

An Initiative to Reduce Environmental Impact in the Tri-State Region



Established in 2007 in Hamilton County, Ohio, the Go Green Challenge is an initiative whose mission is to encourage organizations, both large and small, to reduce their environmental impact. It has evolved into a network of businesses, institutions, organizations, and communities that have set their unique environmental goals and are taking action to achieve them.

Take The Lead: Live
Work
Be GREEN

More than 100 organizations throughout the tri-state region have joined the Go Green Challenge. Participants range from some of the largest employers in the area to a variety of small businesses. Several local municipalities with missions for environmental improvement have registered, and a number of the area's prominent non-profit organizations and institutions have signed on as well.

The variety and specificity of the goals are as varied as the type of organization. Participants create and implement goals that make sense for their organizations. Some organizations have one goal, whereas others have multiple goals targeting issues relevant to their operations. "Go Green Goals" tend to fall in the eight general categories listed below.

Go Green Goals

- **Waste Reduction** – paper, plastic, construction debris, pallets, medical waste, water usage, company clothing.
- **Recycling Programs** – paper, co-mingled, printer and toner cartridges, composting, plastics, and metals.
- **Energy Conservation and Efficiency** – lighting, HVAC, fuel usage.
- **Environmentally Preferred Purchasing Programs** – recycled content goods, environmentally preferable cleaning supplies, and hybrid vehicles.
- **Green Building** – LEED certifications and accreditation, green roofs, solar power, geo-thermal power, sustainable building envelope materials.
- **Education/Training** – establish "best practices" teams, educate employees on policies and procedures, and educate customers on green practices.
- **Incentive Programs** – related to commuting practices (alternatives to everyone driving), "challenges" between groups to increase participation.
- **Community Involvement** – work with customers/clients, promote a "greener" Cincinnati, and recruit other participants.



One thing all of the participants have in common is that they are leading by example. Whether it is within their organization, the business community, or the community at large, Go Green Challenge participants are serious about reducing their environmental impact and making a positive difference for their employees, customers, clients, and neighbors.

Benefits of Participating in the Go Green Challenge

- **Economic Impact** – Many environmental initiatives, such as waste reduction and energy conservation increase the bottom line through reduced costs.
- **Environmental Impact** – Quantify how your organization is reducing its impact on the environment.
- **Networking and Educational Opportunities** – Participants are invited to networking events to hear notable speakers and have a forum for information exchange.
- **Public Recognition** – Each Go Green Challenge participant is identified on the website and success stories are published on the web and in local print media.
- **Go Green Challenge Certificate** – Suitable for framing and displaying.
- **Go Green Challenge Logo** – Use of the Go Green Challenge logo for website or promotion.

Setting Environmental Goals

Environmental goals describe the results your business wants to achieve and where you want to direct your efforts. Goals should be practical, measurable, and address your organization's needs.

Sample Environmental Goals

Choose from the list of environmental goals or develop one of your own.

<i>TOPIC</i>	<i>GOAL</i>	<i>OBJECTIVE</i>
Waste Reduction	Decrease the amount of waste disposed in landfills by X% each year for the next three years.	Implement a paper recycling program to divert X% of paper.
	Increase the amount of material it recycles by X% each year.	Expand current recycling program to include additional recyclables.
Purchasing	Purchasing guidelines will include environmental criteria.	Increase the percentage of recycled paper purchased to 80% of our total paper.
Energy Reduction	Implement X# of replacements to improve energy efficiency by X% through lighting, HVAC, pump, or motor systems.	Conduct a facility energy assessment and develop energy efficiency recommendations.
Air Quality	Reduce emissions from our company's fleet.	Purchase alternative fuel, such a biodiesel or E-85.

Questions about the Go Green Challenge?

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