



## Maryland Green Registry MEMBER

The Maryland Green Registry promotes and recognizes sustainable practices at organizations of all types and sizes. Members agree to share at least five environmental practices and one measurable result while striving to continually improve their environmental performance.

# Goodwill Industries International



15810 Indianola Drive  
Rockville, MD, 20855  
240-333-5270  
[www.goodwill.org](http://www.goodwill.org)  
Non-profit  
Member since April 2012

## Management and Leadership

### Environmental Policy Statement

#### **Sustainability Policy (Effective 7/2010)**

*Goodwill Industries International (GII) is an organization that is based on the triple bottom line of people, planet and profits. Caring about the environment is part of the organization's mission and our policies reflect this commitment. GII places top priority on providing job training programs and career services; sustaining our environment through reuse, recycling and minimizing waste to landfills; and supporting our members on the path to sustainability. GII will monitor, review and report on progress toward objectives every six months. The report shall be presented to the Chief Operations Officer and the Green Team. Our policy applies aspects of sustainability to building infrastructure and operations, as well as business operations at 15810 Indianola Drive, Rockville, MD 20855.*

#### **Energy Conservation**

*Goodwill Industries International is committed to making environmentally responsible choices in the way we consume energy. We strive to reduce energy use in day-to-day operations, seek ways to increase energy efficiency, and educate ourselves and our stakeholders in new technologies that maximize the efficient use of energy.*

*We aim to reduce energy consumption at GII by 10 percent on a yearly basis (measured against 2009 usage and adjusted for increases in staff) by undertaking the following steps:*

- *Enroll and enter monthly data in the Energy Star Portfolio Manager to track energy consumption and work to achieve a rating of 69 or higher.*
- *Engage in a 100 percent renewable energy contract.*
- *Coordinate with the IT department to review data center energy use against industry best practices and develop, where appropriate, a plan for increasing efficiency.*
- *Utilize computer software and plug-in devices that save energy by automatically turning off idle monitors and printers.*
- *Replace all incandescent and halogen light bulbs and retrofit lighting fixtures as needed, including task lighting.*
- *Adjust thermostat settings to go up or down at least 7 degrees during non-business hours.*

- *Replace equipment (when due) with new or used ENERGY STAR-qualified products.*
- *Educate all staff on GII's energy saving initiatives through appropriate internal channels, including online communications, workshops, briefings and events.*
- *Conduct a "Turn it Off" campaign to encourage staff to turn off all electrical devices when not in use, such as conference room and area lighting, printers, monitors, etc.*
- *Schedule green cleaning crew to come in earlier and conduct day cleaning in order to decrease the amount of energy that is used after hours.*

#### **Transportation and Telecommuting**

*GII is committed to decreasing the amount of greenhouse gas emissions that come from staff transportation when commuting to work or traveling for company-related meetings. We will take the following actions:*

- *Encourage telecommuting, when appropriate, for 8-16 hours a week. Supervisors have the authority to establish telecommuting arrangements and are encouraged to give serious consideration to all reasonable requests. This includes employing satellite staff members throughout the U.S.*
- *Use conference calling as the default for meetings conducted outside of the region that would require air travel, except when management approves face-to-face meetings.*
- *Pre-tax Commuter Benefits through a flexible spending account.*
- *Continue to provide bike racks for safe bike storage.*
- *Encourage carpooling for staff that drives.*
- *Conduct a yearly survey to determine the types of transportation that staff is taking and to encourage public transportation and carpooling.*

#### **Water Conservation**

*Goodwill Industries International is committed to the responsible and sustainable use of all natural resources, including water. We will optimize water conservation and water quality in our business operations through the following actions:*

- *Maximize the use of low-flow and automatic faucets in restroom and kitchen areas.*
- *Minimize the use of water for cleaning hard surfaces around the building.*
- *Develop and communicate water conservation messages to staff. Water conservation messages will be posted throughout the building for staff and visitors.*
- *Produce yearly report summarizing progress toward water conservation objectives.*
- *Replace relevant appliances with water-saving models when worn out, marked with the Environmental Protection Agency's WaterSense label.*
- *Detect and report all leaks to facilities management as quickly as possible.*

#### **Purchasing**

*Goodwill Industries International is committed to incorporating environmentally responsible practices as fundamental and integrated components of all procurement and vendor activities. GII strives to purchase green products and services consistent with the demands of efficiency and cost-effectiveness, and with continual improvement toward increased green procurement goals. We will take the following steps to reach these goals:*

- *Develop a list of environmentally preferable products as the first choice for the most commonly ordered office supplies such as pens, pencils, folders, etc.*
- *Curtail the ordering of non-energy-efficient items such as incandescent light bulbs, space heaters and personal fans.*
- *Encourage all vendors to incorporate sustainable practices in their business operations as appropriate in our RFP and vendor processes. Do this by highlighting Goodwill's existing practices and asking vendors to describe theirs.*

- *Ensure staff members receive training and are aware of their responsibilities for green/environmentally preferable procurement.*
- *Develop and implement internal and external communications programs to educate and communicate procurement policies to staff.*
- *Establish a process for annually evaluating and reporting performance.*
- *Increase the acquisition of fair-trade products, including coffee and tea.*

#### **Waste Management**

*Goodwill Industries International endeavors to maximize waste reduction and increase recycling in all aspects of our business operations. We are committed to protecting and improving the environment by recycling commonly used materials, such as mixed paper, cardboard, plastic, glass bottles, aluminum cans, and hazardous materials such as batteries and electronic equipment. We will implement the following procedures:*

- *Determine a baseline (based on 2009 numbers) for recycling and increase the amount of mixed paper recyclables by 10 percent and of the amount of co-mingled recyclables by 20 percent on a yearly basis from the prior year, until 100% of recyclable products are recycled.*
- *Meet Montgomery County, MD, recycling and reporting requirements.*
- *Educate the GII leadership team on waste reduction and recycling practices and how to apply them within their groups. Leadership team orientation/review on this policy shall be conducted on a yearly basis.*
- *Procurement and business development will work with vendors to communicate the waste reduction policy and set individual goals where appropriate.*
- *Contract with food vendors who minimize waste.*
- *Recycle 100 percent of Hewlett-Packard (HP) inkjet and laser jet cartridges, and measure cartridges ordered against cartridges returned to HP for recycling.*
- *Conduct an ongoing staff education campaign to increase recycling.*
- *Engage IT in sustainable life cycle management, including repurposing and/or recycling, of electronics equipment including computers, monitors, printers, faxes, etc.*
- *Eliminate the use of single use batteries where feasible, and recycle batteries containing hazardous materials.*
- *Work with cleaning crew to ensure that recyclable items are recycled and reported on, and that product use (ex: waste bin liners) is minimized while maintaining health standards.*

#### **Green Cleaning and Pollution Prevention**

*Goodwill Industries International is committed to minimizing and eliminating the use of toxic materials. We seek to prevent pollution in the operation of our facilities through fast clean-ups, smart purchasing, increased efficiency and the integration of advanced security measures wherever and whenever possible in our business operations. We will implement the following procedures:*

- *Develop and communicate pollution prevention messages to staff on a yearly basis.*
- *Use only environmentally friendly Green Seal-certified products in the kitchen and bathrooms.*
- *Instruct cleaning contractors to use solely environmentally friendly, non-toxic Green Seal-certified cleaners.*
- *Use non-aerosol and non-toxic air fresheners in the bathrooms.*
- *Provide a summary report on pollution prevention progress by the end of each year, measuring progress toward objectives.*
- *Eliminate use of pesticides and herbicides for indoor and outdoor landscaping for which Goodwill is responsible.*
- *Maintain a spill kit to address potentially hazardous spills.*

#### **Training and Education**

*Goodwill Industries International is committed to helping educate and increase awareness with staff, service recipients, the public and vendors about the need for sustainable green practices. We recognize that supporting an environmentally responsible workforce and workplace will*

*enhance employee productivity, improve morale and increase employee retention. We will incorporate the following procedures into our training and education program:*

- *Develop an online sustainability orientation that is required viewing by all employees on a yearly basis.*
- *Develop and incorporate sustainability curriculum in all new employee orientation and employee handbook materials.*
- *Work with the Green Team to develop targeted green training programs for individual workgroups to be delivered/ supported by the Safety and Employee Engagement Committees.*
- *Develop and integrate sustainability language into job descriptions and performance appraisals.*
- *Train on green policies and practices during the new hire orientation.*
- *Require all staff to participate in at least four hours of green practices training every year.*
- *Communicate green tips and successes at monthly Town Hall meetings (5 – 10 minutes at each meeting).*
- *Offer green recommendations to service recipients whenever possible, and document green recommendations in proposals and “statement of work” documents provided to service recipients.*
- *Solicit suggestions from staff on ways we can improve upon current GII green practices. Submit suggestions to Green Team members. Ideas will be reviewed periodically (quarterly or more frequently) to determine the feasibility, cost, and benefits of implementing the suggestion.*

#### **Environmentally Preferable Purchasing**

*Below are some examples of environmentally friendly purchases Goodwill is making:*

- *Laser copier and printer paper that is FSC chain of custody certified and 30 percent post-consumer recycled content*
- *Business cards are printed on FSC-certified paper with 50% post-consumer recycled content*
- *100% Recycled paper towels and tissue products*
- *Fair trade and organic coffee*
- *Eco-friendly utensils and cups*
- *Green Seal certified cleaning products (used by the custodial staff, as requested by Goodwill)*
- *Garbage liners made from a minimum of 60% recycled post-industrial scrap,*
- *Energy Star approved electronics and kitchen appliances are purchased as old ones become obsolete*
- *Zero VOC or low VOC products are used when projects are undertaken in the building*

## Waste

#### **Solid Waste Reduction and Reuse**

- *Goodwill has two supply reuse areas and encourages staff to drop off and pick up supplies from these areas instead of getting new supplies from the supply room.*

- *The printers are set to print double-sided and the printer rooms have scrap paper bins for paper that was printed on one side and can be reused.*
- *Efforts have been made to eliminate the amount of junk mail that is received.*
- *Cardboard boxes that are received are reused.*



## **Recycling**

*In 2012, Goodwill recycled the following items:*

- *Mixed paper: 37,200 pounds*
- *Commingled materials: 4,160 pounds*
- *Batteries (mixed types): 427 items*
- *Cell phones: 122 items*
- *Shredded paper textiles, electronic waste, fluorescent bulbs, plastic bags, and toner cartridges are also recycled on a monthly basis.*
- *Grass cycling is practiced on all green areas adjacent to the building.*
- *An annual clothing donation drive is conducted, with clothing and furniture donated to the local Goodwill, along with working electronics.*

*Recycling bins are provided in common areas, including the kitchen, and paper recycling bins are provided at each desk. The bins are clearly marked with pictures of items to recycle. Goodwill also strives to provide recycling at off-site company events.*

*Through Goodwill's Reconnect computer-recycling program with Dell, Goodwill has diverted more than 253 million pounds of electronic equipment from landfills since the program's inception in 2004.*

*In 2010, Goodwill launched the Donate Movement to promote the positive impact donations have on people and the planet. Since January 1, 2012 alone, Goodwill diverted over 3.6 billion lbs of usable goods from landfills.*

## **Energy**



### **Energy Efficiency**

- *Conducted LIII ASHRAE Audit and implemented a majority of recommended changes*
- *Utilize energy efficient overhead lighting and occupancy sensors, reducing energy consumption by more than 58,000 kWh per year and reducing carbon by 41.7 metric tons, which is the equivalent of avoiding 14 tons of waste going to the landfill (according to the U.S. Environmental Protection Agency (EPA) carbon calculator).*

- *Purchase Energy Star-labeled products such as desktop computers and monitors, laptops, copiers, printers and projectors.*
- *Reduce energy consumption with automated off-hours temperature controls and shades in southern and western facing windows.*
- *Track energy consumption in Energy Star Portfolio Manager*



### **Renewable Energy**

*Goodwill Industries International purchased renewable energy certificates (RECs) sourced from wind renewable resources to offset 100-percent of its energy use. The two-year contract was entered in June 2010, and was extended in the summer of 2011 until 2013. The contract will be extended this year as well.*

### **Other**



- *Goodwill's CEO, Jim Gibbons received the 2010 EcoCEO Award in the implementer category for medium sized businesses and nonprofits. The EcoCEO Awards, given by SmartCEO Magazine, recognize Washington DC area businesses and nonprofits that are implementing environmentally responsible products, services and technologies into their operations. Goodwill® was honored for integrating innovative solutions to be more eco-friendly.*
- *Goodwill Industries International was named a certified green business through the Montgomery County Maryland Green Business Certification Program in January 2011. The program recognizes businesses and other entities that have taken voluntary steps to protect, preserve and improve the environment on behalf of the Department of Environmental Protection and Montgomery County Chamber of Commerce.*
- *Goodwill Industries International was named a Green Power Partner by the U.S. Environmental Protection Agency in March 2011 in recognition of its efforts to reduce the risk of climate change through green power purchasing.*
- *Goodwill Industries International received the Montgomery County Recycling Award for its 2011 recycling rates.*
- *GII also belongs to the Rockville, MD EPA Green Power Community*

**Profile Updated April 2013**



*Help build a greener, more sustainable Maryland through voluntary practices that reduce environmental impacts and save money.*

*Learn more at [www.green.maryland.gov/registry](http://www.green.maryland.gov/registry)*

