



GLEE's 2nd Annual Green Living Awards

Businesses Category

For Cumulative Efforts leading up to January 1, 2008

Name of business: D'Assign Source

Marathon

Jeff Stuncard, Director of Land Planning

City/Island

Name of Applicant

Relation to Business:

Summary

D'Assign Source can summarize our efforts by saying we are committed to doing what we can to dream of, design, and build a more sustainable Florida Keys – with development practices using xeriscaping & native plants, solar hot water systems, cisterns, tankless propane water heaters, ultralow flow plumbing fixtures, high-efficiency HVAC systems, promotion of renewable products, & energy star appliances in buildings from Ocean Reef to Key West. We witness continued savings on electricity due to environmentally friendly changes, publish the Tropical Landscape Guide, use recycled paper products, added an electronics recycling station, raised over \$1M for Habitat for Humanity, have representation on 2 Green Teams, strict oversight of governmental sustainable regulations, & sustainable research on efficient water use among other things.

Accomplishments

Renewable Energy

Demonstrated use and/or promotion of appropriate solar, wind and bio generated sources of renewable energy.

Implementation of conservation standards in new residential construction. Initiatives include solar hot water systems and high efficiency HVAC systems incorporated into various structures from Ocean Reef to Key West. We have retrofitted some existing houses with solar panels to supplement heating the swimming pools.

Clean Transportation

Demonstrated use and/or promotion of smart, clean and economically efficient uses of biodiesel, fuel cells, and hybrid vehicles. Or no vehicles at all!

D'Assign Source utilized state of the art IT capabilities that can allow teleconferencing and telecommuting. We also provide a convenient shelter for bikes, mopeds, and motorcycles, which encourages the use of more fuel efficient transportation. D'Assign Source pays above-average salaries which allows employees to live here instead of commuting long distances, which reduces traffic and pollution.

<u>Clean Boating</u>	Demonstrated adherence and/or promotion of eco-friendly actions whilst on the water, including cleaning products, propulsion, water conservation, fisheries conservation, catch and release techniques, and use of Florida Clean Marinas, Boatyards, and Retailers .
<p>The D'Asign Source flagship Andiamo's engines exceed the latest emission codes (years ahead of U.S. mandates). It uses a state of the art chilled water system that contains no freon pollutants. Andiamo also incorporates renewable coconut wood throughout. The owners also practice catch and release techniques while fishing.</p>	
<u>Energy Conservation</u>	Demonstrated use and/or promotion of energy-efficient appliances, energy audits, and retrofits for financial savings and pollution reduction.
<p>D'Asign Source enlisted FKEC to perform an energy audit of the 25,000 sq ft showroom resulting in yearly electric bill reductions. Projects incorporate tankless propane water heaters, ultra low flow plubing features, and the use of energy star appliances. Some architectural design elements are incorporated that maximize natural air flow while emphasis is placed on shading during landscape architecture design in order to reduce solar heat on the houses. Heavy emphasis on propane use for outdoor tiki toruces and grills.</p>	
<u>Green Building</u>	Demonstrated use and/or promotion of green techniques and technologies during retrofits on existing buildings and efficient designs for new buildings.
<p>Recent emphasis placed on using renewable bamboo and coconut wood flooring and furniture products in our showroom. D'Asign Source addresses flood zone considerations and typically builds an additional one foot more than the required FEMA flood elevations – providing additional sustainability. Most structures are rated for 175 mph (instead of 150mph) and made with concrete to ensure longevity. Numerous associations with other companies using green products, such as the brand new Hunter Green highly efficient window blinds.</p>	
<u>Green Financing</u>	Demonstrated use and/or promotion of tax credits, rebates, and other incentive programs that help finance, sustainability projects. Also includes Socially Responsible Investing.
<p>Habitat for Humanity (over \$1 Million raised). Builder of affordable housing. Publishers of the Tropical Landscape Guide which was based on years of research analyzing native vegetations' survivability & Sustainability when analyzed on the local environmental conditions. This is the most extensive such resource known to exist. Emphasis to clients & Staff on long term savings with going green.</p>	
<u>Healthy Living</u>	Demonstrated adherence and/or promotion of green procurement, green consumerism and healthy choices through buying organic foods and other non-toxic, healthy and sustainable products.
<p>Use companies that are located as close to the Keys as possible in order to reduce traffic, shipping, & pollution while saving money on shipping. Continue using responsible businesses that encourage positive community impacts such as Hunter Douglas, who not only offer products that save energy while utilizing natural light; but support the Arbor Day Foundation & donate products to low-income familes & Habitat for Humanity. D'Asign Source recently held a free seminar for close to 50 people in order to promote green products.</p>	

<u>Land Conservation</u>	Demonstrated adherence and/or promotion of conservation of natural habitats by using Keys-Friendly landscaping practices and use of GreenThumb Certified Nurseries .
D'Asign Source uses more native foliage than any one in the Keys. We transfer trees between properties when we can instead of cutting/clearing, buying, & Shipping more. Our nursery is not in Monroe County (to qualify for GreenThumb Certification), but it practices very similar principles like growing natives, drip irrigation, & using smart timers for irrigation. We routinely dedicate & aggregate lots to reduce density and sprawl. We have also established local, state, & federal conservation areas & contributed money to mitigate preservation funds Keys-wide.	
<u>R4 #1: Reduce</u>	Demonstrated reduction of waste through bulk buying, refillable products, double-sided printing, avoiding over-packaged products, closing the loop by purchasing products made of recycled, post consumer content; implementation of policies which encourage and/or mandate waste reduction.
D'Asign Source has switched to recycled paper products in our kitchen and lounge. We also emphasize utilizing local vendors for purchases and stocking of showroom items. There is an ongoing analysis of D'Asign Source's recycling efforts which breaks down the costs, benefits, and processes involved with this transition.	
<u>R4 #2: Reuse</u>	Demonstrated reuse of products, buy second hand, donate unneeded items, and avoid disposables, and share magazines /other publications before recycling them.
Donations of showroom and client household items/materials are donated to Habitat for Humanity instead of demolishing during rebuilding. Reuse of excavated rock during construction for landscaping features and reuse of recycled glass mulch within landscape design. Reuse of bubble wrap and packing peanuts in our shipping department. We have an inter-office routing/reuse of magazines and information amongst staff, and an assemblage of a 'Green Library' of magazines, articles & ideas. Junk mailers are notified to remove our name.	
<u>R4 #3: Rot (Compost)</u>	Demonstrated waste diversion through composting of food scraps and yard trimmings
We promote the use of non-cypress mulch, like Melaleuca and Eucalyptus. D'Asign Source representatives even petitioned Home Depot to stop carrying Cyprus mulch because of its promotion of mainland native clear-cutting and the many environmental issues that presents. Even though this clearing occurs on the mainland, we have a responsibility to at locally since demand prompts supply.	
<u>R4 #4: Recycle</u>	Demonstrated recycling of items accepted by local waste hauler and/or other items which may be recycled elsewhere (e.g., electronics, CFL light bulbs, cell phones, printer cartridges); implementation of policies which encourage and/or mandate recycling practices
D'Asign Source now uses paper shredded from the offices for shipping/packing materials. We established an electronics and plastics recycling station at the office (for phones). PC's are saved throughout the year and are recycled at the GLEE Expo. We recycle ink cartridges for our printers and have also implemented policies to limit printing – do not use color option if not necessary. This saves time, ink cartridges, paper and wear-and-tear on the machines – all amounting to financial savings.	

<u>Water Conservation</u>	Demonstrated use and/or promotion of water use reduction through efficient irrigation, xeriscaping, cisterns, rain barrels, water audits and/or use of reclaimed water.
Construction of cisterns within many projects (one is 120,000 gallons). D'Asign Source is developing technology that will infuse saltwater and brackish water to be purified and mixed with freshwater for pools resulting in potentially saving 1/3 of the total freshwater needed for such features. Extensive use of Xeriscaping & native plants. Drip irrigation systems on specimen plants. Rocks on site are used to berm planting beds which retains freshwater and resists saltwater intrusion during storms. Removal of auto-flush toilet at DS.	
Water Quality	Demonstrated use and/or promotion of wastewater treatment, storm water retention, phosphorus free products, slow release fertilizers, animal waste reduction, etc.
All D'Asign Source projects incorporate drainage swales to collect and filter impervious storm water runoff that does not get directed into a cistern – so as not to allow infiltration into open water. Extensive use of slow release fertilizers on landscaping. Updates to existing septic systems and installation of new ones where appropriate. Ingoing monitoring on Keyswide sewer progress and coordination of hook ups to said systems when available.	
Youth Leadership	Involve local students in projects and research for healthy long-term choices in any of the above for the future of all.
D'Asign Source has an ongoing cooperative relationship with the University of Florida to develop scientific sustainable research. D'Asign Source offers it's time, expertise, and resources to numerous local charities; many of which benefit local students. Staff are also active in local mentoring programs.	
GLEE Participation	Actively involved with GLEE via ideas, time and/or membership to help further GLEE's Mission and Goals .
White Heron Sponsor Level for GLEE Expo – 3 years straight. We have maintained a cooperative relationship with the University of Florida Extension Service. We also refer to the GLEE website often, and advise others to do the same.	
Other Factors	Have you done something else not included in the scope of this application? Let us know!
D'Asign Source actively monitors land development regulations & public meetings (hundreds of hours in 2007 alone) to help enact environmentally friendly and sustainable regulations throughout political jurisdictions in the Keys. We were directly instrumental in advising that the City of Marathon revise their regulations to reincorporate conservation and sustainable land development regulations. Once fully enacted, this will directly and positively affect every new residential and commercial building permit issued in the City of Marathon.	

Other Business Factors

Team Commitment	List staff or other supportive people on your “Green Team”
Franco D’Ascanio, President of D’Asign Source; Amedeo D’Ascanio, Vice President of D’Asign Source; Jeff Stuncard, Director of Land Planning; Linda Fatora, Landscape Designer; Terri Nuechterlien, Director of Marketing Sales, and Realty; Judy Boyles, Director of Human Resources; and Dean Freeling, Manager of Shipping and Receiving.	
Communications	How are your environmental efforts visibly communicated to staff, locals, tourists, shareholders, customers and/or vendors?
D’Asign Source Green Team meetings and emails. We also publish green articles in our in-house magazine (D’Asign Vine) and public marketing publications (D’Asign Times) that are mailed out nationally and also given to local customers. Our efforts have been mentioned in most local newspapers and certain aspects featured on various house tours (Palms in Paradise, Marathon Garden Club, Etc) & magazines. We also have searched out and compiled a library of green articles and green company contacts on the D’Asign Source server.	
Certifications/Memberships	Do you currently hold any green certifications or memberships?
D’Asign Source had a company Green Team and also a representative on the city of Marathon Green Team. While we can’t qualify for Florida Keys GreenThumb Certification (since our nursery is not in Monroe County), we analyzed the criteria to qualify and feel confident that we would since we’ve adopted similar techniques and sustainable practices at our 20 acre nursery. Our architect has experience in LEED construction and anticipates further education and potential LEED certification in the future.	

Green Pledge

I certify that the above information is correct to the best of my knowledge.

