

**HWC Green Team**  
**2009 Goals and Objectives**  
**February 17, 2009**



Goal	Objectives	Action Steps	Team Leader
<b>Green Education</b> - Educate our staff on how to improve the sustainability of our projects.	"Brown Bag" Education Lunches	Schedule regular brown bag lunches with sales representatives for green products or green programs. Hold one per month in Indianapolis and Terre Haute. Hold one every six months in Scottsburg and Lafayette.	Abby Richards
	Inform staff of training opportunities.	Establish and maintain green events calendar. Distribute it on a monthly basis to staff so they have regular notice of internal and external training opportunities (brown bag lunches, training sessions, USGBC events, LEED seminars, etc.)	
	Improve usefulness of Green Team meetings	Hold green team meetings on a bi-monthly basis for the purpose of tracking progress toward these goals.	
	Share information internally	Create and maintain internal wiki as a central clearinghouse for information.	
<b>Green Projects</b> - Improve the sustainability of our projects.	Establish project review program	Develop program to review projects to improve their sustainability. The goal is to review projects in the planning phases to identify opportunities - and then to review during design phases to verify the ideas were followed correctly.	Matthew Pierce
		Develop a program for identifying which projects should undergo a green review. Consider using green team members from each office identify potential projects.	
		Establish one or more technical review committees to complete green reviews.	
	Establish expected green practices for HWC design.	Develop checklists for each design discipline of expected green practices and opportunities.	

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<b>Green Marketing</b> - Strategically pursue clients that share our same green values, and projects that can implement green initiatives.	Presentation to marketing team	Schedule presentation to client services team on green marketing opportunities in Jan or Feb. Overview green team goals and objectives.	Cory Whitesell
	Develop strategy for pursuing green/sustainable projects.	Review and adopt strategy for pursuing green projects. Prepare a green/sustainable marketing piece.	
	Pursue certifications for the projects that we work on and the clients that we work with.	Follow LEED for Sites pilot program and consider participating as part of that program.  Consider other certifications such as certified wildlife habitats, carbon exchange programs, etc.  Serve on a design team for two LEED projects.	
	Notify clients of our green credentials	Press release after Lisa passes her LEED AP exam (Done) Publish 2009 Green Goals on website. Update website to summarize LEED/Green Credentials	
	Promote blog/wiki externally	After creating and getting momentum started on wiki, evaluate the option of rolling out the wiki for review by the general public and our clients.	
	<b>Green Ourselves</b> - Educate our staff on how we can be more green as individuals and as a company.	Increase use of public transit	
Green our company practices		Investigate what other firms are doing to green themselves and look for good ideas.	
		Investigate opportunities for green certifications for our offices.	
		Investigate opportunities for greening the materials that we use (letterhead, paper, etc.)	
Green our food		Choose sustainable food for company meals.	
Create opportunities to give back		Participate in civic organizations focusing on these issues. Plant trees for Keep Indianapolis Beautiful	
		Include information piece in company newsletter	Include information piece in every new company newsletter