



A BETTER CITY

CHALLENGE for  
SUSTAINABILITY

*Business and Institutional Leaders  
Working Toward a Sustainable City*

# Build Your Own Green Fair

## 28 March 2012

BARR FOUNDATION

tBf The Boston  
Foundation



# Agenda

Program Updates



Challenge  
Awards



Meetings  
& Events



Action  
Plan



Earth Hour

Employee Fairs

Goals

Format

Motivation

Vendors



# Challenge Awards

## **Greatest Energy Reduction**

<b>(kWh/square foot)</b>	
TRO J   B –	23%
John Hancock – 197 Clarendon	20%
ERG Boston	20%
Tsoi / Kobus	18%
Au Bon Pain Children's Museum Café	15%
A Better City	14%
Nutter	12%
Au Bon Pain – Warehouse	11%
Boston Properties – 111 Huntington	10%
Peabody Office	9%



Awards

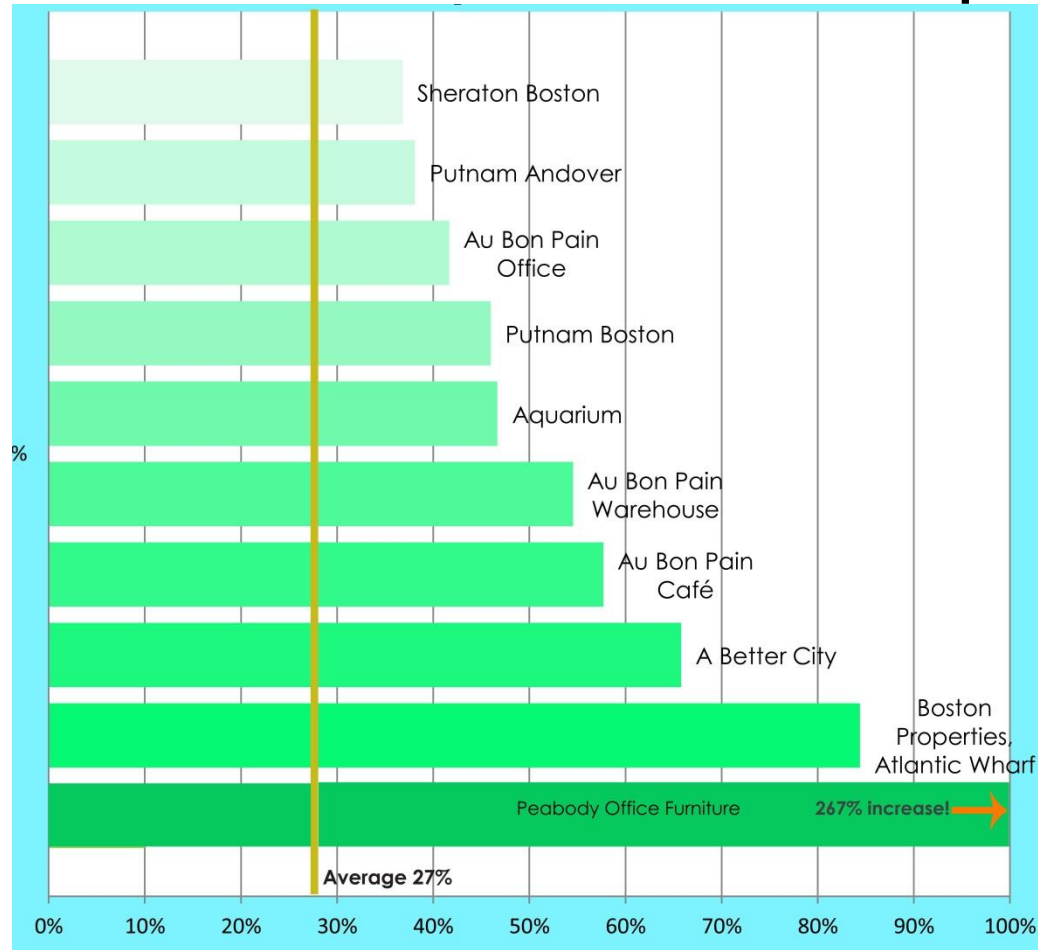
Events

Action  
Plan

Earth  
Hour



# Challenge Awards Most Improved



Awards

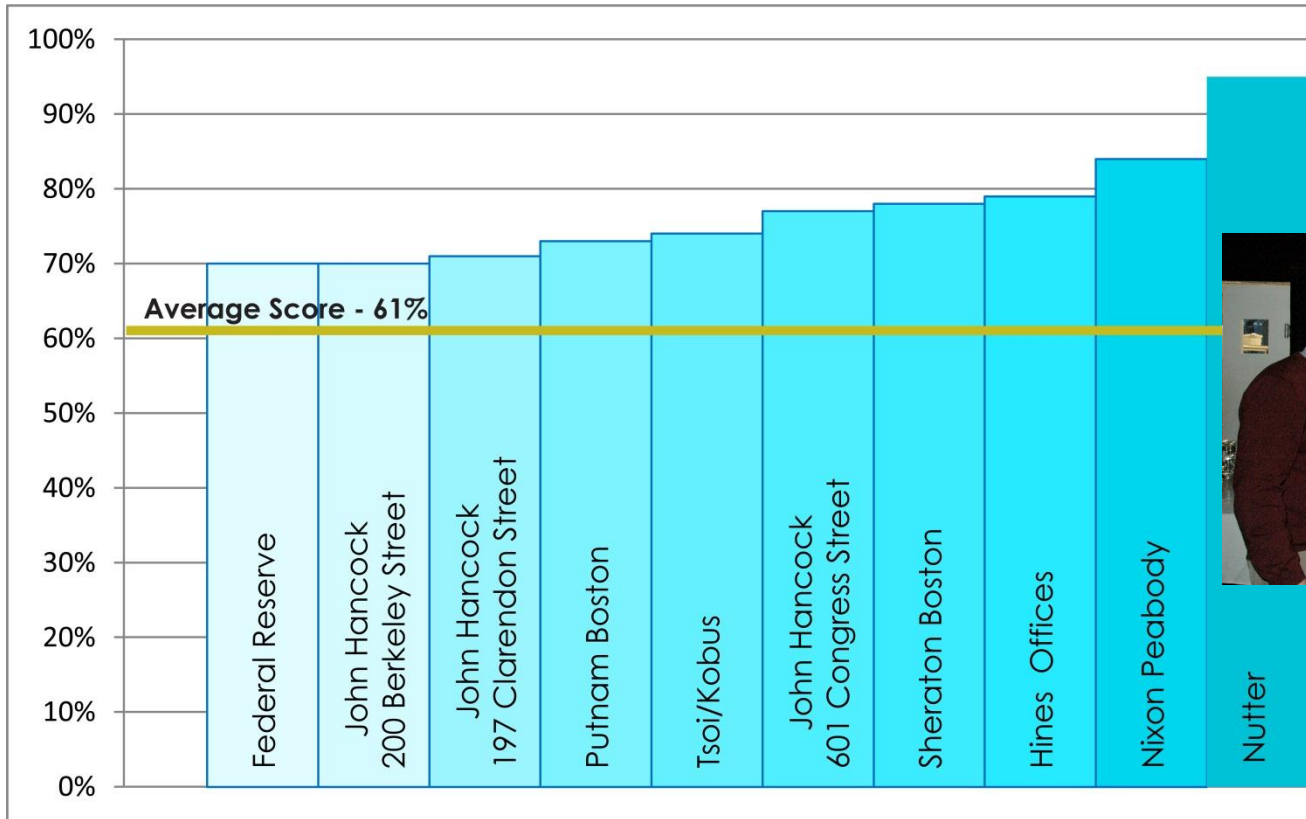
Events

Action  
Plan

Earth  
Hour



# Challenge Awards Highest Score



Awards

Events

Action  
Plan

Earth  
Hour



# Challenge Awards

## Peer Award – Jim Green



Awards

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Action  
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Earth  
Hour





# 370 items done – Top Five

## Tenants

Audit  
Employee Pledge  
Energy Management Plan  
Buy Local Policy  
Coordinate Sustainability Efforts  
with Property Manager

## Buildings

Green Awareness Day  
Green Team  
Audit  
Motion Sensor  
Composting

Awards

Events

Action  
Plan

Earth  
Hour



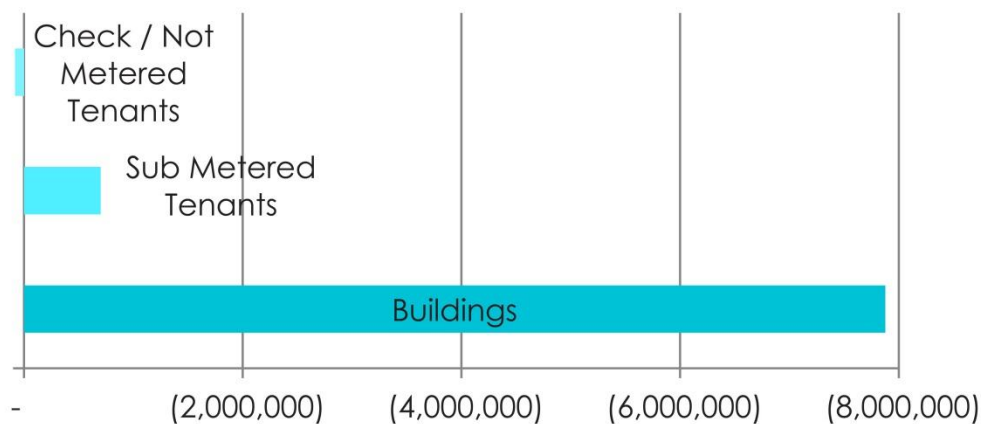
# Energy Reduction

- 8,500,000 kWh reduced
- \$425,000 – estimated savings
  - 730 homes per year



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## Electricity Reduction (kWh)



Awards

Events

Action  
Plan

Earth  
Hour





# Water Reduction

- 2100 Olympic Pools
- 11 million gallons



Awards

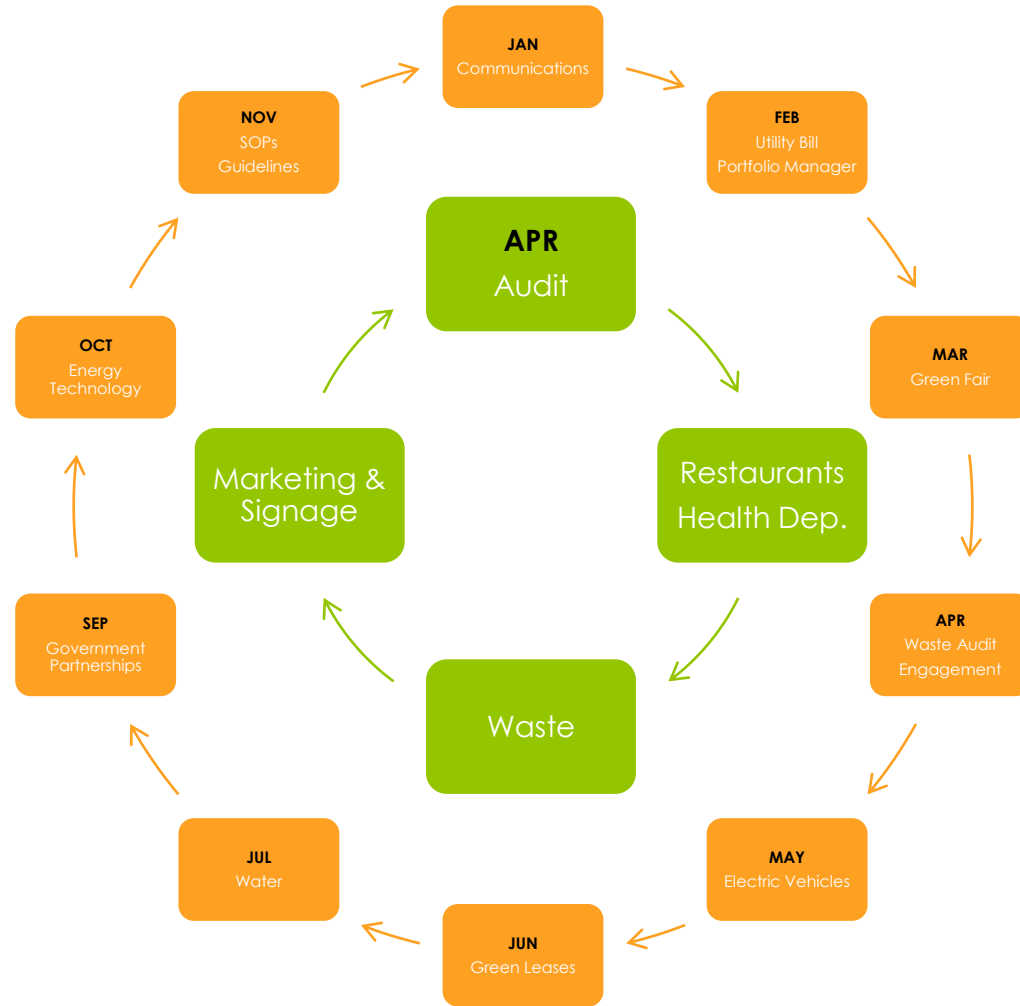
Events

Action  
Plan

Earth  
Hour



# Monthly Meetings



Awards

Events

Action  
Plan

Earth  
Hour



# Special Events



Awards

Events

Action  
Plan

Earth  
Hour



# Action Plan

Awards

Events

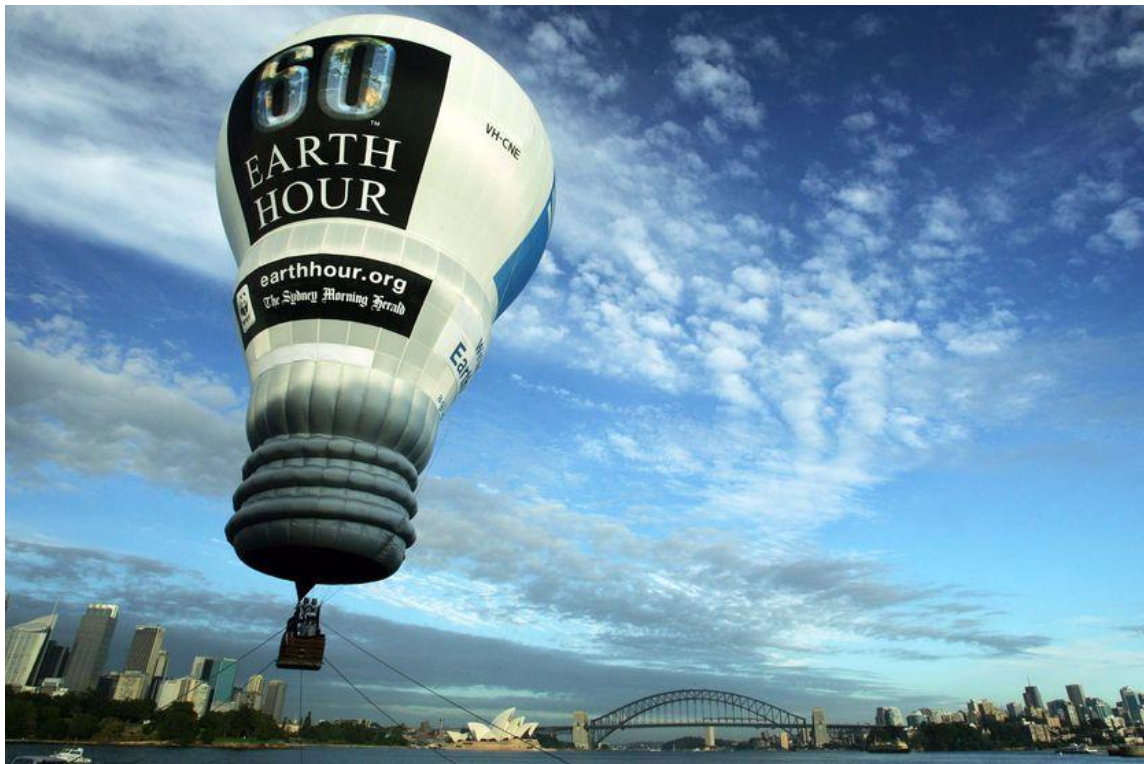
Action  
Plan

Earth  
Hour



# Earth Hour

## City of Boston



Awards

Events

Action  
Plan

Earth  
Hour



# Green Events

## Toolkit Page

Goals

Format

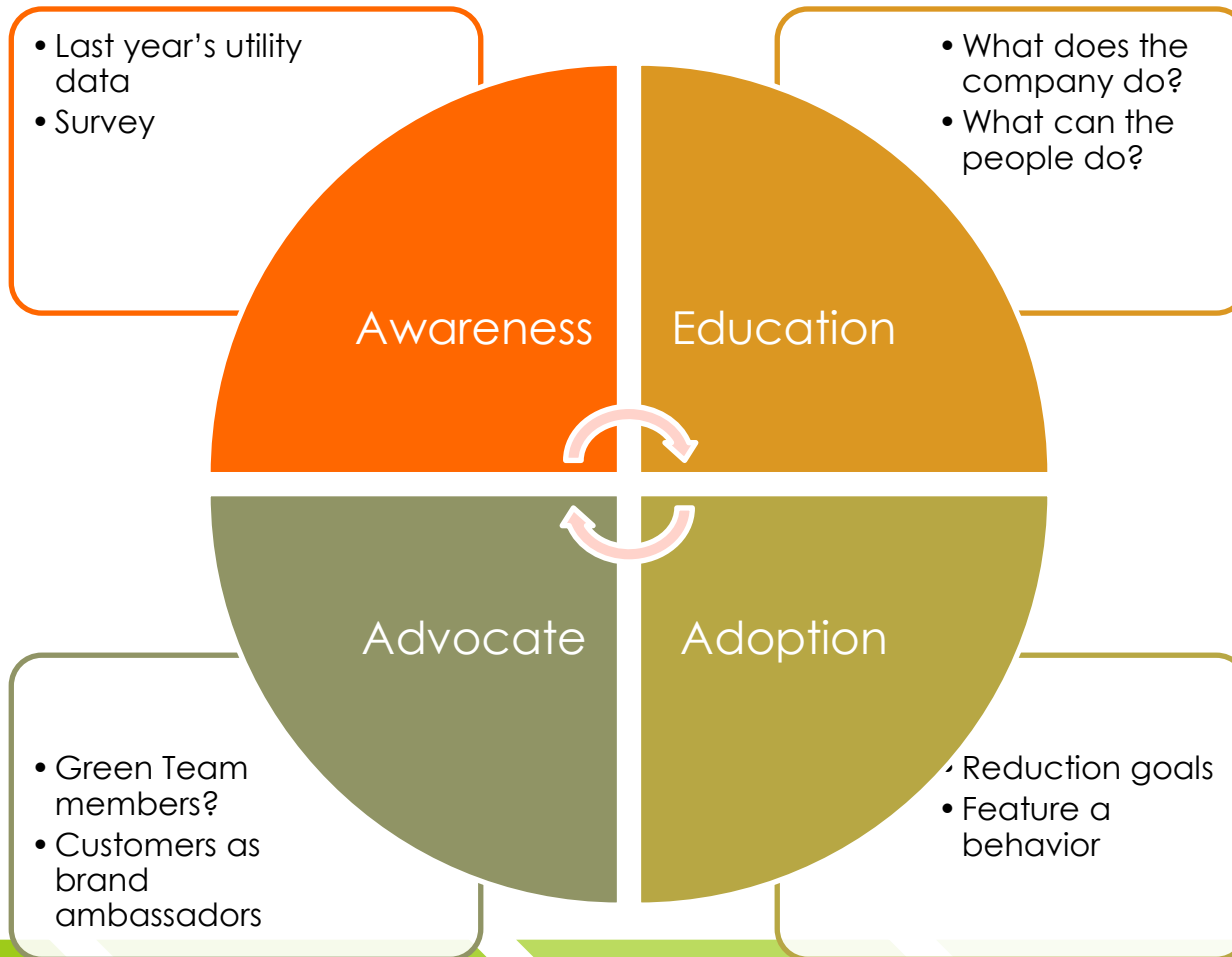
Motivation

Vendors





# Event Goals



Goals

Format

Motivation

Vendors



# Event Format

- Office
- Building
- Customers

Goals

Format

Motivation

Vendors



# Office Format

- Outdoor Activity
- Innovation Expo
- Pecha Kucha – department presentation or people's home



Goals

Format

Motivation

Vendors



# Building Format

- Building benefits
- Building data



Goals

Format

Motivation

Vendors



# Customer Format

- Appreciation Event
- New green product or service



Goals

Format

Motivation

Vendors



# How do you get people to attend?

- Name
- Food
- Executive Invitation / Participation
- Engaging Speaker
- Raffle / giveaways
- Contribution or recognition

Goals

Format

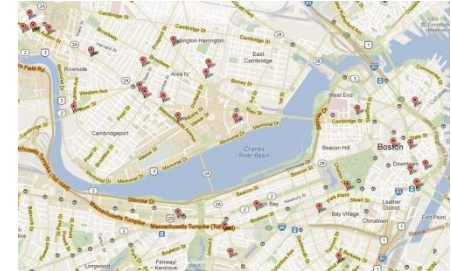
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# Event Vendor Fair



Goals

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