

Reaching Out To The Community

This tip sheet corresponds with Green Star and Air Quality Award Standard #6 – Reach Out to the Community About Your Green Star/Air Quality Efforts. Another useful tool is Chapter 10 in “Becoming a Green Star: A Waste Prevention Guide for Anchorage Businesses.” You can find the guide online at in pdf and html format at www.greenstarinc.org/guideindex.php or request a hard copy from Green Star.

Provide Outreach and Education

Getting the word out about what you’re doing is a great tool to increase awareness. Consider putting information about your Green Star or Air Quality activities in your newsletters, customer mailings, or invoices.

Displaying the Green Star Award logo in your workplace is one way to highlight your efforts and familiarize your customers with the program. Have you seen the Green Star logo on the side of People Mover buses? Now, that’s getting the word out!

A page on your web site detailing your Green Star efforts and a link to our web page also fits the bill when it comes to providing information and educating the public.

Green Star also can come to your workplace and give a presentation on recycling, air quality, energy efficiency or other topics. Green Star can provide written materials as well. Green Star also has an informational Air Quality display available for a few days or a few weeks at a time.

Participate in Green Star Activities

Green Star offers numerous programs for the business community. Your employees or coworkers can get involved with several of these each year. Consider providing information about the events and programs, offering paid leave or time off to participate, and/or organizing groups at work to participate. Many of these activities make great teambuilding experiences.

- Green Star Board or Standards Committee
Become a member of the board of directors or standards committee and get involved in the daily activities of Green Star.

- Green Events – Green Events provides recycling bins and often recruits volunteers for about 20 events throughout the year, including the Alaska State Fair and many others. Several of the events need individual and group volunteer assistance. Some organizations use Green Events as team building opportunities for employee groups. Contact Green Star to get on the email list for upcoming Green Events needing volunteers. Also consider making your next special event a Green Event by contacting Green Star about recycling bins and other waste preventing activities that can be incorporated.



- Bike to Work Day – This exciting, one-day event is held each spring and typically involves several thousand bicyclists. Ride your bike, organize a team, donate prizes for those who participate, or staff a refreshment station.



- Booths and Giveaways – Green Star occasionally staffs an information booth at events such as the Alaska Forum on the Environment, Earth Day activities and other events and conferences. In addition, Green Star periodically hosts timer giveaways for engine block heaters as part of its Air Quality program. Volunteer staffing is often needed for such events. Contact Green Star to determine when events are held.

- Clean-up Events – Anchorage offers numerous different cleanup opportunities such as Citywide Cleanup, Creek Cleanup, Scoop the Poop Day, Adopt-a-Stop, Adopt-a-Trail, and others. Or you can establish a litter-free zone at your organization. Post litter-free zone signs and organize a cleanup activity. Signs are available on Green Star’s web site at www.greenstarinc.org/toolindex.php.

CLEAN- UP EVENTS	
Citywide Cleanup	276-5550
Creek Cleanup	277-9287
Scoop the Poop Day	343-4288
Adopt-A-Stop	343-8230
Adopt-A-Trail/Park	343-4288
Adopt-A-Bike Path/Pathway	274-3266
Adopt-A-Highway	338-1466

Get Involved in Air Quality

Many air quality issues are directly related to community planning. Factors such as availability of public transportation and design of sidewalk and bike trails for efficient use by commuters can influence your organization's productivity as well as our community's air quality. Here are some organizations to contact to get involved:

Alaska Community Action on Toxics
(907) 222-7714
www.akaction.net

Alaska Department of Environmental Conservation
Division of Air Quality -- Air Non-Point & Mobile Sources
(907) 269-7579
www.dec.state.ak.us/air/anpms/index.htm

American Lung Association of Alaska
(907) 276-5864 (LUNG)
www.aklung.org

Anchorage Metropolitan Area Transportation Study
(AMATS) Citizen Air Quality Advisory Committee
MOA Department of Health & Human Services
Air Quality Program
(907) 343-6976

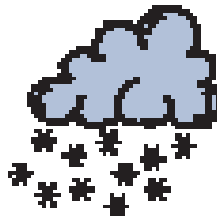
Anchorage Trails & Greenways Coalition
(907) 566-2842
anchorage_trails@hotmail.com

Bicycle Commuters of Anchorage
www.bicycleanchorage.org
info@bicycleanchorage.org

Clean Air Coalition
(907) 272-0738

Indoor Air Quality Interest Group
(907) 343-4715

Alaska Center for the Environment
(907) 274-3621
www.akcenter.org



Recruit New Members

To flourish, the Green Star program requires new members. One way an organization can make a difference is to work with another business to become Green Star Award certified. No matter what your line of work, your organization is part of a network of organizations that all rely on each other for products, services, information, and support. Connecting with other businesses can help your organization as it helps Green Star.

Consider contacting organizations with whom you work about joining Green Star. This can be as easy as providing your contacts with information about Green Star. You can contact vendors, suppliers, contractors, association members, and other colleagues.

How They Did It

Some larger companies that require support services and contractors have included specifications in bid requests that encourage or require the bidder to be a Green Star Awardee.

Sponsor Green Star Programs

Green Star is a non-profit organization; therefore, sponsorship is a vital part of our operations. Consider financially supporting Green Star in general or sponsoring a specific program, such as Green Events or a neighborhood-based walking school bus program, or other programs, as your contribution to Green Star. Green Star provides recognition to its sponsors through print and media.

BP supports the Green Events program as a presenting sponsor.

Great Harvest Bread Company provides cookies for Green Star's large volunteer-based events.

Midnight Sun Brewing Company hosts Green Star's quarterly Green Star Mixer.

AWWU, Coca-Cola of Alaska, and Pepsi-Cola Bottling Group all donate beverages for volunteers.



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Good for Business ~ Good for the Community ~ Good for the Environment