



# GLEE's 2<sup>nd</sup> Annual Green Living Awards

## Businesses Category

*For Cumulative Efforts leading up to January 1, 2008*

Name of business: Margaritaville Store, Inc

Key West

The Giving Back Committee

City/Island

Name of Applicant

Relation to Business:

### Summary

We continue to be conscientious in our business endeavors as we are proud to be a part of this community. While we consider our employees to be our #1 asset, we also feel it is very important to be actively involved in many aspects of our community.

Mission Statement:

Our Mission is to be proactive for the Care, Respect, and Well-being of our employees, community and environment.

### Accomplishments

#### Renewable Energy

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

Researched and obtained information to forward to landlord regarding the costs involved in choosing to support Florida Ever Green through Keys Energy Service.

#### 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!

Currently we have 7-8 employees who bike to work, 3 who use fuel efficient scooters, 2 walkers and one car pooler. This accounts for almost 50% of our employees who are choosing to promote clean transportation.

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| <b><u>Clean Boating</u></b>  | 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 <a href="#">Florida Clean Marinas, Boatyards, and Retailers</a> . |
| N/A  |  |
| <b><u>Energy Conservation</u></b>  | Demonstrated use and/or promotion of energy-efficient appliances, energy audits, and retrofits for financial savings and pollution reduction.  |
| <p>Worked with a Sustainability Consultant to develop a step by step plan to accomplish energy saving goals. Switched to rechargeable batteries, turned off lights when areas not in use and posted signage to remind all employees. Distributed CFL light bulbs to all employees. Altered setting on all computers to save energy, and unplugged all non-essential equipment and appliances. All thermostats set.</p> <p>2008-replaced old copier with new energy efficient color copier</p> <p>Researching the use of reusable bags for our customers which will also be biodegradable.</p>          |  |
| <b><u>Green Building</u></b>   | Demonstrated use and/or promotion of green techniques and technologies during retrofits on existing buildings and efficient designs for new buildings.   |
| <p>Installed energy efficient A/C unit in the store. We do not own the building so we are limited to what we can do, but consistently pass along energy saving ideas to landlord and other tenants in the building.</p> <p>2008-replaced another outdated A/C with energy efficient unit in the office/warehouse.</p>  |  |
| <b><u>Green Financing</u></b>  | Demonstrated use and/or promotion of tax credits, rebates, and other incentive programs that help finance, sustainability projects. Also includes Socially Responsible Investing.  |
| <p>Socially responsible 401K Plan options</p> <p>Mandatory direct deposit.</p> <p>Promote employees to bank online</p> <p>Finance Co-op America annual ad for a green business</p> <p>2008 ad was Alter-Eco</p>  |  |
| <b><u>Healthy Living</u></b>   | 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>Active wellness program with open communication board featuring healthy choice information, members of lifeworks.com. We purchase recycled paper and papermate earth Write pencils. We use eco-friendly cleaning products sold by local company. Share green tips weekly with all employees.</p> <p>We switched water cooler companies to utilize a stage self sanitizing purification cooler system (islandwater.net) which increases the overall quality of the water for the employees and eliminating the use of the 5 gallon plastic bottles and all the transportation emissions involved</p> |  |

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| <b><u>Land Conservation</u></b>  | Demonstrated adherence and/or promotion of conservation of natural habitats by using Keys-Friendly landscaping practices and use of <a href="#">GreenThumb Certified Nurseries</a> .  |
| <p>Maintain a planter in front of the store trying to utilize indigenous plants.<br/>Originally supported Friends of Florida acquisition of Little Hamaca Park and adopted the nearby access road (Government road) and are responsible for quarterly clean ups.</p>   |   |
| <b><u>R4 #1: Reduce</u></b>  | 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. |
| <p>We created signage to encourage employees to reduce &amp; re-use. We limited the packaging that our vendors use. All paper products used are from recycled products and our newsletter is printed on chlorine free paper made from 30% post consumer waste. By increasing the recycled content of our hard copy newsletter, The Coconut Telegraph, to 30% we decreased wood use by 60 tons, lowered solid waste by nearly 25,000 pounds, and produced 150,000 gallons less of waste water – resulting in a total annual energy reduction of 286 million BTU’s. By reducing energy we reduce greenhouse gas emissions and help to curtail global climate change.</p> |   |
| <b><u>R4 #2: Reuse</u></b>   | Demonstrated reuse of products, buy second hand, donate unneeded items, and avoid disposables, and share magazines /other publications before recycling them.   |
| <p>We encourage the use of re-usable kitchen products rather than disposable. We share magazines and books. We sell samples and slightly damaged merchandise to employees for low cost and donate the proceeds to locals in need.(those suffering from illness, personal tragedy or loss)</p>  |   |
| <b><u>R4 #3: Rot (Compost)</u></b>   | Demonstrated waste diversion through composting of food scraps and yard trimmings   |
| <p>N/A</p>   |   |
| <b><u>R4 #4: Recycle</u></b>   | 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                        |
| <p>We recycle all glass, plastic, cans, office paper and cardboard. We share a cardboard baler with other tenants. We also recycle techno-trash, printer cartridges, batteries, cell phones, etc. and encourage employees to bring in these items from home. We recycle old computers properly through the GLEE Exposition. We now burn most documents and audit reports to CD's rather than printing them. This not only saves paper but also storage space.</p>  |   |

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| <b><u>Water Conservation</u></b>   | Demonstrated use and/or promotion of water use reduction through efficient irrigation, xeriscaping, cisterns, rain barrels, water audits and/or use of reclaimed water. |
| <p>We use a minimal amount of water in our business and have installed low flow valves on all bathroom sinks. We gave employees low flow valves and shower timers for their home use.</p>  |   |
| <b>Water Quality</b>   | Demonstrated use and/or promotion of wastewater treatment, storm water retention, phosphorus free products, slow release fertilizers, animal waste reduction, etc.      |
| <p>N/A</p>   |   |
| <b>Youth Leadership</b>  | Involve local students in projects and research for healthy long-term choices in any of the above for the future of all.  |
| <p>We remain committed to support the waste/recycle program with the High School Recycling Club. We work with a MARC House Client who picks up our aluminum cans to recycle. The money he makes goes towards his medical expenses. The name of his business is Dan's Cans</p>  |   |
| <b>GLEE Participation</b>  | Actively involved with GLEE via ideas, time and/or membership to help further GLEE's <a href="#">Mission and Goals</a> .  |
| <p>Attended the GLEE Expo 2007 and 2008 and make sure announcements are posted for all employees to see. Supported GLEE by writing a letter in favor of the Mandatory Recycling ordinance.</p>   |   |
| <b>Other Factors</b>   | Have you done something else not included in the scope of this application?<br>Let us know!   |
| <p>We wrote a letter supporting the Florida Keys Scenic Corridor Alliance's request for the nomination of US1 as a National Scenic Byway and All American Road. As we realized this award would be a great benefit to the Florida Keys eco tourism and related businesses. Just another way that we can support our local community.</p> |   |

**Other Business Factors**

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| <b>Team Commitment</b>  | List staff or other supportive people on your “Green Team”  |
| Sunshine Smith, Aileiah Clarke, Joyce Pierce, Wendy Budnicki-Jones, Terri Daniels, Veronica Schill, Martin Lehmann, Denise DiSalvo, Aaron Olson, Tia Geanacopoulos, Charlotte Whitehead.  |   |
| <b>Communications</b>   | How are your environmental efforts visibly communicated to staff, locals, tourists, shareholders, customers and/or vendors? |
| Green tip shared online with employees and other Margaritaville entities<br>Chalkboard in store to share with customers as we..<br>Add sustainability information to website: margaritavillekeywest.com which links to "Island Green". This includes information on not only what we do but also other local green businesses. There is also a link to GLEE |   |
| <b>Certifications/Memberships</b>   | Do you currently hold any green certifications or memberships?  |
| Co-op America   |   |

**Green Pledge**

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

