

Green from the Ground Up:

Landscaping Strategies

Speakers:

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Session Overview

- What is Sustainability?
- Who Cares?
- Who is Acting?
 - Private Sector
 - Public Sector
- Developments in California
- Case Studies
 - EcoLandscape California
 - ValleyCrest Companies

What is CSR or Sustainability?

Like any good industry we need some lingo . . .

- ❑ CSR - Corporate Social Responsibility
- ❑ SD – Sustainable Development
- ❑ CC - Corporate Citizenship
- ❑ TBL – Triple Bottom Line
- ❑ BE – Business Ethics
- ❑ CG – Corporate Governance
- ❑ ESG – Environmental, Social and Governance
- ❑ Footprint – Environmental & Carbon

Transparency, Materiality, Accountability,
Balanced Reporting, Stakeholder Engagement

Who's Cares?



Who's Involved?



Landscape Industry Example



JOHN DEERE

“Deere’s operating processes reflect a **commitment to environmental protection** through energy-efficient systems and waste reduction and elimination... When investing in new products, approaches or technologies, John Deere **gives preference to those that have the most favorable environmental impact and safeguard customers**”

□ Operational Management

- EHS Program: evaluate the performance of all facilities, strive to identify the root causes of variations in performance and reduce or eliminate these factors

□ Supply Chain Management

- Suppliers must adhere to John Deere Code of Conduct
- Suppliers expected to be familiar with the business practices of their own suppliers and sub-contractors and ensure that they, too, operate within the guidelines of the code

□ Climate Change and Energy

- Working to reduce GHG emission from current operations, designing energy efficiency into facilities, ensuring new facilities minimize them
- Company continues to reduce its product emissions, **which helps customers reduce their GHG emissions**

□ Product Efficiency and Productivity

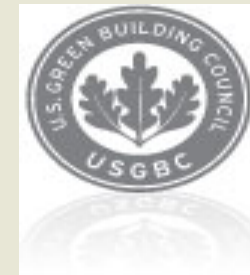
- John Deere incorporates features to lessen environmental impacts or advance sustainable production, efficiency, and safety

Corporate Real Estate

- In the past two weeks, Wallace Partners has identified four new opportunities:
- TIAA-CREF – *recent announcement about LEED*
- Wal-Mart – *3,000+ North American stores*
- NBC Universal – *Studios, parks and resorts*
- University of Southern California – *300+ acres*



Associations Taking Action



Government Action

- “Green” Governmental Initiatives:
 - Legislation, executive orders, resolutions, ordinances, policies, and incentives are influencing planning, development and renovation of sites
- Currently found across the US:
 - **12** federal agencies or departments
 - **30** states
 - **90** cities
 - **29** counties
 - **20** towns
 - **15** public school jurisdictions
 - **37** institutions of higher education

Local Government Action

- **US Conference of Mayors** > 850 US mayors
- **Sierra Club - Cool Cities** > 1100 city representatives
- **ICLEI** > 950 international governments

The screenshot shows the ICLEI Global website. The header includes the ICLEI logo and the tagline 'Local Governments for Sustainability'. Below the header is a navigation menu with the following items: Home, About ICLEI, **Members**, Supporters, Programs, Services, News & Events, and Contact Us. The 'Members' link is highlighted with a red box. On the left sidebar, there are links for 'ICLEI worldwide member login' and 'our members', with the latter also highlighted by a red box. The main content area is titled 'Our Members' and contains the following text: 'ICLEI's growing membership is comprised of 961 cities, towns, counties and their associations, in 67 countries worldwide (for a list of associate members, click [here](#)):'. Below this text is a bulleted list of member locations: Aalborg, Denmark; Ada County, ID, U.S.A.; Adelaide Hills, Australia; Adelaide, Australia; Aguascalientes, Mexico; Aichi Prefecture, Japan; Akron, OH, U.S.A.; Alameda County, CA, U.S.A.; Alameda, CA, U.S.A.; Alamogordo, NM, U.S.A.; Albany, NY, U.S.A.; Albany, CA, U.S.A.; and Albemarle County, VA, U.S.A. To the right of the main content is a search bar with a 'Search now!' button. Below the search bar is a section titled 'Membership by Regions' with a list of regions: Africa (Sub-Saharan), Eastern Asia, Eastern Europe, Caucasus and Central Asia, Latin America and Caribbean, North Africa, Middle East and West Asia, North America, Oceania, Southern Asia, and Western and Central Europe.

California Green Building Code

- On July 17, 2008 - California Green Building Standards Code (“Green Building Code”), the first statewide green building regulation of its kind.
- Purpose is to enhance **“the design and construction of buildings through the use of building concepts having a positive environmental impact and encouraging sustainable construction practices.”**

California Green Building Code

- Focuses on improving five key areas of building design and construction:
 - (1) planning and design,
 - (2) energy efficiency,
 - (3) water efficiency and conservation,
 - (4) material conservation and resource efficiency, and
 - (5) environmental air quality.

□ Landscape Relevance

- Section 604.2: Provide water efficient landscape irrigation design that reduces by 50% the use of potable water
- Section 503.1: Nonresidential buildings shall exceed 2007 energy code requirements at least 15%

Today's Landscape Experts

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