

EcoStar Can Help You Green Your Business



EcoStar was created in 2005 with a mission to *promote sustainable development by integrating economic, social, and environmental needs while maintaining and enhancing the natural resource base in the Devens area.* The program offers a variety of educational forums that are open to all that are interested. EcoStar also provides tools and technical assistance that can help members minimize their environmental footprint in ways that can benefit the bottom line.

EcoStar Standards

EcoStar Standards guide organizations in their pursuit of more sustainable business practices. Members that incorporate 15 Standards into their routine operations earn the designation of *EcoStar Achiever* and the related branding and recognition benefits.



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| <i>1 – Environmental Vision and Policy</i> | <i>14 – Recycling</i> |
| <i>2 – EcoStar Coordinator and Team</i> | <i>15 – Product Design</i> |
| <i>3 – Annual Assessment and Goal Setting</i> | <i>16 – Packaging</i> |
| <i>4 – Employee Training and Involvement</i> | <i>17 – Environmentally Preferable Purchasing</i> |
| <i>5 – Business Linkages to Improve Efficiency</i> | <i>18 – Ecological Landscaping</i> |
| <i>6 – Involve Suppliers</i> | <i>19 – Corridor or Habitat for Local Wildlife</i> |
| <i>7 – Educate Customers</i> | <i>20 – Equipment Maintenance</i> |
| <i>8 – Share Information with the Community</i> | <i>21 – Community Environmental Projects</i> |
| <i>9 – Water Conservation</i> | <i>22 – Transportation</i> |
| <i>10 – Energy Efficiency and Conservation</i> | <i>23 – Business to Business Mentoring</i> |
| <i>11 – Green Building Design</i> | <i>24 – Climate Change Mitigation</i> |
| <i>12 – Toxics Use Reduction</i> | <i>25 – Create Your Own Standard</i> |
| <i>13 – Material Reuse</i> | |

Accomplishments

- Pollution prevention projects
- By-product exchange partnerships
- Zero waste companies
- Transportation collaborations
- No cost energy savings initiatives
- Devens Eco-Efficiency Center

Awards

- 2008 EPA Merit Award
- 2007 MA Smart Growth Award
- 2006 Environmental Award from Mass Audubon/Worc. Bus. Journal
- Internationally Recognized

Program Goals

- Promote Sustainable Business Practices
- Guide Continuous Improvement and Innovation
- Enable Ecological and Economic Efficiencies
- Advance Environmental Stewardship
- Facilitate Partnerships

Membership Benefits

- Free Registration to Workshops and Roundtables
- Dedicated Technical Assistance
- Cost Savings from Improved Efficiencies
- *EcoStar Achiever* Designation
- Networking Opportunities

Educational Forums

- Sustainability Workshops
- Green Building, Transportation, and EHS Roundtables
- Customized Employee Training
- Website Resource Library

Support Services

- Environmental Policy
- Waste Reduction, Reuse and Recycling Programs
- Energy Conservation and Efficiency
- Toxics Use Reduction

Tools

- 25 EcoStar Standards
- *Action Guide*
- Walk Through Review
- Online Materials Exchange (coming soon!)
- Outreach Materials

Other Activities

- The Great Exchange
- Field Trips
- Earth Day Celebration
- Community Events
- College Internships

EcoStar Can Help Grow

Your Business Sustainably

Improve Efficiencies - Decrease Expenses - Build Market Appeal