



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.

Jefferson Communications

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www.ChesapeakeFamily.com

www.MyGreenGuideMaryland.com

Media group

Member since October 2009

Management and Leadership



Environmental Team

The in-house staff meets twice per month to discuss how we can reduce our use of all resources. All employees are welcome to attend and our mission is to find new ways to be more environmentally friendly.



Environmental Policy Statement

Jefferson Communications is committed to taking all possible steps to achieve a green business. We believe that enacting as many eco-friendly policies as possible make financial and moral sense. We believe that our actions, both individually and as a business set an example and have an effect in our efforts to take care of the planet.



Environmentally Preferable Procurement

Since our biggest use of resources are our printed publications we require that all paper we use for our printed products is at least 35% recycled materials and that water-soluble ink is used. We also use recycled materials in our media kit.



Environmentally Preferable Products and Services

My Green Guide Maryland is a biannual publication and website that covers the entire state of Maryland and the Washington, D.C. and Northern

Virginia metro area. It offers valuable information about sustainable living, a directory of green-friendly businesses as well as a marketplace featuring environmentally-safe products.

Environmental Restoration or Community Environmental Projects

We encourage awareness of the importance of the environment by sponsoring events, particularly events targeting children.

Waste

Solid Waste/Material Use Reduction and Reuse

We rely on electronic means to share documents in order to reduce paper use. We also print double-sided on office paper and on adding machine tape. Employees are encouraged to bring their own re-useable water bottles to work. Plastic cups and eating utensils are washed and reused.

Recycling

We recycle paper, aluminum, glass, plastics, and ink cartridges. Approximately 3,500 pounds of paper is recycled annually with a savings of approximately \$95.

Energy

Energy Efficiency

We keep the thermostat set low in winter and higher in summer. Natural light is our preferred source of lighting. All light bulbs are energy-saving. Annual savings is approximately \$600.

Transportation

Employee Commute

We use computer IP phones, an FTP site, and portable hard drives to enable tele-commuting by sales staff and at least once weekly by production staff. We have 7 sales staff who would probably average at a minimum 200 miles/week if they did not have IP phones, saving a total of 70,000 miles of travel.

Efficient Business Travel

To maximize the efficiency of the delivery of our publications, we group shipments to ensure that the delivery truck is filled for each trip. We also carpool to lunch or eat in the office and try to eat local or sustainably-produced food as often as possible.

Water

Stormwater Management and Site Design

We buy rain barrels in bulk so that staff members can purchase one for their homes at a reduced price.

Profile Updated March 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

