Maryland Green Registry MEMBER

The Maryland Green Registry promotes and recognizes sustainable practices at organizations of all types and sizes. Members agree to share at least five environmental practices and one measurable result while striving to continually improve their environmental performance.

LetterSpace Creative

LETTERSPACE CREATIVE

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Graphic Design
Member since December 2014

Management and Leadership

☑ **Environmental Policy**

> My mission as an eco-friendly designer is to maintain a sustainable office utilizing eco-friendly products and services and to inform my clients on the same principals. I have worked closely with a local group, Bethesda Green, to assist me in stay informed of the latest ideas in cost-savings for products and to connect with others locally, and share eco-friendly office practices.

☑ **Annual Environmental Goals**

> My business goal is to have a majority of in-house materials and their use reduced down by 50% by 2020. I reached that goal, only purchasing one ream of paper in 2019, and also in 2020. With new digital practices in place, that will be the average paper consumption, or less.

☑ **Environmental Preferable Products and Services**

> I have managed and helped produce the annual awards gala for Bethesda Green, a local community organization that promotes awareness of sustainable practices. For that event, I utilize as many eco-friendly practices as possible including using local vendors that with eco-friendly practices, food from local restaurants located within 8 miles away from the venue, and reusable service items [dishes/drinkware, flatware, table linens, tables, etc.] provided by a facility that utilizes sustainable practices and washes everything with a reclaimed water

system. Any leftover food is composted by a local compost company. All of the marketing materials that I design are printed from their in-house printer, and the banners are printed locally on recycled plastic/vinyl banner sheeting. Everything not used is recycled or saved for the next Gala. This event has created a network of vendors that share similar philosophies of sustainable practices. The average attendance for the Gala is roughly 300 people, with approximately 4 bags of non-recyclable trash.

As a result of my work with Bethesda Green I have acquired several clients who are also in a variety of sustainable industries. They have been great resources to improve my company's 'green' commitment, and I have been able to educate them on the ever-evolving world of eco-friendly print practices and other materials to help them maintain their level of sustainability within the community.

☑ **Environmentally Preferable Purchasing**

I ensure that all materials I purchase include some kind of recycled content, and/or are recycled after use. The office paper I use contains 50% post-consumer recycled content. Most of the printers I work with are FSC-certified and utilize many sustainable practices such as waterless printing, printing on recycled paper, and recycling within their print shops. As a designer I am responsible for providing my clients print information and provide estimates from printers who follow these practices.

☑ **Environmental Restoration or Community Environmental Projects**

When I was a volunteer for Bethesda Green, I provided graphic design services and helped them utilize their office products [such as a printer that uses eco-friendly inks] to print everything in-house with recycled papers. Anything used for their events is reused and/or recycled.

Waste

☑ **Solid Waste Reduction and Reuse**

I print e-mails and other work only when necessary to reduce paper use and electricity and store documents as pdfs. As of 2020, very few items are printed, most are now shared as electronic documents.

☑ **Recycling**

I recycle office paper and the commercial paper swatch books provided by paper manufacturers. I also recycle the laser printer and inkjet printer cartridges.

Because I have limited my printing, my paper recycling quantities falls under 20 lbs per year. Any other material is less than 10 lbs annually.

Energy

☑ **Energy Efficiency**

All lighting in my office has been changed to LED lights, and I utilize natural light as much as possible, only turning on lights as needed. Computers are put on energy-saving mode when not in use and all other items [printers/scanner/digital cameras, etc.] are turned off when not in use. I also have new, energy-efficient windows in my office. These combined have reduced my overall energy use by about 50%.

Transportation

☑ **Employee Commute**

I work from my home office so there is no commute.

☑ **Efficient Business Travel**

I try to carpool when going to meetings out of the office or other networking or industry events. I also try to combine trips when purchasing office supplies.

Limiting travel to off-site meetings adds up to about 20-90 miles traveled per month [no more than 1080 miles per year], and approximately 45 gallons of gas annually.

Profile Updated January 2021