

NVTC Members Advance Green Initiatives

As the sustainability movement continues to gain momentum among all types and sizes of regional businesses and organizations, a growing number—and variety—of NVTC member companies recently affirmed their commitment to “green” practices.

The **Consumer Electronics Association** recently made headlines with its 2008 International CES, the largest consumer technology tradeshow in the world, which was also the largest carbon neutral event



Carbon Neutral: The 2008 CES

in history. Through its partnership with CarbonFund, CEA offset more than 20,000 tons of carbon emissions associated with the tradeshow by investing in a combination of certified renewable energy, reforestation and energy-efficiency projects. CEA had already “extended its commitment to the broader community” when it launched www.myGreenElectronics.org in 2007. The Web site provides information to consumers on how to recycle used electronics, calculate energy consumption, and find energy-efficient and eco-friendly electronics products.

NVTC Board Member and TecPAC Co-Chair Gary Pan, President & CEO of **Panacea Consulting, Inc.**, said in a recent issue of the *Washington Business Jour-*

nal that “our company now has a minimal carbon footprint.” In the article Pan details the company’s implementation of a virtual office and says that Panacea, a program management, information technology and information management company with federal, state and private sector clients, not only benefits the environment by eliminating associates’ commutes—as well as the “heat generated and power consumed by our offices, and the waste generated by previous paper-dependent operations”—but also has happier and more productive employees.¹

Sustainable Buildings

George Mason University, Northrop Grumman and **Ernst & Young** are among other NVTC members that have committed to LEED (Leadership in Energy and Environmental Design) ratings for construction projects. The U.S. Green Building Council’s LEED Green Building Rating System™ is a voluntary program that “encourages and accelerates global adoption of sustainable green building and development practices through the implementation of universally understood and accepted tools and performance criteria.” For more information on LEED ratings, visit www.usgbc.org.

Not only has **Ernst & Young’s** new office in Washington, D.C., achieved a LEED-CI (commercial interiors) rating, but a number of other E&Y buildings and office spaces are ENERGY STAR®-rated. More than 80 percent of E&Y offices and facilities have implemented timed night and weekend HVAC, and motion-sensor lighting exists in nearly one-third of the company’s facilities. Recycling is also a major initiative of E&Y. Toner cartridges, ink jet cartridges, paper and other office supplies are recycled in large percentages, and when carpeting and office equipment cannot be reused or donated, these items are also recycled.

In addition to sustainable building practices, **Northrop Grumman**, the global information systems company, has initiated a National Work Force Center, a new program that provides high-quality, cost-effective technology centers in specific locations within the United States that encourage teleworking and short commuting distances—practices that cut down on overall carbon emissions—to employees.

Northrop Grumman employs other unique technologies, including arranging computer equipment in such a way as to ensure consistency in heat, weight and energy loads, which optimizes traditional thermal dynamics-based cooling. The company also deployed virtual machines that incur minimal increases in electrical power loads and has developed an approach for reducing the power used by servers with hard drives, which optimizes hard drive power consumption.

Other Northrop Grumman sustainable practices include participation in demand/response programs with local utilities, effectively reducing the company’s manufacturing and office facilities’ energy use during peak consumption hours; active involvement in recycling programs, energy conservation and appropriate human resources practices; and the use of virtual world technologies, which can reduce travel-related energy consumption.

Reuse and Reduce

The Virginia office of **Micron Technology, Inc.**, reports that the company has reused more than one billion gallons of water since 2005 and has increased the average reuse rate by eight percent. Micron also has saved more than 17 million kilowatt hours in the past five years. The company’s plans for 2008 include saving an additional 15 million kilowatt hours and increasing its regional recycle rate to 47 percent, which will include reuse of materials as well as recycling of products.

BetterWorld Telecom, headquartered in Reston, is the first carbon-neutral telecom carrier in North America. The nationwide voice and data provider, which focuses on serving businesses, enterprises and organizations that have social and sustainable missions, achieved its 2007 environmental impact goals and received Zero Footprint carbon-neutral certification. The company is now working on attaining the second phase of its environmental goals, which includes implementation of a wind power/offset provider for its Web site, significant reduction in paper output—more than 80 percent of customer revenue is now e-billed—and introduction and sales of VoIP and unified communications products that use less power and have less equipment and wiring footprint.

Woman-owned **Turtle Wings™** is “committed to making the world a better place” by facilitating the reuse and recycling of electronics. The company offers a number of recycling and data destruction services to both government agencies and corporate businesses, including de-installation of large electronics, pickup and removal of unwanted electronics, recycling and data destruction certification. The company

also provides excess reusable inventory programs, product recall services and one-time or ongoing collection events for businesses or neighborhoods.

Greenbelt-based cyber security and IT service company, **Gsecurity, Inc.**, advocates and supports teleworking for staff, and makes documents available remotely—and securely—to staff who wish to work from home. The company also opened a second office in Rockville that is more convenient to staff, ultimately reducing carbon emissions that result from longer commutes.

Kodiak Finance, a woman- and minority-owned business, helps government and systems integrators, as well as commercial organizations, buy or lease environmentally friendly computers, and recycle or dispose of electronics securely and responsibly. The company also provides “green data center” audits, policies and best practices.

GlobalLogic’s goal is to be carbon positive within five years. “My hope is we can get there sooner,” says CEO Peter Harrison, an NVTC Board Member. Another GlobalLogic initiative is the creation of a green



Turtle Wings™ facilitates the reuse and recycling of electronics.

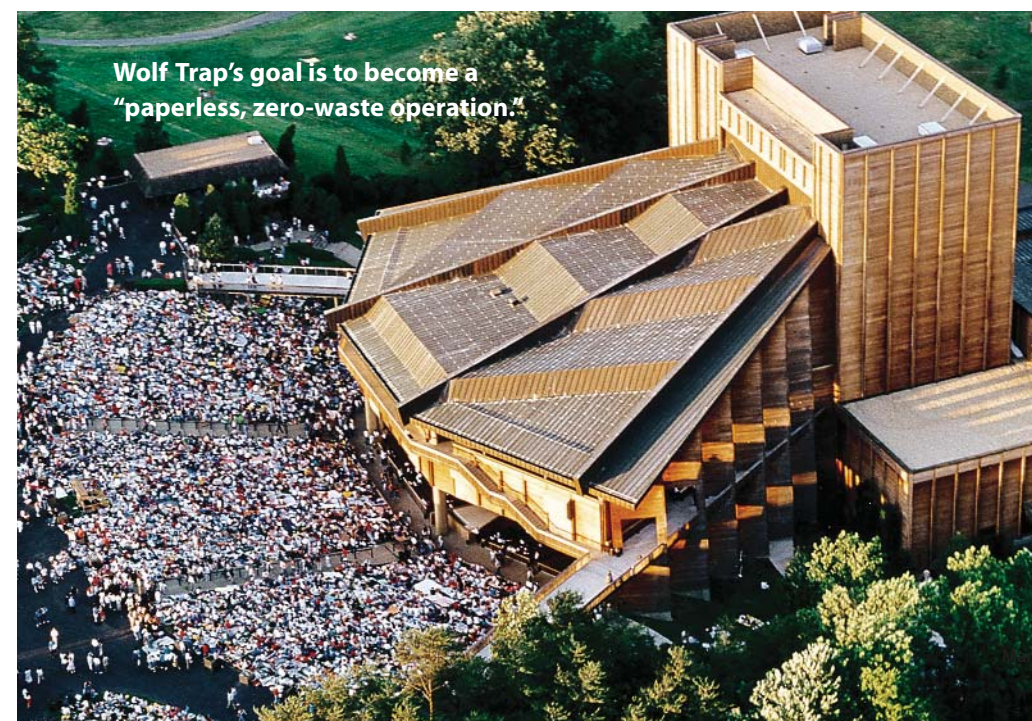
taskforce “charged with calculating our global carbon footprint,” Harrison says. GlobalLogic, headquartered in Vienna, has ongoing product development partnerships with more than 140 start-up, emerging and established technology clients in markets throughout the world.

In a recent issue of *Inside Arts Magazine*, Terrence Jones, President & CEO of the **Wolf Trap Foundation for the Performing Arts**, discussed “the positioning of Wolf Trap as an environmental model and resource for artists and arts presenters.” Jones states that the ultimate goal for the facility is to become a “paperless, zero-waste operation,” with plans for using alternative fuels and efficient vehicles, as well as “the purchase of wind credits to offset carbon emissions at the Center for Education.”² **nvtc**

¹ Gary G. Pan. “Working in the Virtual Now Becomes Reality for Firm.” *Washington Business Journal*, Jan. 25-31, 2007, p. 21.

² Kristen Andresen. “The LEED,” *Inside Arts Magazine*. September/October 2007, pp. 37-41.

If your company is green, NVTC wants to know about it. Send your story via e-mail to goinggreen@nvtc.org.



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