



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.

Planit

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Marketing Communications Agency

Member since November 2009

Management and Leadership

Environmental Team

We founded an initiative called “Planit Green” in July 2007. This is helmed by a steering committee (the “Planit Green Team”) comprised of company representatives from all levels of the organization. The group meets monthly to discuss eco-conscious changes that have been made or can be made both internally at Planit and externally with our clients and in the community.

Annual Environmental Goals

There were several key goals we wanted to address as we started to prioritize “green” around the office:

- *Form a leadership team with endorsement from the top.*
- *Reduce paper consumption.*
- *Reduce office energy consumption.*
- *Recycle.*
- *Encourage reduced commuters.*

Our action plan was communicated to the entire agency with a day-long launch event, giveaways, educational materials for every staffer, and a separate client-focused event. We started by monitoring our baseline usage of common items and energy consumption around the office. This began with an analysis of recycling efforts we could undertake (detailed later in this application) and expanded into other ways we could have a more lasting impact. Because we are part of a large office building in Baltimore City with several tenants, we could

not control some aspects of power consumption and utility usage. Within the first week after the launch of Planit Green, we had filled recycling bins around the office (both paper and cans/bottles), encouraged a few employees to bike to work instead of drive, and even spurred conversations about green roofs and solar energy.

Environmentally Preferable Procurement

Planit's procurement efforts may be on a relatively small scale compared to larger corporations with extensive supply chains, but there are still specific, targeted changes we have made to focus the needs we do have around eco-friendly options. Over the past three years, the procurement as administered by our Office Manager has been dramatically overhauled to choose vendors and products that are in line with our environmental goals. Examples of purchases include our chairs, which are made of 66% recycled materials, a water filtration service that reduces the need for bottled water, and paperless fax machines.

Environmentally Preferable Products and Services

As an advertising agency/communications firm, the service we provide is creative strategy. The specific materials we produce – the end output of that creative strategy for some projects -- are often dictated by our clients' needs. However, we created what we call the "Green Option" as an effort to assist companies and organizations who desire to become more environmentally friendly, to adopt a more eco-conscious stance as part of their brand, or to simply execute their campaigns in a more "green" manner. This includes proposing recycled paper options for print jobs, suggesting "green" web hosting for interactive projects, and making the environment a focused part of the up-front thinking when formulating a campaign.

As a marketing communications firm, we realized early on that our greatest impact would be not made by changing the habits of our employees within the office, but by affecting change within our industry, our community, and our clients. For example, in addition to working with SunEdison (a global leader in solar electricity), we started work with Enterprise Community Partners, a Columbia, Maryland-based company that has driven efforts leading to over half a billion dollars in sustainable home development. Planit executed a fully integrated marketing program to help re-establish and communicate the mission and vision of the Enterprise Green Communities, including event management, collateral materials, and interactive installations. Moreover, we helped the company strengthen its overall brand position by simplifying its message and shifting perceptions, thereby providing strategic green business insight that went beyond the tactics.

Waste

Solid Waste/Material Use Reduction and Reuse

We installed a water filtration service that reduces the need for bottled water, and we now purchase recyclable cups. We recently chose to go completely paperless for our fax machines by selecting equipment that is electronic-only.

Recycling

Planit recycles over one ton of the following items each month.

- *White paper, magazines, newspapers*
- *Cans/bottles/cups (plastic, glass, and aluminum)*
- *CDs/DVDs*
- *Printer toner*
- *Computer equipment and hardware*

Our office building ultimately contracted with Vangel recycling, we believe in part due to Planit's outspoken requests for recycling. When the initial Vangel contract did not include non-white paper or glass, Planit pushed the building management to include this.

Energy

Renewable Energy

In order to offset the carbon emissions generated by the electricity the agency consumes, we began investing in wind power. This alone was equivalent to taking 21 cars off the road or planting 33 acres of trees.

Transportation

Employee Commute

Planit subsidizes 50% of monthly MTA travel pass fees for full-time employees who choose to take advantage of it. Planit also encourages staff to bike to work, providing daily, covered, safe bicycle storage inside the office.



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

