



Greenprint News

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Sustainable Business Guidelines Released for DNC Vendor Directory

Heralded as the first-ever green recognition process for a national political convention, Greenprint Denver, the Denver 2008 Convention Host Committee and the Alliance for Sustainable Colorado recently added a Green Business Designation to the Democratic National Convention's official Vendor Directory at www.DenverConvention2008.com. The criteria for sustainable businesses to self-identify in the Vendor Directory was developed by the DNC Greening Initiative, the Alliance for Sustainable Colorado, the Environmental Leadership Program at Colorado Department of Health and Environment (CDPHE), and Greenprint Denver. Businesses that register in the directory are looking to market and sell their goods and services to an estimated 35,000 attendees of the 2008 Democratic National Convention. The green designation requires businesses to commit to sustainable practices in seven key areas, including leadership, energy efficiency, water conservation, waste and pollution reduction, community involvement, working conditions and education. Greenprint Denver and the Alliance are committed to working with these companies before and after the convention.

"Using the vendor directory to highlight our local environmental and sustainable business leaders for convention guests who are doing business here will have tremendous legacy benefits for Denver and the state," said Host Committee Director of Greening Parry Burnap. "This opportunity will inspire local companies to start putting their houses in order now to attract that convention business, and we hope the vendor directory sets a precedent that leads to institutionalizing environmental/sustainable performance as a formal and consistent requirement for preferred contractor status in future conventions."

Workshops are being planned by the Denver 2008 Convention Host Committee and Greenprint Denver to help businesses attain the Green Business Designation. Other partners are the Alliance for Sustainable Colorado, the U.S. EPA Region 8, the Colorado Hotel and Lodging Association, the Colorado Restaurant Association, the Denver Metro Convention and Visitor's Bureau and CDPHE. The basic level requires businesses to incorporate at least 4 of the 7 sustainable criteria into business practices. The advanced level designation calls for a business to provide a documented track record of sustainable practices for at least one year, and which is verified by a 3rd party, such as CDPHE, Energy Star or other organizations that monitor business sustainability practices. Read the entire article at: <http://www.ct-si.org/news/press/item.html?id=1272>.

Restaurant Association Targeted to Green the DNC

On January 10, 2008, the first of these workshops was held for the Colorado Restaurant Association. Approximately 150 people in the restaurant industry gathered at the Ellie Caulkins Opera House in Denver for a workshop on ways to make their businesses more environmentally friendly when the Democratic National Convention comes to Denver August 25-28, 2008. Mayor Hickenlooper keyed the workshop and encouraged the participants to help make the convention the greenest in history. The Mayor invited restaurateurs to participate by offering diners a "lean and green plate special" during the week of the convention. The Mayor added that the vision of Denver being environmentally friendly will mean more conventions coming to the city long after the DNC has left town.

Hotel Workshop Furthers Efforts to Create a Sustainable Denver

On January 29, 2008, the second of five workshops to help businesses in the Denver area and across Colorado create sustainable business practices was presented by the Colorado Hotel and Lodging Association at the Denver Marriott Tech Center. Mayor Hickenlooper addressed 150 participants representing 60 hotels that will host state delegations this summer. He thanked them for their efforts to further Denver's goal of making the DNC Convention the greenest political event in history. The Environmental Protection Agency and the Alliance for Sustainable Colorado sponsored the event which was

organized by the Denver Host Committee and Greenprint Denver.

Greenprint Receives Donation of Energy Efficient Lightbulbs

Wal-Mart generously donated 5,000 compact fluorescent lightbulbs (CFLs) to Greenprint Denver at a press event at the Stapleton Wal-Mart on January 17, 2008. Michele Weingarden, Greenprint's Director, and City Council President, Michael Hancock, emphasized Greenprint Denver's mission to generate momentum for energy efficiency throughout the community. CFLs cost a little more than regular lightbulbs but save money in the long run by using one-fourth the energy of an ordinary bulb and lasting approximately 10 times longer, not to mention an average savings of \$20 a year in energy costs. Please follow this link for a story that appeared in the Rocky Mountain News:

<http://www.rockymountainnews.com/news/2008/jan/17/wal-mart-donates-light-bulbs>.

EPA Announces Recycle Your Cell Phone. It's An Easy Call Campaign

The nation's leading cell phone makers, service providers, and retailers have teamed up with the EPA to launch a national campaign encouraging Americans to recycle their unwanted cell phones. Recycling a cell phone offers an opportunity for everyone to help reduce greenhouse gas emissions, save energy, and conserve natural resources. For more information about the *Recycle Your Cell Phone. It's An Easy Call Campaign*, visit the EPA website at:

www.epa.gov/cellphones. For more information about the Plug-In To eCycling program, please visit: www.epa.gov/plugin.

Congratulations Slavens Elementary School!

Slavens Elementary School in Denver was awarded \$5,000 as one of the top 10 finalists in the "Go Green & Small with 'All'" program, a nationwide search for the most eco-friendly students in the U.S. Slavens implemented a recycling program and created a school garden with a compost pile. Read the story at: <http://www.rockymountainnews.com/news/2008/jan/11/extra-january-11/>.

Safeway Converts to All Biodiesel Fleet

On January 16, 2008 at Safeway's Distribution Center in Denver, Safeway, Inc. announced that it had converted its entire fleet of more than 1,000 trucks to biodiesel, sending an important message to other major retailers to follow its lead. The program is expected to reduce carbon dioxide emissions by more than 3.6 million pounds in Colorado alone. Read more at: <http://www.thedenverchannel.com/news/15069649/detail.html>.

Whole Foods Set to Ban Free Plastic Shopping Bags

Whole Foods recently announced that it anticipates banning free plastic shopping bags at its 270 stores in the U.S., Canada and the U.K. by Earth Day, April 22, 2008. The stores will offer customers paper bags or reusable totes for purchase. In Colorado, Whole Foods Market operates 30 stores including those operating as Wild Oats Market Place. Read more at: <http://www.9news.com/news/local/article.aspx?storyid=84947>.

- Events -

For the latest "green" events, visit: <http://greenprintdenver.org/news/events.php>.

- Tip of the Month -

Avoid Unnecessary Engine Idling

- Fact: Idling is not an effective way to warm up your vehicle. With today's modern engines, you need no more than about 30 seconds of idling before driving away, even on the coldest winter days.
- Fact: Idling is not good for your engine. Because the engine is not operating at its peak temperature, fuel does not undergo complete combustion. This leaves fuel residue that can deposit on the spark plugs and increase fuel consumption by up to 5%. Also, water condensation in the exhaust system can reduce the life of the exhaust system.
- Fact: Frequent restarting has little impact on engine components like the battery and the starter motor. Component wear caused by restarting the engine is estimated to add \$10 per year to the cost of driving, money likely to be saved many times over due to fuel savings.
- Fact: Idling a vehicle more than 10 seconds uses more fuel than restarting the engine. An idling engine gets exactly zero miles to the gallon. As a rule, if you are going to stop for 10 seconds or more - except in traffic - turn off the engine. You'll save money, and you'll produce less carbon dioxide, the leading greenhouse gas.

Not only is idling bad for your car, and bad for our air quality, it's also against the City and County of Denver Municipal Code (Chapter 4, Section 4-43). Persons reported for violating this ordinance will be sent a letter informing them of the ordinance and potential penalties. If the situation is excessive or repetitive an inspector will investigate. If a city inspector observes and reports the violation, a summons is issued to the violator. In addition, last year hundreds of people had their vehicles stolen while they were left running unattended. If you would like to learn more about Denver's sustainable and environmental initiatives, please visit: www.greenprintdenver.org or call (720) 865-9017.



Greenprint News is brought to you by Greenprint Denver

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