

"CAPACCIO GOES GREEN"

"It's Not Easy Bein' Green," Kermit the Frog sang in 1970, lamenting his lack of identity. Well, times are changing, and wouldn't Kermit be thrilled to know that Capaccio Environmental Engineering, Inc. (CAPACCIO) is striving to be as green.

"At CAPACCIO, we used to only wear green on St. Patrick's Day," said CEO Bob Capaccio, "but, now, thanks to our continuing efforts to reduce waste and implement better environmental practices, my company wears green all year long."

Since 2005, CAPACCIO has made tremendous strides to change from old habits for new to help preserve the environment. Although it has taken some time, effort and expense on the company's part, these efforts have resulted in an improved work environment and valuable conservation of resources.

Some of the areas addressed were evaluating the use of paper and paper products; practicing better energy consumption; purchasing environmentally safe products and disposing of electronic waste (e-waste) in an environmentally safe way.

First, in an effort to save more trees, a complete review of CAPACCIO's printing and copying practices was conducted. Not surprisingly, paper use was found to be the company's largest source of consumables and waste. An employee suggested that by utilizing both sides of the paper, usage would be greatly reduced. As the current printer did not have this capability, CAPACCIO purchased an HP 2430 double-sided printer in November of 2005, which has since reduced paper consumption by almost 40%.

Another major consumer of paper and ink was CAPACCIO's newsletter, *Enviroline*, which was being mass mailed to over 3,000 subscribers. Converting it to an electronic version for email would cut down on paper and ink, but subscribers would have to be willing to convert to this format for it to work. To date, over 350 subscribers have made the switch to the email version and more continue to sign up.

To save even more paper, CAPACCIO cut back its practice of mailing out postcards to clients and began sending "EBlasts" instead. This practice has not only gotten important information to clients quicker, but has also saved on postage as well.

Paper forms like vacation, travel and tech support requests which were once completed by hand, were converted into electronic forms and are now sent via e-mail. Additionally, important documents are now reviewed electronically and changes are made through email rather than printed out. And unwanted junk mail? We continuously make requests to have our name removed from these lists.

In our kitchen, paper cups have been replaced by mugs brought in from home, and bottles and cans are collected and recycled on a regular basis by a volunteer employee. Cardboard boxes and packing materials are re-used for mailings or storage, and we switched to environmentally-friendly product solutions for cleaning, office supplies and equipment.

CAPACCIO also looked at its use of energy and found that consumption was high. To reduce consumption, the old light and ballasts system was replaced with a more efficient fluorescent lighting system, resulting in substantial energy savings. Employees also do their part to conserve energy and turn off lighting, PCs, and/or monitors when they are not in use.

In an effort to keep electronic and other bulky items out of the waste stream, employees are encouraged to bring in old cell phones, cd players or other such items they no longer want for someone else to use in our newly created "up for grabs" area. CAPACCIO also invested in a battery charger and rechargeable batteries.

CAPACCIO has also become more conscientious about recycling or reusing computer equipment. In an effort to eliminate outdated electronics safely and wisely, CAPACCIO held an "electronics waste day" in January of 2008. Employees were asked to bring in any outdated/unwanted electronics such as radios, televisions and computers, while, at the same time, CAPACCIO cleaned house, tossing 17 monitors, 5 workstations and several miscellaneous items in the process!

To ensure these items were disposed of properly, CAPACCIO utilized CRT Recycling of Brockton, a company that recycles e-waste such as CRT's (computer monitors and televisions), all computer parts and accessories, and consumer electronics. CRT Recycling is a Massachusetts Class A Permitted Universal Recycling Facility that properly disposes of items that can no longer be accepted by Massachusetts landfills. CRT Recycling also donates any electronic equipment that can be reused and/or resold to non-profit organizations. Any equipment that cannot be reused or resold as a whole is separated and then bailed and loaded into containers for resale and/or plastic-to-plastic, metal-to-metal, glass-to-glass or wood-to-wood recycling.

Further action items on CAPACCIO'S agenda for 2008 are a move from 70 % recycled paper to 100% recycled paper for our brochures, sales kits and business cards, and to utilize soy ink whenever possible. We will also continue to ring in the holidays with environmentally friendly holiday cards. In 2007, CAPACCIO'S card was made from 100% recycled paper embedded with seeds that could be planted into the ground.

From efficient uses of paper, more efficient energy consumption and environmentally safe disposal practices, CAPACCIO ENVIRONMENTAL ENGINEERING, INC. has indeed become greener, but won't stop there. After all, Kermit, himself, was more than just the color green. He was originally created from a green coat that Jim Henson's mother threw in the trash can. How's *that* for bein' green?

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