

Environmental Statement

Substance151, Benefit LLC has made a commitment to advance environmental leadership through our business activity, education and community benefit. We continually work to incorporate more sustainable practices and methodologies into our daily operations. Specifically we follow these practices:

Operations

1. Waste Reduction:

- Recycle everything possible, including all paper products, glass, metals, ink cartridges; reuse or recycle all packing materials such as cardboard boxes; give away no longer used furniture to organizations such as Restore (Habitat for Humanity of the Chesapeake).
- Use filtered tap water instead of bottled water or a water cooler.
- Use reusable dishware and bathroom hand towels instead of disposables.
- Design marketing communication strategies, whether for Substance151's clients or the firm itself, that rely less on excessive and unnecessary print communications and look for ways to substitute printed materials with electronic – for example, web-based applications, PDFs, e-invitations, e-surveys and e-blasts. 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.
- Conduct most of our meetings and presentations online/electronically to minimize driving and voluminous paper printouts; use electronic communications for project management, scheduling and invoicing to reduce paper waste.
- Choose less toxic or toxin-free, biodegradable cleaning chemicals.

2. Responsible Energy Use:

- Energy conservation: using natural lighting and natural cooling whenever is possible; networking computers and other office equipment in a way that allows to shut down separate office areas and workstations whenever not in use; using energy saver settings on all computers and printers. When purchasing new appliances and office equipment preference is given to Energy Star® rated products. When replacing light bulbs and purchasing new light fixtures choose those with compact fluorescent bulbs (CFLs) and Energy Star® recessed lighting that use 70% less electricity.
- Improving energy efficiency: we've had an energy audit and are working through the checklist to make the row house where our office is located more energy efficient.
- Renewable energy: 100% of our electricity comes from a renewable energy program (wind power).

3. Purchasing Policy:

- Preference is given to vendors and suppliers who are local (within 100 miles), whose products are sustainable and who exercise fair employment practices.
- Only use printers that are Forest Stewardship Council (FSC) certified and are local.
- Source 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 Green-e certifications and paper mills that use alternative energy.

Education

- View each project through a “green lens” and engage in a dialogue about sustainable alternatives with each and every client. Present strategic alternatives and demonstrate economic benefits of more sustainable solutions.
- Through each project, educate our clients and our team on how to become more environmentally and socially responsible. Seek to understand the environmental impact of our firm, our clients and of each project we undertake.
- Share – and advise on – sustainability best practices related to both operations as well as design.
- Work to advance the understanding of environmental and social issues among the general public and other designers through speaking engagements, writing, published work and panel discussions.

Community

- Contribute company time and expertise by serving on the boards and committees of organizations that improve our lives and benefit our communities.
- Engage in pro-bono work for sustainable non-profits who cannot afford to pay for quality marketing and branding services. We also offer a discounted fee to sustainable and non-profit organizations.

Ongoing Commitment

To ensure continuous improvement in its commitment to sustainability, Substance151 will review and update this policy on an annual basis. We will continue to educate ourselves about most current concepts and methodologies as related to sustainability and incorporate them in our operations and education efforts.