

Sustainability Report

Ellen Weinreb Recruiting Consulting

September 2008

Intro

This is the 2nd sustainability report for [Ellen Weinreb Recruiting and Consulting](#), a home-based corporate sustainability firm with one staff person- me. I have two certifications, *B Corporation* and the *Bay Area Green Business*, which inform the content of this report.

Why Produce a Sustainability Report

1. *Practice what you preach*: In my experience consulting to apparel companies, my clients monitor the factories where their apparel is produced. I wanted to know how it felt to be on the receiving end of an audit, the creator of a Sustainability Report, and the owner of a company with sustainability targets.
2. *Access to Resources* provided by
 - Alameda Green Business Program.
 - B Lab (available to B Corporations)
3. *Snapshot of performance*: To put practice to paper it is valuable to evaluate performance by looking at key performance indicators on a regular basis.
4. *Accountability*: To be accountable to myself and others by developing policies, setting targets, developing key performance indicators, and measuring performance.

Corporate Mission

Ellen Weinreb provides quality corporate sustainability recruiting and consulting services. While providing these client services, Ellen Weinreb strives to run a sustainable practice to minimize resources. This tenet to minimize resources has two-fold significance:

- **Work life balance**: strives to complete assignments in an efficient manner to maintain an appropriate work life balance for herself and to minimize the billable hours to her clients.
- **Minimize environmental footprint**: To practice what she preaches, Ellen makes every effort possible to reduce her impact on the environment.

Policies and Strategies

Supplier Policy

Local purchasing strategy: When possible, Ellen strives to purchase from local suppliers to reduce her environmental impact and to support local economies.

Supplier diversity: When possible, Ellen strives to use a diverse supplier base which includes women, individuals from at-risk communities and minorities.

Other B's or Green businesses: To further support Ellen's certifications in the Alameda Green Business Program and B Corp, Ellen strives to use suppliers who also hold these certifications.

Environmental policy

To minimize her impact on the environment, Ellen strives to

- Consult to businesses to develop their own sustainable environmental strategies and programs

- Encourage her suppliers to minimize their environmental footprint
- Favor businesses that monitor and measure their environmental footprint
- Increase her own energy efficiency and the use of renewable energy

Community Service

Ellen's community service efforts include

- Donating at least 2 basis points annually to nonprofits with a social entrepreneurship mission such as Ashoka and RugMark.
- Volunteering at least 3 days per year to support jobseekers interested in socially responsible business.

More on B Corp

[B Corporation](#) is the new corporate standard for social and environmental performance. In 2008, Ellen received her B Corp certificate by meeting the standards laid out in a comprehensive and transparent social and environmental performance survey. The standards are what incited me to publish this 2008 report and put my policies and mission to paper. I am proud to be part of the B Corp brand.

More on the green certification

The first step in becoming a certified [Green Business Program](#), is to complete a 12 page form. In order to receive the certification, I am required to implement a certain number of initiatives in each category. For example, I need to indicate 5 ways in which I reduce paper out of a list of 18 paper-reducing measures. As a home based business, the focus was on my office, one bathroom and the kitchen. After completing the form, 4 inspectors verified the standards in the area of chemicals, waste, water and energy. The 1st audits took place in March of 2004 and the recertification in July 2007. The biggest change needed to receive the recertification was the installation of a low-flush toilet.

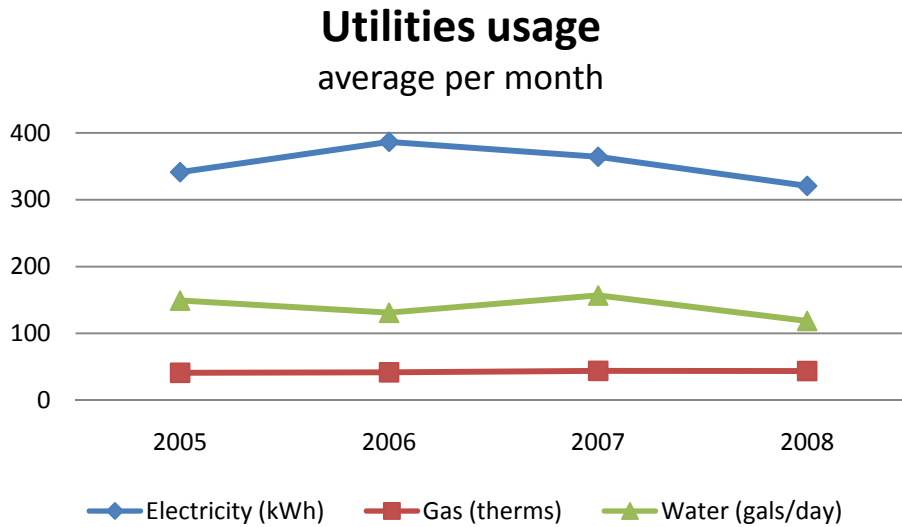
Utilities

The following saving measures took place in the last 4 years:

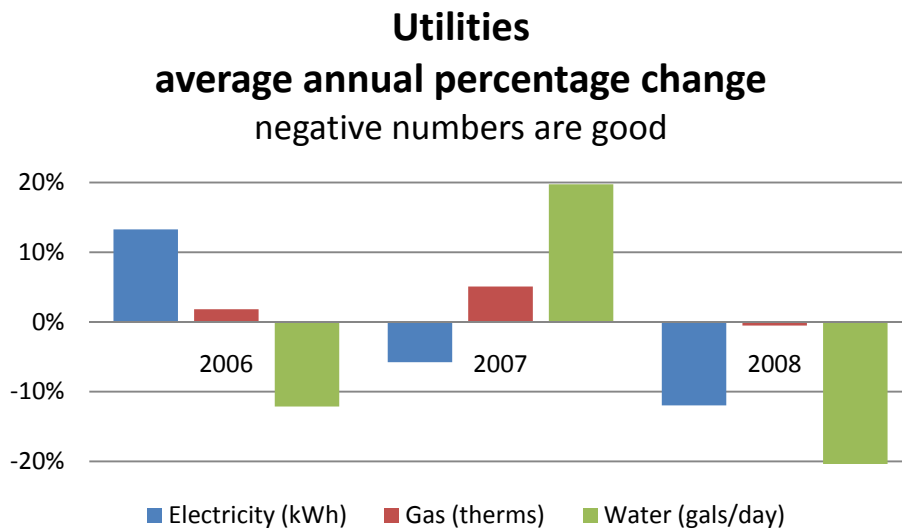
- Insulated the walls facing the outside of the house and the ground floor above the crawl space.
- Replaced all original single pane double hung windows with Argonne filled double pane.
- Replace toilet with low duo-flush (.9 and 1.6 Gallons per flush) Toto DualMax

Also in the last 4 years, 2 children were added to the household which greatly increased consumption of resources. What the graphs do not show is that while gas usage remained stable, the comfort and warmth of the house increased by 4°F.

The following chart shows the average monthly usage of electricity, gas and water per year. Gas stayed very constant while water and electricity are slightly reduced. Please note that 2008 data is based on 8months of data.



To further demonstrate the reduction in consumption over time, the following chart highlights the annual percentage change. These numbers are not impressive. It appears that reductions in consumption did not occur in 2007 however they did occur in 2008.



Carbon and fossil fuels

In 2005, we bought a new car which produces fewer emissions and receives better fuel economy. The previous car was a Toyota V6 (6 cylinder as opposed to the more efficient and more common 4 cylinder). The new car is a Honda Accord station wagon. Also on location is a Toyota Camry 4 cylinder which receives even better fuel economy than the Honda. Usage in 2007 and 2008 is reasonably low at approximately 9 miles per day down 3 miles from 12 miles per day in 2006.

90% of all work is performed on location (in the house) which requires zero time and energy for commuting. Frequently energy efficient means of transportation are used: walking, biking, and public transportation (BART). For the annual BSR conference, I always choose to offset the travel (cost \$25). When a car is required, I choose the most fuel efficient one on the property. My 2012 goal is to replace one of the cars with either a biodiesel (Volvo Wagon TDI) or a Hybrid (Prius) or perhaps even a plug-in Hybrid (wave of the future.)

Conclusion and Goals

I hold myself accountable for the goals set in each report by scoring the goals from the previous report.

Goal made in 2004 for 2008	Score	Comment
Bring winter energy bill down to 1.2therms/day	C	Energy use has decreases from about 8 therms/day to 6 therms per day. I now believe this was an overly ambitious goal reduce Winter energy use 75%.
Decrease water consumption to 50G/day	C	Water remains close to 140 gallons per day down 17 gallons from 157 per day in 2006.
Decrease mileage to 10 miles per day	A+	Mileage is at 8miles/day
Demonstrate that my values remain strong	A	

In 2012 I intend to publish my 3rd Sustainability Report. I hope by then to have

1. Converted my energy consumption to at least 15% renewables
2. Converted my fuel consumption to peddle power and bio-diesel
3. Encourage other businesses to publish sustainability reports.