



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.

Council Fire

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Sustainability Consulting

Member since September 2010

Management And Leadership



Environmental Policy Statement

Council Fire Corporate Sustainability Policy

As a world leader in the sustainability consulting arena, Council Fire is committed to promoting sustainability in our services to our clients and in every aspect of our own operations. Promoting a broader sustainability agenda and addressing environmental, social and economic challenges are integral to our professional activities and the management of our organization. We strive to innovate, create, follow and to promote good sustainability practice in all our operations and to help our clients and partners to do the same. Our Sustainability Policy recognizes a fundamental precept of our services to our clients: the integration of sustainability thinking, whereby environmental, social and economic issues are considered simultaneously, is critical to achievement of sustainable operations. Thus, we do not have separate policies for each.

Our Sustainability Policy is based upon the following principles:

- To comply with, and where possible, exceed, all applicable legislation, regulations and codes of practice related to environmental, social and economic activities.*
- To integrate sustainability considerations into all our business decisions.*
- To ensure that all Council Fire staff are fully aware of our Sustainability Policy and are committed to implementing and improving it.*
- To minimize the impact on our environment and communities of all office and transportation activities.*

- *To make clients and suppliers aware of our Sustainability Policy, and encourage them to adopt sound sustainable management practices.*
- *To annually review and to continually strive to improve our sustainability performance.*

Environmental Team

The Sustainability Team ensures that Council Fire practices what it preaches and utilizes our Corporate Sustainability Policy as a guide to this effort. The Team meets weekly to discuss upcoming developments and coordinate on the most advantageous ways to reach our corporate goals.

Environmentally Preferable Procurement

Council Fire is committed to implementing the following principles as part of our Sustainability Policy:

- *Minimize our use of paper and other office consumables, for example by double-siding all paper used, and identifying opportunities to reduce waste.*
- *As far as possible arrange for the reuse or recycling of office waste, including paper, computer supplies and redundant equipment.*
- *Reduce the energy consumption of office equipment by purchasing energy efficient equipment and environmentally-preferred products.*
- *Promote with our landlords, the purchase electricity from a supplier committed to renewable energy. Seek to maximize the proportion from renewable energy sources, while also supporting investment in new renewable energy schemes.*
- *Ensure that timber furniture, and any other timber products, are recycled or from well-managed, sustainable sources and are Forest Stewardship Council (FSC) certified.*
- *Purchase fair-trade and/or organic food products and beverages.*

Council Fire has purchased all Energy Star certified computer back-up devices, paper with a minimum of 80% post-consumer recycled content; compact fluorescent lighting; and office furniture made from FSC-certified, sustainably harvested birch wood.

Environmentally Preferable Products and Services

Council Fire's mission is to help organizations operationalize sustainability and harness the power of information to drive competitive advantage and economic success while simultaneously creating environmental and social value.

Working in collaboration with our clients, we learn, innovate, communicate, implement, and then adapt. Along the way, we balance the bottom lines of economics, environment and society.

One example includes our efforts at the Port of Baltimore, where our award-winning programs are changing the way the Port operated and helping to set the bar on sustainable Port operations. Further details can be found on the Council Fire website - <http://councilfire.org/FeaturedProjects.com>

Waste

Solid Waste/Material Use Reduction and Reuse

Council Fire uses an entirely paperless accounting system. All invoices are sent to clients electronically. We pay our employees with direct deposit rather than paper checks and whenever possible use electronic bill payment. We estimate that this policy has resulted in reduced paper use totaling approximately 6,000 sheets per year.

Recycling

Council Fire successfully achieves 100% attainment on recycling efforts. Resulting cost savings are being tracked for future reference.

Energy

Energy Efficiency

Working with our landlord, we have assisted in the install of energy efficient lighting, motion sensors and related energy efficiency measures.

Renewable Energy

With our assistance, our landlord is currently investigating the possibility of switching to wind as the primary energy source for the offices.

Transportation

Employee Commute

By promoting telecommuting, we have reduced employee commute trips substantially, resulting in a reduction of vehicle miles traveled in excess of 10,000 miles.

Efficient Business Travel

Council Fire is committed to implementing the following principles as part of our Sustainability Policy:

- *Walk, cycle and/or use public transport to attend meetings, site visits, and other business-related activities, apart from in exceptional circumstances where the alternatives are impractical and/or cost prohibitive.*
- *Include the full costs of more sustainable forms of transport in our financial proposals, rather than the least cost option which may involve traveling by car or air. Where the only practical alternative is to fly, we will include costs for full air fares rather than budget airlines in our financial proposals, and appropriate offsets.*
- *Avoid physically traveling to meetings where alternatives are available and practical, such as using teleconferencing, video conferencing or web cams, and efficient timing of meetings to avoid multiple trips.*
- *To reduce the need to travel to meetings and elsewhere, and facilitate regular client contact, we will provide alternative means of communication through our Council Fire website and other electronic communications tools.*
- *Reduce the need for our staff to travel by supporting alternative working arrangements, including home working, and promote the use of public transport by providing support for the selection of such choices.*
- *Strive to track our emissions from business travel through the use of an emissions tracking tool so as to monitor our impact.*

Through the use of electronic communications, Council Fire has reduced vehicle miles traveled on an annual basis by more than 26,000 miles. In addition, electronic communications have allowed Council Fire to avoid greater than 40,000 miles of air travel, resulting in avoidance of 11,000 lbs of carbon emissions in 2011. We also support the use of hybrid vehicles by our staff.

Other

- Council Fire is a certified [B Corporation](#), which involves an assessment of a company's social and environmental performance.*

Profile Updated January 2015



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

