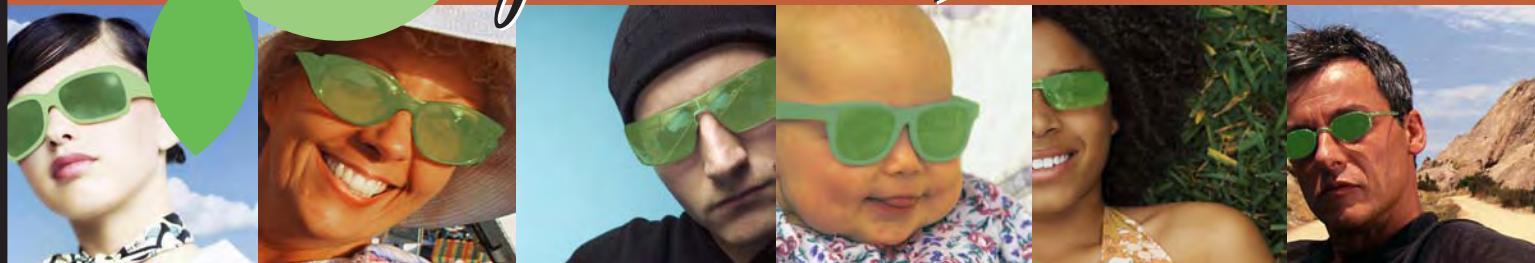


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In a recent survey, 68% of Climate Wise businesses indicated that they joined and stay in the program because they value assistance and recognition as a leader in environmental stewardship.

*green is the new black*



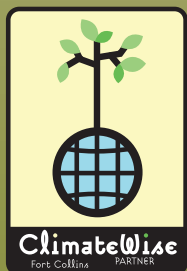
# ClimateWise

## 2007 Summary of Accomplishments

### Moving Forward

The productivity and popularity of Climate Wise continues to grow. The Climate Wise program is becoming a model for other initiatives. City staff assisted several statewide and national agencies to start their own versions of a business support/voluntary greenhouse gas reduction program.

In 2008 the program staff will focus on attaining higher performance, achieving greater program efficiency, and staying nimble to best assist the business community. Staff will also continue to cultivate partnerships, collaborate with organizations, increase the program's innovative development, and broaden its reach into the community.

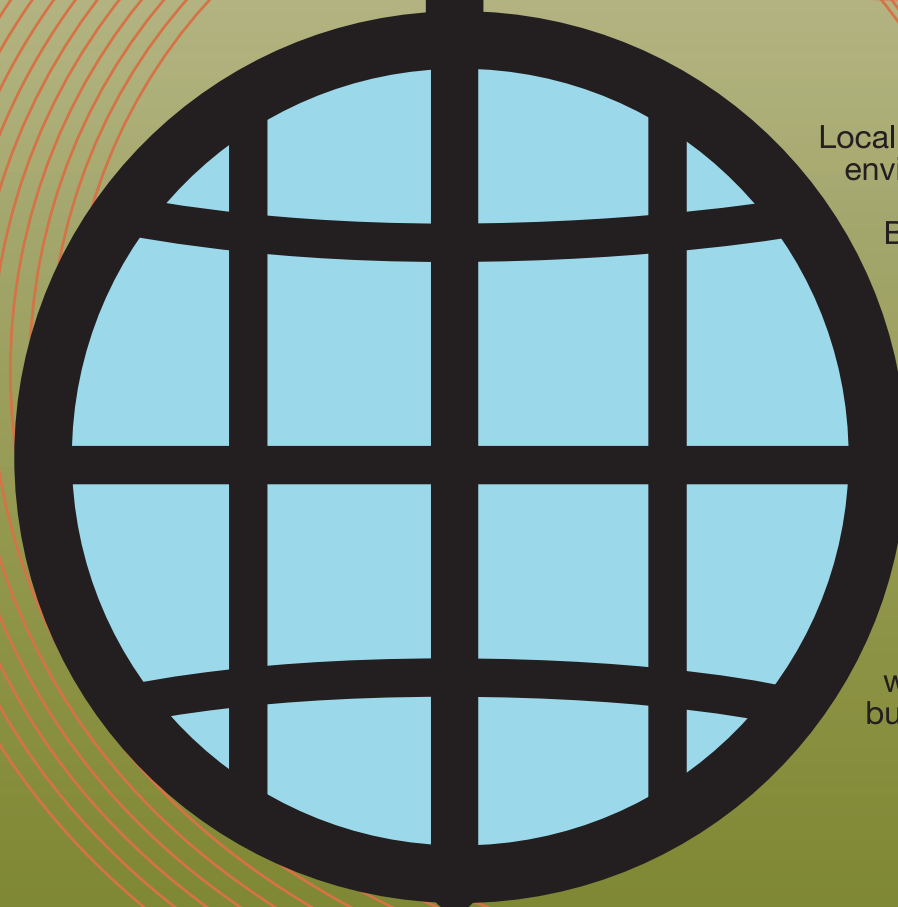


### The Climate Wise Mission

To build and serve an active group of businesses and organizations that is committed to making Fort Collins a world-class community through climate protection, environmental stewardship, and economic vitality.



To learn more about Climate Wise  
[fcgov.com/climatewise](http://fcgov.com/climatewise)  
Kathy Collier, Program Manager  
[climatewise@fcgov.com](mailto:climatewise@fcgov.com)  
970-221-6312



Locally, regionally, nationally, and globally, businesses are realizing that smart environmental practices can result in improved business results.

Before green went mainstream, the City of Fort Collins and the local business community embraced this idea. In 2000 the City of Fort Collins developed a program to help businesses reduce their greenhouse gas emissions and save money. Now, eight years later, the Climate Wise Program has more than quadrupled in size and impact.

In 2007 we welcomed our 75th partner to the program; I am proud to announce that the City of Fort Collins organization officially joined Climate Wise as a partner. I look forward to learning and sharing information with our business peers and making City operations greener than ever.

I am continuously impressed with the environmental ingenuity and commitment of this community. Together, we continue to position Fort Collins as a leader in green business.

Darin Atteberry  
City Manager



## Climate Wise, Business Smart A strong economy and healthy environment are not mutually exclusive

Imagine a program that combines money saving practices with protecting the environment. That's smart business, and this is Climate Wise. Climate Wise is a City of Fort Collins voluntary program to support local businesses and organizations dedicated to environmental stewardship and a vibrant local economy. Partners voluntarily reduce their greenhouse gas emissions through waste reduction, energy efficiency, water conservation, and transportation reduction. These actions result in cost savings to organizations. Program participants find additional benefit, as the program provides public recognition, technical assistance, support, and peer networking opportunities.

### Progress Toward Climate Protection

During 2007 the Climate Wise program grew by 24 organizations to include 75 business partners. These partners have made significant progress to the program's goal to reduce greenhouse gas emissions by 93,390 tons per year by the year 2010. Climate Wise partners reduced greenhouse gas emissions by 82,421 tons in 2007.

### Climate Wise as State Model

The Colorado Climate Action panel recommended implementation of a state-wide voluntary business program modeled after Climate Wise. Similarly, the recommended state program would offer technical assistance and support to businesses as a means of reducing carbon emissions from energy, water, transportation, and solid waste. Legislators are deciding on this and 73 additional state-wide recommendations.

### Program Recognition

Climate Wise was nominated by the Fort Collins Area Chamber of Commerce for the IBM Innovations Award in Transforming Government, a special international award sponsored by IBM and administered by the Ash Institute at Harvard University's John F. Kennedy School of Government.

This award nomination illustrates how Climate Wise is being recommended as one of the world's most transformative government initiatives. The program was a finalist and was asked to re-enter the national competition in 2008.



## New Developments

### Improved Climate Wise Resource Guide

This guide is an electronic tool that helps partners maximize the benefits of participating in the program. 2007 brought new updates and cost analysis measurements resulting in easier data collection for partners.

### Partner List Serv

This dedicated online forum facilitates sharing of solutions by partners and Climate Wise staff. It also generates ideas regarding operations, events, and other relevant topics.

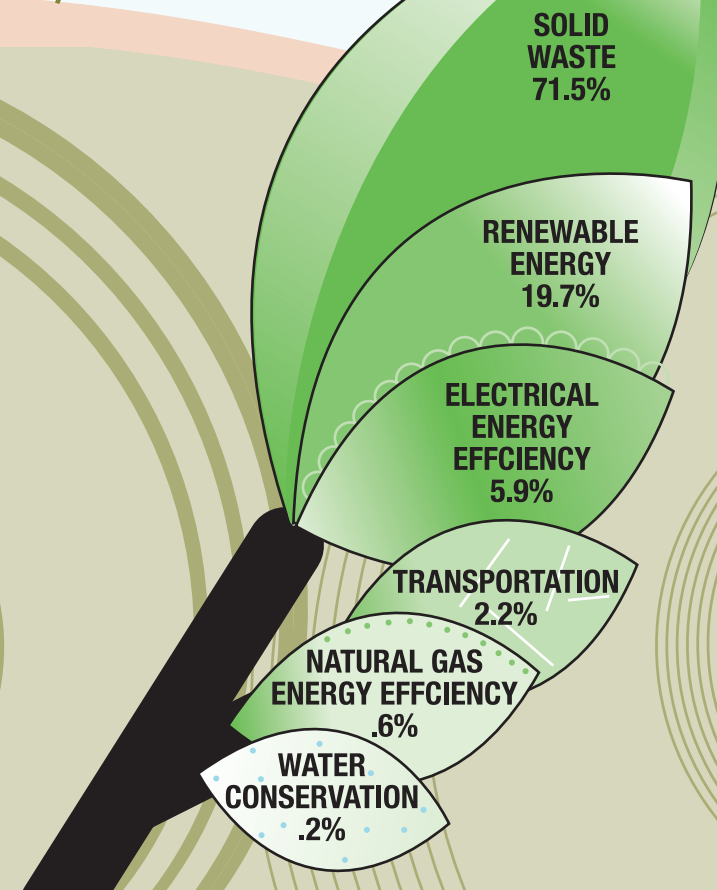
### Partner Profiles

Profiles give Climate Wise partners a chance to showcase their accomplishments in energy and water conservation, alternative transportation, and waste reduction/recycling. These profiles are placed on the Climate Wise website and are available to other partners and the community.

### Climate Wise Fall Fair

Due to the growing nature of the Climate Wise program, staff developed the Fall Fair for partners to offer a comprehensive overview of the program, expectations for new partners, real-time data collection training, and a range of topics to capture partner interests and needs. Keynote speaker Stephen Saunders, president of the Rocky Mountain Climate Organization, presented information about the Colorado Climate Project and participants attended a variety of workshops.

## 2007 Breakdown of New CO<sub>2</sub>e Reductions by Source



## Platinum Partner Requirement – GREEN Works

During 2007 the Partner Steering Committee applauded the idea that Platinum Level partners should strive to involve employees in their organization's efforts. Attaining Platinum Level status now requires partners to complete two to three "employee engagement and educational campaigns or challenges" throughout the year. Climate Wise staff rolled out GREEN Works, which provides partners the marketing tools needed to create employee "challenges" and track results. Each "challenge" may be customized for each partner's needs and is designed to engage employees to participate and to create trackable greenhouse gas reduction.

### Results

Platinum partners piloted their versions and launched employee challenges:



The Neenan Company: "Dude, where's my trash can?" Results: Decreased CO<sub>2</sub> connected to waste by 86%.



Anheuser-Busch: "Hop-A-Ride" Results: 48 new carpools and designated carpool parking spaces for a total of 20 spaces.



Avago Technologies: "Climate Wise Employee Challenge" Results: An overall 67% reduction of cans and bottles in trash.

## Valuable Partnerships - Leveraging Funds

The Climate Wise program leveraged more than \$14,000 in sponsorships during 2007, such as advertising from Foothills Mall.



## Increased Seminars and Networking in 2007

Climate Wise staff collaborated with the Chamber's Environmental Committee to organize two tours and The Saving Green Seminar: How to Do Business Profitably and Help the Environment.



City Manager Darin Atteberry opens the City of Fort Collins Talk and Tour at Police Services with Climate Wise and Chamber members.



Poudre School District hosts a partner tour of Kinard Junior High School's "green" practices and features.



## Improved Assessments Produce Results

Employee ridership increased by 152% at Wal-Mart Supercenter, by moving an existing bus stop closer to the employee entrance, installing customized signs, and implementing Transfort programs.



## Cost Savings

Annual cost savings for partners of the Climate Wise program exceeded **\$4.5 million** in 2007. Since the program's inception, cumulative savings to partners are nearly **\$12.5 million**.

## Did You Know?

Climate Wise business partners reduced 82,421 tons CO<sub>2</sub>e in 2007, which is approximately equivalent to:

- 6 million trees planted
- A reduction of 1 million round trip vehicle trips between Fort Collins and Denver
- A reduction of 88,000 roundtrip airline flights from Denver to New York City
- Removing 11,700 vehicles from the road this year
- Taking 227,000 60-watt light bulbs — that were in use 24 hours a day — out of service

## Measures that Matter

### Water Conservation

Cumulative water savings since the year 2000: nearly 3 billion gallons. Approximately equivalent to:  
- the annual water use of 47,700 homes, or  
- filling City Park Pool 14,100 times.

### Electrical Energy

Cumulative savings since the year 2000: 207,109,000 kWh, approximately equivalent to the annual energy use of 18,800 homes.

### Natural Gas Energy

Cumulative savings since the year 2000: 4,200,000 therms, approximately equivalent to the annual natural gas use of 6,000 homes.

### Solid Waste

Material diverted from landfill by reduction, reuse, or recycling; cumulative savings since the year 2000: 69,000 tons, approximately equivalent in weight to 5,000 Transfort city buses.

### Partner Demographics

Partners in the program employ nearly 20,000 people ranging from small, one-employee businesses to Colorado State University, the largest employer in Northern Colorado:

- 87% of partners are private employers and
- 13% of partners are public organizations.



# ClimateWise

Making Fort Collins a Better Place

# ClimateWise

Business Partners

# Make a Difference

## PLATINUM

Anheuser-Busch, Inc.  
Avago Technologies  
Café Ardour  
Clean Air Lawn Care  
Compliance Partners/Seven  
Generations  
Land Images, Inc.  
New Belgium Brewing  
Company, Inc.  
Poudre School District  
The Neenan Company

## GOLD

Colorado State University  
Drahota Construction  
Fuhrman Landscaping, Inc.  
Nolte Associates, Inc.

## SILVER

Advanced Energy Industries, Inc.  
Best Western University Inn  
City of Fort Collins  
Custom Blending, Inc.  
Delta Construction  
Experience Plus! Bicycle Tours  
Foothills Mall  
Fort Collins Area Chamber of  
Commerce  
Fort Collins Food Co-op  
Front Range Community College  
Hewlett-Packard Company  
Houska Automotive Services, Inc.  
JAX Mercantile Company  
Larimer County Government  
Lyric Cinema Café  
Nolte Associates, Inc.  
North Front Range MPO  
Odell Brewing Company  
Platte River Power Authority  
RB&B Architects  
REI  
Rio Grande Mexican Restaurant  
Scuba Schools International  
Shamrock Transportation Services  
The Vineyard Church of the Rockies  
Trees, Water & People  
Trinity Lutheran Church  
USDA-APHIS  
Vaught-Frye Architects  
Wal-Mart Supercenter  
Waterpik, Inc.  
Woodward

## BRONZE

Eco-Thrift  
Residence Inn by Marriott  
The Fort Collins Coloradoan  
Whole Foods Market

## ACTIVE

Alliance Construction Solutions  
Ben & Jerry's  
Fort Collins Club  
Fort Collins Marriott  
MediaTech Productions  
Passion for the Planet  
Eco-Boutique  
Poudre Valley Hospital  
ReSource  
St. Luke's Episcopal Church  
Sage Dwelling  
The Cupboard  
The RETEC Group  
The Trebuchet Group  
Value Plastics, Inc.  
Verde LLC

*Thanks to The Brendle Group  
for providing outstanding  
technical assistance.*

## Steering Committee

Thank you Partner Steering Committee  
for your dedication!

Anheuser-Busch, Inc.  
Avago Technologies  
Colorado State University  
Compliance Partners/Seven Generations  
Drahota Construction  
Fuhrman Landscaping, Inc.  
Land Images, Inc.  
New Belgium Brewing Company, Inc.  
Nolte Associates, Inc.  
Poudre School District  
The Brendle Group



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