



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.

Substance151, Benefit LLC

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Brand strategy, design and marketing firm

Member since September 2009

Management and Leadership



Environmental Policy Statement

In 2005, under the leadership of its founder Ida Cheinman, Substance151 has made a commitment to be environmentally responsible and to help foster a new sustainable design model through education, exploration and example.

On June 1, 2011, Substance151 became one of the first three Benefit LLCs – in the state of Maryland and in the country. Filing as a Benefit Company will not change fundamentally how we work with the exception of tracking and reporting on social and environmental returns – We are already a Green America certified business and will continue to build on our current sustainable practices.

However, the official/legal “benefit” designation will:

- Give us the discipline to continue improving what we are already doing*
- Give us a structure and accountability framework to report on sustainable initiatives that our business undertakes and to measure our impact*
- Honor our fundamental commitment and our role in the transition to a triple-bottom-line economy*

Leading by example, we seek to enable a broader movement putting the environmentally and socially responsible businesses on the map, building up the numbers to create a stronger voice for businesses seeking to do well and to do good. We want to encourage further recognition, and hopefully in the future an incentive system, for sustainable businesses.

See our Environmental Statement at:

http://www.substance151.com//files/Substance151_EnviroPolicy-2014.pdf



Environmentally Preferable Procurement

We only use printing companies that are Forest Stewardship Council (FSC) certified and are local.

We select papers that are FSC certified with the highest available level of recycled / PCW content, with a preference given to process chlorine free, Carbon Neutral, Green Seal and grren-e.org certifications and paper mills that use alternative energy.

We calculate that in 2013 alone, our environmental savings from responsible printing/paper selection resulted in:

- *1.14 trees were preserved for the future*
- *8.8 pounds of solid waste not generated*
- *426 gallons wastewater flow saved*
- *7.5 pounds of GHG emissions not generated*
- *1316 BTUs of energy not consumed*

Preference is given to vendors and suppliers who are local (within 100 miles), whose products are sustainable and who exercise fair employment practices.



Environmentally Preferable Products and Services

We view each project through a “green lens” and engage in a dialogue about sustainable alternatives with each and every client. We present strategic alternatives and demonstrate economic benefits of more sustainable solutions.

We design communication strategies that rely less on excessive and unnecessary print communications, and when we produce print materials we use FSC certified papers and printers.

We conduct most of our meetings and presentations online/electronically to minimize driving and voluminous paper printouts; we also use electronic communications for project management, scheduling and invoicing to reduce paper waste.

Through each project we educate our clients and our team on how to become more environmentally and socially responsible. We seek to understand

the environmental impact of our firm, our client's firms and of each project we undertake.

We work to advance the understanding of environmental and social issues among the general public and other designers through speaking engagements, writing, and panel discussions. Our green design case studies have been used by AIGA's (our professional association) Center for Sustainable Design, re-nourish.com and by a number of colleges across the country to educate and inspire both our peers and future generations.

Environmental Restoration or Community Environmental Projects

- *In 2011, we've made a commitment to devote at least 1% of our billable time to probono services where branding/marketing/design can make a difference. This includes providing leadership, time and technical expertise to nonprofit organizations and initiatives that benefit the environment and our community – and who otherwise would not have access to quality marketing and branding services.*
- *We contribute company time and expertise by serving on the boards and committees of the organizations that improve our lives and benefit our communities: U.S. Green Building Council Maryland, Social Enterprise Alliance Maryland, Chesapeake Sustainable Business Council, The ASSOCIATED Sustainability Initiative, Koolhof Earth.*
- *We offer a discounted fee to sustainable and non-profit organizations.*
- *In 2013, Substance151 donated over 6% of our billable time to the organizations we support: 334 hours of volunteer time, 260 hours of probono work.*

Waste

Solid Waste/Material Use Reduction and Reuse

We use online/electronic design presentations and client and business communications to replace paper-based ones. When we do have to have printouts, we do double-sided printing. We also work with our clients and printers to minimize overprinting and maximize paper sheets as a part of job planning.

We use filtered, not bottled, water in the office and re-usable vs. disposable dinnerware and utensils.

We donate used furniture to organizations like ReStore (Habitat for Humanity of the Chesapeake).

Recycling

*Recycle everything possible, including all paper products, glass, metals, ink cartridges; reuse or recycle all packing materials such as cardboard boxes. **Each week by recycling our plastic bottles, aluminum cans, glass bottles/jars and paper products we save approximately 5.17 kWh.***

Energy

Energy Efficiency

*We've had an energy audit done and are working through the checklist to make our row house where the office is located more energy efficient (i.e., re-sealing the basement with Tu-Tuf Vapor Barrier). When replacing light bulbs and purchasing new light fixtures choose those with compact fluorescent bulbs (CFLs) and Energy Star® recessed lighting that uses **70%** less electricity.*

We network our computers and other office equipment in a way that easily allows us to shut down separate office areas and workstations when not in use. When purchasing new appliances and office equipment preference is given to Energy Star® rated products.

*Our website is CO2Stats (www.co2stats.com) certified. This is a service that automatically calculates a website's total energy consumption; helps to make it more energy efficient; and then purchases audited renewable energy from wind and solar farms to neutralize its carbon footprint. This has allowed us to increase our site's operating efficiency by **56%**.*

100% of our electricity comes from wind power.

Transportation

Employee Commute

We are a virtual team where people telecommute.

Efficient Business Travel

We use collaboration tools and online/telecommunications with our clients to minimize driving to meetings. Whenever unavoidable, we offset business travel through [Carbonfund](#). Our company car is Prius.

Other

Memberships and Certifications:

- *Certified Gold Member of Green America's Green Business Network*
- *U.S. Green Building Council Maryland, member, Board of Directors*
- *Social Enterprise Alliance, member, Board of Directors*
- *Chesapeake Sustainable Business Council, Board of Directors*
- *The ASSOCIATED Sustainability Initiative*

In 2013, 3.97 tons of CO2 emissions have been offset through Carbonfund (business travel, car usage, operations).

[2013 Annual Benefit Report](#)

Profile Updated August 2014



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

