



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.

Your Words' Worth

Baltimore MD 21229

866-937-6556

www.yourwordsworth.marketing

Copy writing and consulting

Member since 2015

Management and Leadership

Environmental Policy Statement

Your Words' Worth is committed to having a positive and restorative effect on the environment. We continually strive to improve our environmental performance and to initiate additional projects and activities not only to reduce our impact on the environment, but actively to restore the surrounding ecosystem.

Our commitment to the environment extends to our customers, our staff, and the community in which we operate. We are committed to:

- *Comply with all applicable environmental regulations*
- *Prevent pollution whenever possible*
- *Reduce stormwater runoff as much as possible*
- *Repair the soil ecosystem and provide beneficial habitat*
- *Continually pursue new learning on sustainable and restorative practices*
- *Communicate our environmental commitment and efforts to our clients and community*
- *Continually improve over time by striving to measure our environmental impacts and by setting goals to improve our restorative impact each year*

Signed:

Date: _____ 2/1/2017 _____

Printed/Title: *Phila Hoopes, Owner and Copywriter*

Environmental Team

Your Words' Worth is a one-woman online copy writing and marketing firm exclusively promoting environmentally sustainable and restorative businesses through website content, ghost-blogging, information marketing and social media services.

With a permaculture design certificate (2010), certification as an Eco-Consultant through Green Irene (2009), and ongoing reading and training, we are transforming the business property into a permaculture demonstration site. Advisors include Chase Ridgely of [Savory Hub](#), Eric Kelly of [Charm City Farms](#), and Polly Bart of [Greenbuilders](#).

Annual Environmental Goals

- *Installed solar panels thru SunEdison's leasing program in September 2015*
- *Began earthworks for stormwater management in 2016*
- *Continuing earthworks for stormwater management in 2017*

Environmentally Preferable Products and Services

- *Provide copy writing and marketing services exclusively to sustainable and restorative businesses*
- *Work is performed and delivered electronically; office is 90% paperless*

Environmentally Preferable Purchasing

Wherever possible, we purchase high-recycled content paper products, Energy Star electrical products, Water Sense plumbing products, organic and local food, and Fair Trade imported products

Environmental Restoration or Community Environmental Projects

- *As an active member of the Catonsville Chamber of Commerce (2006-2011), was a primary influence in causing the Chamber to go green in 2010*
- *Currently a Stream Watcher for the Patapsco Heritage Greenway*

Waste



Recycling

- *Recycle all glass, paper, aluminum and plastic*
- *Recycle batteries, light bulbs, and ink/printer cartridges*
- *Participate actively in the Baltimore Freecycling network*



Composting

- *Compost food waste, yard waste*
- *Sheet-mulch newspaper, cardboard and cotton cloth in new garden plots*

Energy



Energy Efficiency

- *Reduced energy consumption by 50% by installing triple-glazed vinyl windows and all Energy Star appliances and a new furnace in 2006*
- *Underwent energy audit in August 2015; currently implementing upgrades*
- *Installed mini-split ductless HVAC system to replace window A/C units in 2016*



Renewable Energy

- *Began using all wind energy thru Washington Gas Energy Services in 2009*
- *Installed a leased 13-panel solar array in 2015*

Transportation



Employee Commute

Zero commute; combine outside errands wherever possible



Efficient Business Travel

- *Drive a Prius*
- *Handle most client interactions by phone, email, and other electronic means*

Water



Water Conservation

- *Have installed water-conserving technology wherever possible, including a 1.5 gpm Water Sense showerhead and 1.5-1.0 gpm aerators*
- *Use dishwater and shower water (with organic soaps) on gardens during drought*
- *Use two rain barrels*



Stormwater Management and Site Design

- *Constructed two rain gardens in 2013 and 2014*
- *Created one [hugelkultur](#) berm for stormwater runoff in 2016; three more are planned*
- *Swale construction is in progress for front-yard gardens*

Profile Updated February 2017



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

