PRINT GREEN (I.E. IN AN ENVIRONMENTALLY RESPONSIBLE MANNER)

Sample Actions

1. Use paper labeled totally chlorine-free (TCF) or processed chlorine-free (PCF). Both terms mean that the mill did not use chlorine compounds to brighten the paper. Talk to your paper vendor or printer about the price and availability of TCF and PCF papers. Chlorine bleaching creates a toxic, bio-accumulative waste by-product called dioxin which is dangerous to human health.
2. Request inks with non-petroleum (fossil fuel) bases, such as soybeans or linseed.
3. Request inks that emit low amounts of volatile organic compounds (VOCs). Non-petroleum-based inks are usually lower in VOCs.
4. Use pre-press technologies that eliminate or reduce hazardous materials, such as direct-to-plate printing.
5. Buy paper that is produced by a company with a commitment to environmental stewardship.
6. Purchase post-consumer recycled content papers. This helps reduce the cutting of trees to make paper, divert waste from landfills and incinerators and expand the recycling market.
7. Buy Forest Stewardship Council (FSC) certified paper and print products.

Resources to help

[Reduce.org](#) – A complete resources to reducing waste in the workplace

[Green Printing Guide](#)

[Forest Stewardship Council certified paper](#)

TO REDUCE/ELIMINATE USE OF PLASTIC BAGS

Sample Actions

1. Educate staff and customers about the dangers of plastic bags.
2. Offer customers reusable shopping bags or paper bags with their purchase instead.
3. Offer incentives for using reusable shopping bags or charge extra for using plastic bags.
4. Reuse garbage bags in cubicle bins by emptying all garbage into one bag at the end of the day.
5. Purchase biodegradable plastic bags instead of regular plastic bags.
6. Use reusable, durable containers or bags for storage instead of plastic bags.

Resources to help

[Dangers of plastic bags presentation](#)

[British Columbia Plastic Bag Initiative](#) - Voluntary agreement between four leading retail industry associations to reduce plastic bags by 50% by 2013.

[Your alternatives to the plastic bag](#)

[Greener Tomorrow Initiative Reduces Plastic Retail Bags by 60%](#)

TO REDUCE/ELIMINATE STYROFOAM AND PLASTIC DISPOSABLE FOOD CONTAINERS AND UTENSILS

Sample Actions

1. Provide reusable/washable dishware and cutlery to restaurant patrons eating in.
2. For takeout, offer compostable / biodegradable food containers instead of Styrofoam or plastic.
3. Encourage customers to bring their own mugs for coffee or tea.

Resources to help

[Restaurant Guide to Waste Reduction and Recycling](#)

[Waste Reduction Ideas for Meetings and Conferences](#)

For biodegradable products contact Green Technology BVI info@greentech.com

TO DISPOSE OF WASTE IN A SAFE, ENVIRONMENTALLY RESPONSIBLE MANNER

Sample Actions

1. Build septic tanks and other sewage treatment facilities to the right size/specification and ensure regular maintenance to prevent breakdowns.
2. Yachts – store sewage in holding tanks and empty in open waters at least 3 miles offshore.
3. Where possible, return e-waste (computers and other electronic waste) to the vendor/manufacturer for safe disposal/recycling.
4. Refill ink cartridges instead of throwing them out and buying new ones.
5. Support second hand stores instead of purchasing new items.
6. Donate used office equipment and supplies to services organizations, churches, schools or other groups that could use them.
7. Advocate for recycling in the BVI.
8. When there is recycling, separate wastes into glass, metals, plastics and paper/cardboard.
9. Practice composting of yard and food wastes for reuse in landscaping activities.
10. Take cooking waste oil to the incinerator at Pockwood Pond; do not dump at public bins.
11. Take all bulk waste to the incinerator at Pockwood Pond; do not dump at public bins.

Resources to help

Green VI. (Contact mcdevittcharlotte@gmail.com or 542-2266)

Solid Waste Department. (Contact 494-6245)

Quality Machines, BVI (to refill ink)

[US EPA - e-cycling](#)

[Composting Guide](#)

[Reduce.org](#) – A complete resources to reducing waste in the workplace

[Food Waste Diversion at Special Events](#)

Make an Education Pledge!

TO ENCOURAGE ENVIRONMENTAL AWARENESS AND GOOD PRACTICE IN EMPLOYEES/ CUSTOMERS

Sample Actions

1. Sponsor a programme/club that educates children about the environment.
2. Participate in BVI's *Building Capacity for Sustainability* programme (contact Green VI).
3. Post environmental messages/reminders at the workplace.
4. Print environmental messages / tips on company receipts.
5. Organize presentations to staff about eco practices or environmental issues.
6. Post environmental messages and tips for costumers at key locations at your establishment. E.g. start an *Eco-Tip of the Week* at the checkout or post environmental tips next to key products.
7. Stock and highlight environmentally friendly products (e.g. energy saving light bulbs, energy and water efficient appliances, low flush toilets, composting barrels, etc).
8. Label and promote locally produced products and produce and sustainably caught fish.
9. Label products with environmental dangers and provide options for mitigation.
10. Visit a school to educate about being environmentally friendly in your line of business.
11. Encourage customers to use reusable bags (through education and incentives) and make them available at checkout.
12. Plan a field day for staff to get out, explore and appreciate the local environment.

Resources to help

[Toward Engagement 2.0: Creating a More Sustainable Company Through Employee Engagement](#)

Conservation and Fisheries Department – 494-3429

[What are eco-labels?](#)

National Parks Trust - 852-3650

[Global Stewards](#) - environmental tips centre. (See NGO list below)

Make an Advocacy Pledge!

TO ADVOCATE FOR ENVIRONMENTAL PROTECTION AND ACTION

Sample Actions

1. Support environmental legislation, policies or actions.
2. Participate in radio programmes, debates and other fora in support of the environment.
3. Integrate environmental calls for action in company events.

Resources to help

[Fundamental Ideas to Increase the Effectiveness of Your Environmental Advocacy Group](#)

[Care2petitionsite](#)

Make a Pledge of Support!

TO SUPPORT ENVIRONMENTAL NGOS AND OTHER GROUPS IN THEIR MISSIONS

Sample Actions

1. Give monetary contributions to projects.
2. Making in-kind donations (equipment, venue, tools, activity resources etc.) to projects.
3. Volunteer expertise and time to projects.

Resources to help

Environmental NGOs in BVI

Association of Reef Keepers

[BVI Heritage Conservation Group](#)

Caribbean Youth Environment Network (BVI Chapter)

East Beautification Committee

[Green VI](#)

[Island Resources Foundation](#)

[Jost Van Dyke Preservation Society](#)

[Reef Check BVI](#)

Virgin Islands Environmental Council (VIEC)

[Worldhouse Caribbean](#)

NGO contacts

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Dr. Quincy Lettsome (Director) 545-1911

Sophia Bain and Dalan Vanterpool

Make an Eco-action Pledge!

TO PARTICIPATE IN ENVIRONMENTAL EVENTS/ACTIONS

Sample Actions

1. Organize a coastal cleanup on International Coastal Cleanup Day (September) or another day.
2. Replant mangroves.
3. Plant trees/flowers.
4. Sponsor an environmental challenge/competition for a community (e.g. a Best Yard Contest).
5. Clean a ghut.
6. Volunteer to reef monitor (contact Reef Check).
7. Volunteer to turtle monitor (contact Conservation and Fisheries Department).
8. Volunteer to participate in the annual bird count (contact the National Parks Trust).

Resources to help

Conservation and Fisheries Department – 494-3429

BVI National Parks Trust - 852-3650

Reef Check, BVI – Lain Leoniak (lain.leoniak@yahoo.com)

[International Coastal Cleanup](#)

East Beautification Committee (for Yard Contest) –
ebcommittee@gmail.com

[Billion Acts of Green](#)
