



The Waste Paper

A MONTHLY PUBLICATION ON RECYCLING AND THE ENVIRONMENT

Great Forest Hosts "Zero Waste" Party in New Harlem Office

In early December, Great Forest, together with Blacksmith Institute, hosted a party at our new Harlem office, located on Fifth Avenue near 125th Street, to celebrate the office, the holidays, and of course, the environment. Our new offices are housed in a four story Harlem brownstone, reconditioned from its former state as a multi-use property.

In keeping with the sustainable habits we work to instill in our clients, special considerations were taken during the reconstruction process to reduce the building's ecological footprint. Many of the building's existing features, from flooring to bathroom fixtures, were reconditioned for continued use.

Rather than buying new furniture, we purchased old doors from a local architectural reuse store, Demolition Depot (www.demolitiondepot.com), and converted them into desks. Similarly, used windowpanes were incorporated into inner walls to provide additional natural light throughout the space. Over 80% of our construction and demolition debris was recycled!

We retrofitted all lighting fixtures with fluorescent bulbs, and our energy needs are further reduced by the high efficiency insulation and HVAC system installed during construction. In addition, we

purchase renewable energy credits (RECs) to offset 100% of our energy usage.

Our sustainable efforts extend into daily operation and maintenance of the building as well. All recyclable materials are collected and sorted on site, food scraps are composted, cleaning supplies are biodegradable and nontoxic, all paper is 100% post-consumer recycled, and our coffee is organic, shade-grown and fair-trade certified.

Guests at our December housewarming party were given guided tours to learn about these features and more, while witnessing our commitment to sustainability exemplified in various ways at the event.

All food served at the party, which consisted of finger foods to eliminate the need for plates, was catered by a local vegetarian restaurant, Uptown Juice Bar. Beer, locally sourced from the Brooklyn Brewery and delivered by a Bronx-based company, was served from a returnable keg in compostable cups.

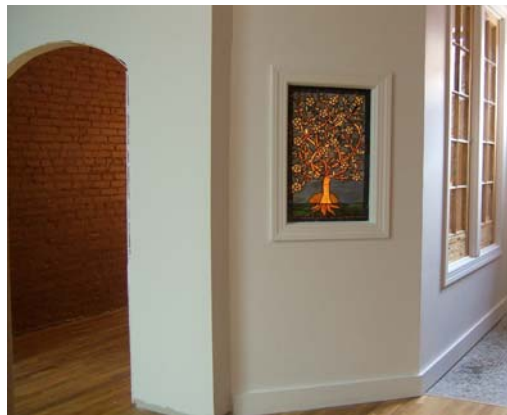
The party's waiter and bartender live within walking distance of the building, reducing transportation needs, and we encouraged all guests to either take mass transit or carpool. Holiday lights strung outside the entrance were LED, which consume 70%

Feature of the Month

GoodSearch
www.goodsearch.com

GoodSearch is an online search engine with a conscience: users perform their usual web searches and the company donates money to a charity of the user's choice. With over 22,000 affiliated charities and increasing popularity, GoodSearch commits to donating 50% of their proceeds to nonprofits, equating to approximately 1 cent per web search.

GoodSearch is powered by Yahoo! so web searches through this site are no different than using any other search engine. *Waste Paper* readers may recognize The Solid Waste Association of North America, Environmental Advocates of New York, Alley Pond Environmental Center located in Queens, and Environmental Defense, which are all featured on the site.



Inside the office: Original brick walls and wood floors were restored, and used windows and stained glass were purchased locally.

News From Around the



Planet



Businesses See Value in Sustainability & Reporting

The Center for Corporate Citizenship & Sustainability recently released the findings of a survey of almost 200 medium to large multinational companies on their perspectives on sustainability. Results point to the fact that while sustainability and corporate citizenship are on the radar for most businesses, specific strategies for sustainability programs are often lacking.

An overwhelming 90% of businesses surveyed believe there are business opportunities in these areas, and not only business risk. Further, 66% of the companies who participated in the study said that these issues are of growing importance for their businesses. Over 70% of survey participants publicly report on citizenship and sustainability performance through such methods as self-standing social responsibility reports (52%) and/or references in annual reports (40%). Despite these positive trends, however, the study found that 38% of the businesses surveyed have no active strategy for developing new business opportunities that arise from meeting sustainability and corporate citizenship needs. Companies cited measuring of results (75%), coping with limited financial and staffing resources (58%), and aligning with business objectives (57%) as the three greatest challenges to establishing formal programs.

For More Info:

www.greenbiz.com/news/news_third.cfm?NewsID=34236 – Article about report's release on GreenBiz

www.resourcesaver.org/file/toolmanager/CustomO16C45F73016.pdf - View the full report here

PET Plastic Recycling Increasing

A new report from the National Association for PET Container Resources and the Association of Postconsumer Plastic Recyclers shows that recycling of PET (polyethylene terephthalate) plastic, also known as PETE plastic, increased to 23.1 percent in 2005, representing over 1 billion pounds of PET containers.

PET plastic is most commonly found in containers such as water and juice bottles, and is typically recycled into plastic film, food containers, and fiber for carpet and apparel.

For More Info:

www.napcor.com/pdf/2005_Report.pdf - Report on recycling PET containers

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Christina Salvi of Great Forest enjoying the "Great Forest" made out of locally-grown plant decorations

less energy than typical strung holiday lights. The remaining décor consisted of locally grown plants which were reused by our neighbors for their holiday events, and then composted at the end of the holiday season.

Recycling areas were set up during the party with the following receptacles: a bin for compostables - biodegradable cups, napkins, and food scraps – which were brought to the Lower East Side Ecology Center's compost collection at the Union Square Farmer's Market; a bin for recyclable glass/metal/plastic items – including most of the food and beverage containers; and a bin for the comparatively small portion of non-recyclable trash.

In keeping with the 'zero waste' theme, all leftover food was either sent home with guests in reusable containers or kept for the continued enjoyment of Great Forest staff, rented furniture and tablecloths were returned, and holiday decorations were donated to a local community organization.

If your company is interested in making green renovations to your building, or you would like more ideas on having greener business parties and events, please speak with your Great Forest consultant.



Partygoers at our December housewarming

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