



## Bay Area Green Business Program

Environmental Values At Work



Building Manager, David Coale displays both the Green Business and Cool It! door stickers

### Acterra

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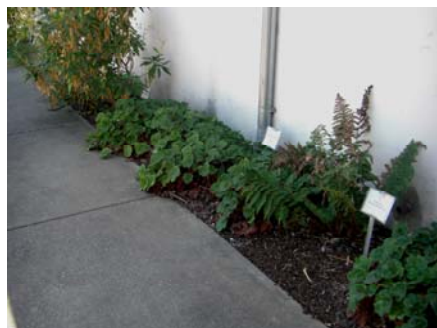
Certification Date: 2002, Recertification: May 2007

As you walk to the front entrance of the Peninsula Conservation Center (PCC), where Acterra is housed, you are greeted with many signs of an environmental organization that “practices what they preach.” A rack full of bicycles, a worm bin for composting employee food scraps, drought tolerant plants, a mini herb and vegetable garden, a picnic table made from reclaimed wood, and a meter showing the energy being produced from the 2.4 kilowatt solar rooftop system.



Food scraps from employee lunches are composted in a worm bin

Acterra, whose mission is to bring people together to create local solutions that foster a healthy natural environment, already had many of the measures required for certification in place. “We wanted to get credit for our environmental efforts and also set an example for other businesses our size,” says David Coale, Building Manager for the PCC. When a business is thinking of “going green” Coale suggests they should look at each action individually to determine what the overall environmental impact is, then determine if there is a simple solution. He explains that removing half the fluorescent tubes in their hallway was so simple, yet the benefits so great. “You can get by with less light and cut your energy and light replacement costs in half. The benefits are totally worth it!” he says.



Drought tolerant plants line the walkway to the building entrance

One of the efforts Acterra is most proud of is that their entire building is carbon neutral. They purchase electricity from Palo Alto Green and mitigate employee transportation use with the purchase of renewable energy certificates through the Cool It! Program.

For more information on Acterra’s green efforts, contact David Coale.