



**CERTIFIABLY  
GREEN  
DENVER**

**Certifiably Green Denver is a program managed by the Denver Department of Environmental to provide education and recognition to businesses for exemplary environmental achievement.**



**DENVER**  
ENVIRONMENTAL HEALTH

## Why Participate?

**Compliance** – Proper management practices help minimize wastes, reduce downtime, and keep you in compliance with regulations.

**Cost Savings** – Less waste means lower disposal and operating costs. Efficient use of materials, water, and energy saves money.

**Public Image** – Superior environmental practices positively affect your image with customers, the community and employees.

**Public Recognition** – CGD publicly recognizes certified businesses through free advertising. This includes Internet listings and advertising in the newspaper, magazines, radio, and water bill inserts. Certified businesses receive a framed certificate and a window decal from CGD.

### CGD Offers:

- > Assessments to identify water conservation and energy-efficiency options
- > Information and assistance to meet your business' environmental sustainability needs
- > Public recognition for your environmental efforts

## Environmental Achievement for Events

Certiably Green Denver (CGD) is a voluntary and non-regulatory program that provides free educational outreach and technical assistance on a variety of environmental issues to businesses in the City and County of Denver. The primary goals of the program are to increase participation and adoption of sustainable practices to minimize use of hazardous materials, improve energy efficiency and water conservation, and decrease the use of resources and generation of waste.

Our Partners are leaders in the business community who are setting the standard for environmental sustainability.

## Certification Criteria

CGD has developed industry-specific criteria that target environmental issues and concerns specific to events.

The criteria are separated into five categories: Business Management, Energy Efficiency, Water Conservation, Resource Management, and Transportation. All core criteria, plus two electives, must be met in each category to achieve the certification. The elective criteria are intended to provide businesses the flexibility to take advantage of initiatives that are of most interest and benefit to them.

In order to maintain certification, businesses must continue to comply with the core criteria and complete at least two new elective criteria every year. CGD staff will follow-up annually with event organizers to ensure that they continue to meet the certification criteria, to encourage further improvement, and to lend assistance in overcoming technical issues and challenges.

## How Do I Get Started?

Contact CGD for more information or to get started. Program staff will visit your business to go over the certification process, benefits, and program criteria. CGD would be pleased to help your business achieve full certification, or complete any of the individual components of the environmental achievement.

**Call CGD at 720-865-5457 or visit our website at [www.Denvergov.org/CGD](http://www.Denvergov.org/CGD)**

# Business Management

Sustainability has many definitions, but the basic principles and concepts remain constant: balancing economic and financial need, protecting public health and the environment, and fostering social equity to improve the quality of life for future generations and ourselves. A good first step towards making your event sustainable is getting your employees, attendees and vendors involved in the process to build a culture of sustainability.

## Core Criteria – Complete All

- Educate all stakeholders (employees, attendees, vendors) about your event’s environmental practices and the CGD program and certification process.
- Verify your organization is in compliance with all applicable environmental regulations, including, but not limited to the following:
  - Denver Noise Ordinance\*\*
  - Retail Food Regulations
  - Universal Waste Rules\*\*
  - Air Emission and CFC Requirements (HVAC Equipment)
  - Stormwater Management Requirements\*\*
  - OSHA Hazard Communication –Safety Data Sheets (SDS`)
- Post the CGD certification decal and/or logo in a prominent location at the event and on the website
- Provide event energy, water and waste usage metrics on an annual basis.
- Conduct an annual assessment with CGD to evaluate your operating practices and to identify opportunities for improving environmental practices.

## Elective Criteria - Choose Two

- Encourage other businesses to participate in the program or adopt sustainable practices. Provide referral information for at least one other business.
- Adopt a policy/mission statement that demonstrates your event’s commitment to environmental stewardship and communicate the policy to all employees.
- Organize a “Green Team” to oversee and document your certification and ongoing environmental practices. Publicize your environmental practices on your website and/or display at the event.
- Provide information on environmental organizations to attendees. Consider giving non-profits reduced-fee or free exhibition space.
- Provide incentives for your employees to volunteer with environmental and/or other organizations.
- Complete another project that fits your needs. Review the project with CGD staff to determine how the project will meet the criteria for this elective.

# Energy Efficiency

Energy efficiency means using less energy to heat and cool buildings; heat and circulate water; and operate lights, equipment, and machinery without sacrificing productivity or comfort. Energy efficiency can increase profits and improve productivity.

## Core Criteria – Complete All

- Educate staff, vendors and volunteers and require that all non-essential lighting, equipment and machines be turned off when not in use and after hours.
- For indoor events, require host building to operate reduced lighting, HVAC and escalators during move-in and -out.
- Newer computer equipment shall be utilized, with a preference for laptops, EPEAT-certified and energy-star rated equipment.
- Consider building efficiency during venue selection. Require venue operators to provide a summary of their building's energy efficiency program, plans and features.
- All lighting brought in for event is LED or CFL, where possible (stage lighting excluded from this requirement).

## Elective Criteria - Choose Two

- For indoor events, select a venue that is Energy Star or LEED certified.
- For outdoor events, minimize lighting (allow enough for safety but no extraneous light displays) and prohibit outdoor heaters.
- Purchase carbon offsets to offset at least 25% of energy used at the event.
- Utilize on-site renewable energy such as solar panels to produce at least 10% of energy.
- Complete another project that fits your needs. Review the project with CGD staff to determine how the project will meet the criteria for this elective.

# Water Conservation and Quality

Although water covers nearly three-quarters of the earth, less than one percent is clean, fresh water. Therefore, it is vital that we both conserve and protect this critical resource. When evaluating potential savings, don't forget to consider costs to heat and treat the water.

## Core Criteria – Complete All

- Comply with the following Stormwater Best Management Practices (BMPs):
  - Do not dump any liquids or materials into the street/alley/gutter/stormwater drains
  - Do not wash kitchen mats, exhaust filters and other equipment outside, unless the water is captured for proper disposal
  - Require all contractors who conduct pressure washing and or waste disposal/recycling activities to comply with stormwater requirements
  - Any items that are stored outside such as used kitchen oil containers, dumpsters, etc. that could adversely impact stormwater should be covered, leak proof and in water tight containers
  - Use only “dry” cleanup methods to manage spills
  - Ensure that employees have read Certifiably Green Denver ‘Restaurant Stormwater Protection’ resource sheet.
- Consider building efficiency during venue selection. Require venue operators to provide a summary of their building's water efficiency program, plans and features.
- For sit-down dining, serve water only upon request.
- Educate employees to reduce water usage at all times (e.g. turning off water while washing hands, dishes), using signage or email reminders (CGD can provide signage).
- Report water leaks immediately upon detection.
- Eliminate bottled water sales. Sell inexpensive reusable bottles or provide recyclable/compostable cups and provide tap or bulk drinking water.
- For outdoor events, ensure that the venue has minimized irrigation water use by using efficient spray heads, moisture sensors, nighttime watering, and planting drought-tolerant plants where possible.

## Elective Criteria - optional

- Complete another project that fits your needs. Review the project with CGD staff to determine how the project will meet the criteria for this elective.

# Resource Management

Reduce, Reuse, Recycle. Reducing consumption, reusing existing materials, and recycling as the final step saves resources and money. Purchasing products with recycled content increases the demand for recycling and drives improvements in quality and price. Check for health hazards associated with the products that you use, and look for less toxic alternatives.

## Core Criteria – Complete All

- Select food vendors or caterers with a commitment to sustainability.
- All unavoidable printing is on 100% recycled content paper with at least 30% post consumer content.
- At least 10% of food products event-wide are locally grown/produced. (This could be done via vendor requirement)
- Track all waste streams. Set a meaningful waste diversion goal.
- Recycle all cardboard, mixed paper, aluminum, glass, plastic and co-mingled containers. Provide signage at all bins so attendees know how to recycle. Co-locate recycling bins with all trash bins.
- Ban individual condiment packets; require vendors to use bulk condiments dispensed into compostable or recyclable portion cups.
- Use electronic communication for event registration, announcements, and updates.
- Serve all food on reusable, compostable or recyclable serviceware. Only select compostable option if composting service is provided. Eliminate paper documents by having electronic forms or contracts where possible.
- For meetings and conferences, require presenters to provide slides and handouts electronically rather than paper copies.
- Work with vendors to minimize and/or take back non-recyclable product and display packaging where possible

## Elective Criteria - Choose Two

- Provide composting for vendors and attendees and appropriate signage.
- Donate usable outdated equipment and supplies to nonprofit groups, schools, etc.
- Require vendors to purchase at least 25% of food products from locally grown/produced sources
- Require vendors to purchase at least 25% organic or sustainably-raised foods.
- Eliminate paper placemats and paper liners.
- Use cloth instead of paper napkins and tablecloths.
- Minimize take-out packaging and eliminate plastic bags.
- Staff waste collection stations with volunteer "monitors" to educate attendees and ensure waste is disposed in proper bin.
- Use environmentally preferable cleaning products and require vendors to do the same.
- Require vendors to limit or eliminate paper and other disposable handouts, flyers and promotional items.
- Require vendors to print all signage on recycled content stock with vegetable or water-based inks.
- Complete another project that fits your needs. Review the project with CGD staff to determine how the project will meet the criteria for this elective.

# Transportation

Sustainable transportation reduces pollution by increasing the quality of public transportation, cycling and walking, uses cleaner fuels and technologies, encourages trip consolidation and planning thus reducing vehicle miles traveled.

## Core Criteria – Complete All

- Adopt an anti-idling vehicle policy for employees, attendees and vendors; vehicles may not idle for more than 5 minutes in any one hour period (with limited exceptions based on temperature conditions).
- Link trips to accomplish all errands one outing.
- Promote alternative transportation methods for getting to and from the event to your employees and attendees. Alternative methods could include riding a bike, walking, carpooling, or taking the bus.
- Site the event at a location that is accessible by bike and public transit.
- Provide attendees with information on bicycling, walking and public mass transportation.
- Provide bike racks or a bike corral.

## Elective Criteria - Choose Two

- Provide free or discounted bus passes or Eco-passes to employees.
- Provide RTD and/or B-cycle passes to attendees and advertise them in advance.
- Provide plug-in vehicle charging stations for attendees and vendors.
- Provide an incentive to attendees who use RTD or bike (small discount or coupon).
- Require caterers and food vendors to contract with grease haulers that recycle grease to biofuels.
- Complete another project that fits your needs. Review the project with CGD staff to determine how the project will meet the criteria for this elective.

# Additional Resources

## Business Management

- Universal Waste Compliance Bulletin – Colorado Dept. of Public Health & Environment ([www.cdphe.state.co.us/hm/UWRgeneral.pdf](http://www.cdphe.state.co.us/hm/UWRgeneral.pdf))

## Energy Efficiency

- Denver Energy Challenge ([www.denverenergy.org](http://www.denverenergy.org))
- Xcel Energy Business Solutions ([http://www.xcelenergy.com/Energy\\_Solutions/Business\\_Solutions](http://www.xcelenergy.com/Energy_Solutions/Business_Solutions))
- Carbon Offsets
  - [www.climatetrust.org](http://www.climatetrust.org)
  - [www.carbonfund.org](http://www.carbonfund.org)
  - [www.uship.com/terrapass](http://www.uship.com/terrapass)
- \*\*CGD Resource Sheets

## Water Conservation and Quality

- Denver Water Conservation Program and rebate info ([www.denverwater.org/conservation](http://www.denverwater.org/conservation))
- Xeriscape Colorado ([www.xeriscape.org](http://www.xeriscape.org))
- American Water Works Association ([www.waterwiser.org](http://www.waterwiser.org))
- Stormwater protection and illicit discharge information ([www.keepitcleandenver.org](http://www.keepitcleandenver.org))
- \*\*CGD Resource Sheets

## Resource Management

- Eco-Cycle Hard-to-Recycle Guide ([www.ecocycle.org/htrg](http://www.ecocycle.org/htrg))
- Center for Hard-to-Recycle Material (CHaRM) ([www.ecocycle.org/charm/index.cfm](http://www.ecocycle.org/charm/index.cfm))
- Repurposed MATERIALS ([www.repurposedmaterialinc.com](http://www.repurposedmaterialinc.com))
- EPA WasteWise Program resources ([www.epa.gov/wastewise](http://www.epa.gov/wastewise))
- Packaging Waste Reduction: ([www.ciwmb.ca.gov/packaging/retail](http://www.ciwmb.ca.gov/packaging/retail))
- Metech Recycling: ([www.metech.com](http://www.metech.com))
- Rocky Mountain Recycling, LLC: ([www.rockymountainrecycling.com](http://www.rockymountainrecycling.com))
- \*\*CGD Resource Sheets

## Transportation

Contact the Downtown Denver Partnership Transportation Outreach Coordinator at 303-534-6161 for resources and technical support on this section's criteria. The Partnership's website has additional information.

- Downtown Denver Partnership (<http://www.downtowndenver.com>)
- Regional Transportation District ([www.rtd-denver.com](http://www.rtd-denver.com))
- Denver BCycle ([www.denver.bcycle.com](http://www.denver.bcycle.com))
- Bike Denver ([www.BikeDenver.org](http://www.BikeDenver.org))

All references to products, process, and services above by phone, name, trademark, or manufacturer are for informational purposes only and do not represent an endorsement of any particular product or entity by the CGD Program. If you know a firm who would like to be added to this list, please have them contact CGD at 720-865-5457.

**\*\*CGD resource sheets can be found online at: [www.Denvergov.org/CGD](http://www.Denvergov.org/CGD)**