



Smarter DC Challenge

Have fun improving the sustainability of your DC buildings and organizations

Sign Up

Annual Report FY 2015

About

Challenge

Software

Events

FAQ

Contact



managed by:



sponsored by:



What is the Challenge?

Smarter DC Challenge

The Smarter DC Challenge is designed to help organizations and buildings improve sustainability in the workplace. Join the program to reduce energy, water, and waste - and make Washington DC a better place to work and live. Any organization with at least one property or workspace located within the District is encouraged to participate. [Learn more about the program.](#)



Complete Activities



Earn Points

Rank	Name	Points
1st	You!	2,650
2nd	_____	_____
3rd	_____	_____
4th	_____	_____

Move Up Leaderboard

www.smarterdcchallenge.com

7 THEMES



Focus: 1 theme per quarter

 **ENERGY**

 **WATER**

 **WASTE**

 **TRANSPORTATION**

 **PURCHASING**

 **EDUCATION & OUTREACH**

 **INNOVATION & GAMING**

Vision & Mission



Transform DC businesses, organizations and institutions into innovative sustainability stewards who grow the economy, preserve resources and serve as leaders in the global marketplace.

Through friendly competition and recognition, the Challenge will provide Washington, DC's businesses, organizations and institutions with the data, knowledge, and tools to grow, thrive and contribute to creating the most environmentally sustainable city in the country.

Strategy & Goals*

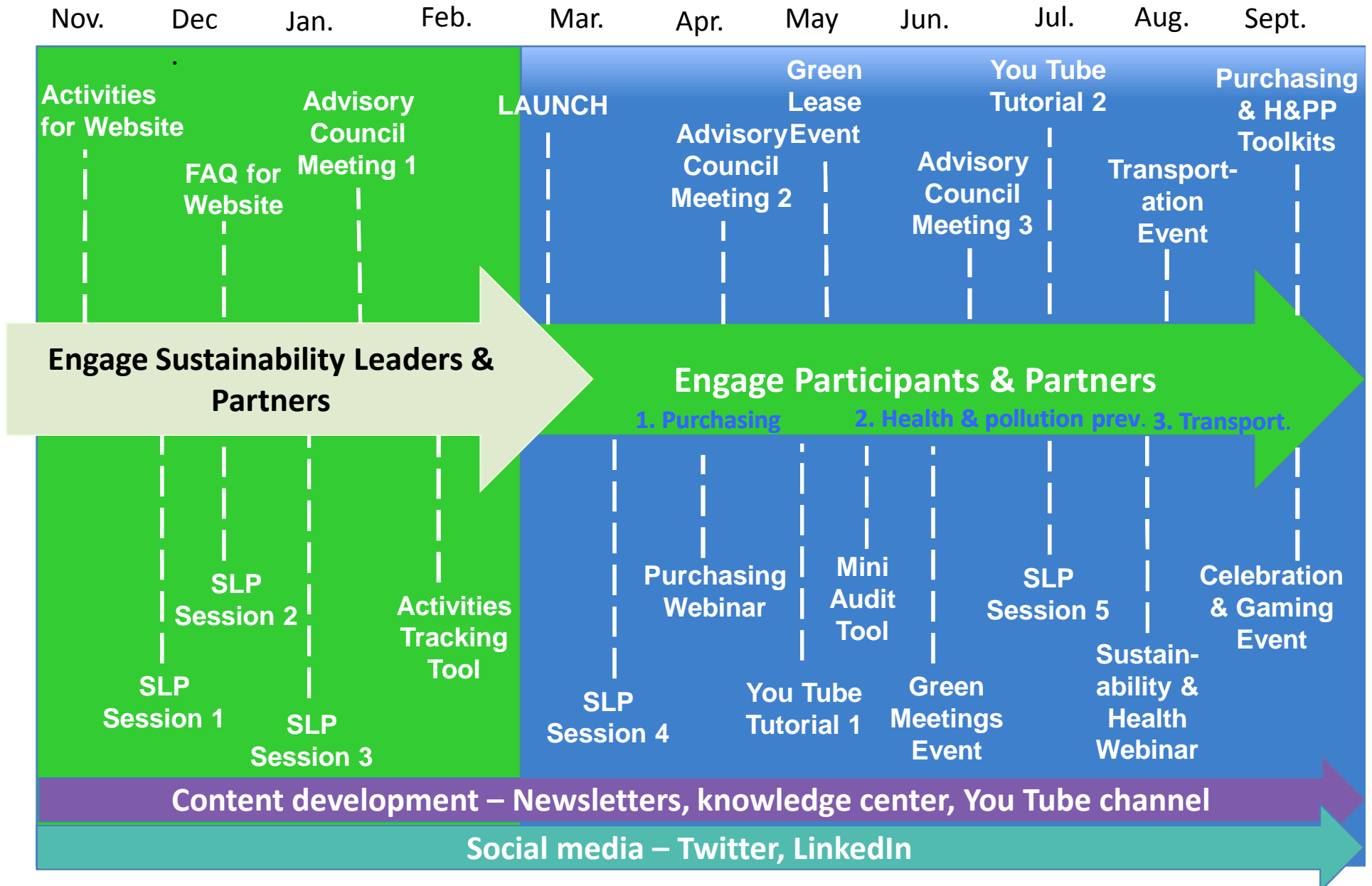
Engage at least 100 workplaces and buildings in the District of Columbia to participate in the Challenge

Develop a Sustainability Leadership Program to connect the importance of sustainability & leadership and to support Challenge participants

Make the Challenge fun and rewarding through gamification

Initial focus on office-based businesses and nonprofit organizations, property managers and owners

Implementation At a Glance



November 2014 – September 2015

P R O G R E S S



Leadership



Participation



Education



Communication



Celebration



Leadership

- Leadership
- Engagement
- Education
- Communication
- Celebration

SDC Sustainability Leaders & Advisory Council



David Bell



Sharon Bradley



Myrrh Caplan



David Carlson



Michael Altman



Stephanie Angelides



David Borchardt



Anita Chandra



Roger Chang



Dennis Chestnut



Bobby Croghan



Carl Elefante



Bicky Corman



Ladan Ghobad



Robin-Eve Jasper



Kimberly Newcomer



Paige Gentry



Eugenia Gregorio



Wendall Jenkins



Russell Klein



Mary Margaret Plumridge



Steve Polo



Scott Pomeroy



Katie Ross



Susan Kolodziejczyk



Cooper Martin



Lesley Morrison



Teresa Rainey



Eleanor Sakhri



Robin Snyder



Marie Tibor



Mary Lynn Wilhere

19 Sustainability Leaders



5 Sustainability Leadership Program Sessions

1. Introduction to Sustainability

Partner:
Nixon
Peabody

2. Leadership

Partner:
Perkins &
Will

Speakers

- Nina Albert – Delegating & Empowering
- David Bowers - Transformational/Inspirational Leadership
- Amy Hartzler - Storytelling

3. Combining Sustainability & Leadership

Partner:
Gensler

Speaker:
Bracken
Hendricks –
Sustainability
& Leadership

4. Working with your cohorts-Part I

Partner:
ZGF

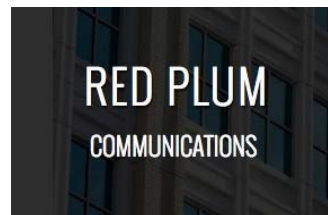
Speaker:
Jess
Zimbabwe –
Facilitation

5. Working with your cohorts-Part II

Partner :
German
Marshall
Fund



21 Advisory Council Members



3 Advisory Council Meetings

Q1: 1/9/2015

- **Participating in the Challenge**

Q2: 4/23/2015

- **Opportunities & Challenges**

Q3: 6/25/2015

- **Outreach & Engagement**

26 Partners

Aquicore	Co-sponsored the Green Leases event	goDCgo	Aligned Challenge transit and travel activities with their program and DC laws and regs, co-marketed in both directions
American University Game Lab & Studio	Hosted and provided experts and facilitators for "Celebrate the Game and the Players" event	IMT	Speaker and facilitated break out session at Green Leases event – advised on content for event
Chesapeake Sustainable Business Council	Asked us to speak at a meeting of their members	Newmark Grubb Knight Frank	Speaker at Green Leases event
Clean Energy Leadership Institute	Invited Patty to conduct an event with their members on the Challenge – we had them design a game for one of the Challenge themes	Nixon Peabody	Hosted first SLP session, co-sponsored launch, Jeff Lesk has spoken at first SLP session, the Launch and the Green Leases event
DC Office of Contracting and Procurement	Speaker on our Sustainable Purchasing 101 Webinar, provided writing for Sustainable Purchasing emails	NoMa BID	Co-sponsored and helped to produce launch
DC PACE	Facilitated break out session at Green Leases event and working with them to build deeper partnership	Perkins and Will	Hosted second SLP session
DCSEU	Co-facilitated break out session at Green Leases event and working with them to build deeper partnership	Squire, Patton, Boggs LLP	Hosting Greening Meetings Event
Do Good Better	Speaker at second SLP session on Storytelling	Sustainable Purchasing Leadership Council	Co-hosted Sustainable Purchasing 101 Webinar, exhibited at the Launch, as a result of our work will be incorporating Green Leasing in their Sustainable Purchasing Guidebook
Downtown BID	Program partner – consults on strategy, activities, events and marketing, conducted a site-visit with Venable	ULI Daniel Rose Center for Public Leadership in Land Use	Speaker at third SLP session on facilitation
DTZ	Speaker at Launch, Green Leases event and hosting third Advisory Council meeting	USGBC	Hosted and Co-sponsored the Green Leases event, invited us to speak at the Greenbuild DC Hotels meeting to recruit participating hotels to join the Challenge
Enterprise Community Partners	Speaker at second SLP session on Inspiration and Motivation	Venable	Hosted first Advisory Council meeting
Gensler	Hosted third SLP session	Walmart	Speaker at second SLP session on Delegation
Georgetown University	Hosted second Advisory Council meeting	ZGF	Hosted fourth SLP session

Engagement

Leadership

Engagement

Education

Communication

Celebration

Get More Points!

Leaderboard: Sustainable Businesses

View All Standings

Rank	Company	Points
1	Venable	6025
2	Quinn Evans Architects	5800
3	Westlake Reed Leskosky	
4	Optoro, Inc.	
5	Downtown BID	

Get More Points!

Leaderboard: Sustainable Properties

View All Standings

Rank	Property	Points
1	National Geographic Society	8950
2	1909 K Street NW - The Tower Companies	5800
3	GSA Regional Office Building	5750
4	GSA Headquarters (GSA)	5525
5	Fairmont Washington, D.C., Georgetown	420017

The background is filled with a variety of colorful stars in shades of red, blue, green, yellow, orange, and purple. Some stars are large and 3D, while others are small and flat. A central white box with a gold border contains the text.

Participants

Exceeded our goal of 100 participants signed up for the Challenge this year!

- ✓ **51 organizations**
- ✓ **63 properties**
- ✓ **69 organizations and properties who completed part 1 of 2 part registration**

**GRAND TOTAL: 114 Fully Registered
69 Partially Registered**

100+ Participants



Leaders & Participants with Leading Scores

Rank	Organizations	Points
1	Venable	6025
2	Quinn Evans Architects	5800
3	Westlake Reed Leskosky	5450
4	Optoro, Inc.	4375
5	National Capital Planning Commission	4225
6	Downtown BID	4200
6	Department of Energy and Environment	4200
8	Cushman & Wakefield	4125
9	Mess Hall	3550
10	Bradley Site Design	2025
11	First Potomac Realty Trust	1625
12	OPX Global	1225
13	Department of Consumer and Regulatory Affairs	875
14	Department of Small and Local Business Development Agency	600
15	Office of Ward 1 DC Councilmember Brianne K. Nadeau	500
16	DCRA, Green Building Division	275
17	AOBA	250
18	ZGF Architects	75

Rank	Buildings	Points
1	National Geographic Society	8950
2	1909 K Street NW - The Tower Companies	5800
3	GSA Regional Office Building	5750
4	GSA Headquarters (GSA)	5525
5	Fairmont Washington, D.C., Georgetown	4200
6	500 First Street NW - First Potomac Realty Trust	3575
7	1750 H Street NW - First Potomac Realty Trust	3400
8	11 Dupont Circle - First Potomac Realty Trust	2775
9	Mundo Verde Bilingual Public Charter School	2725
10	ATF Headquarters (GSA)	2000
11	The Willard IHG	1875
12	American Society of Landscape Architects	1800
13	The JBG Companies	1575
14	840 First Street NE - First Potomac Realty Trust	1475
15	1401 K Street NW - First Potomac Realty Trust	1425

Activities Completed



Organizations

439

352,384*

49,300



Buildings

472

23,184,918*

57,500

Activities Completed

Square Feet of Space

Points Earned

* This does not include the figures for 23 organizations and 15 buildings who did not report their square footage.

Impact

Smarter DC **Organization** Activities: Education & Outreach

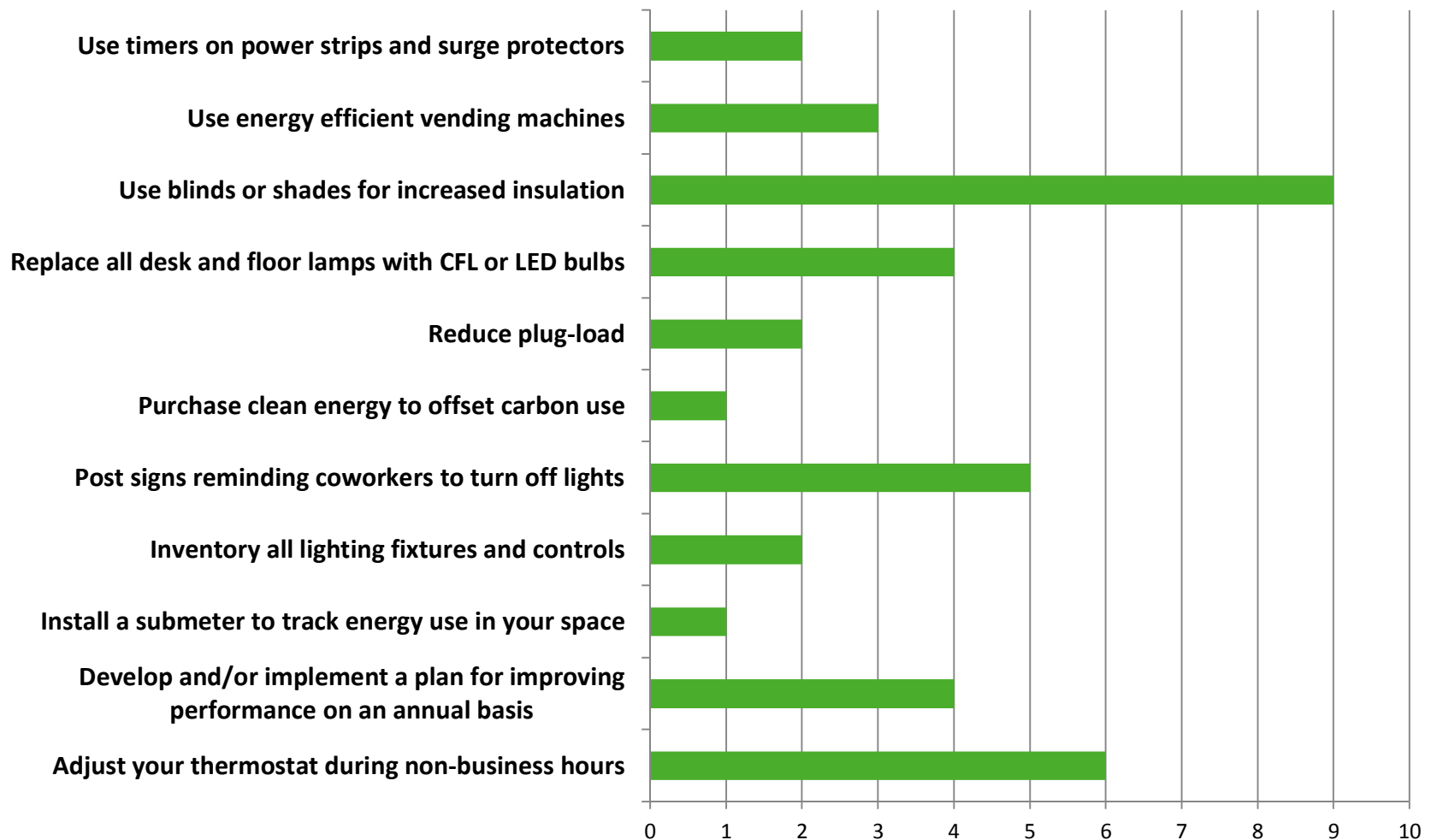
of participants completed



Impact

Smarter DC Organization Activities: Energy

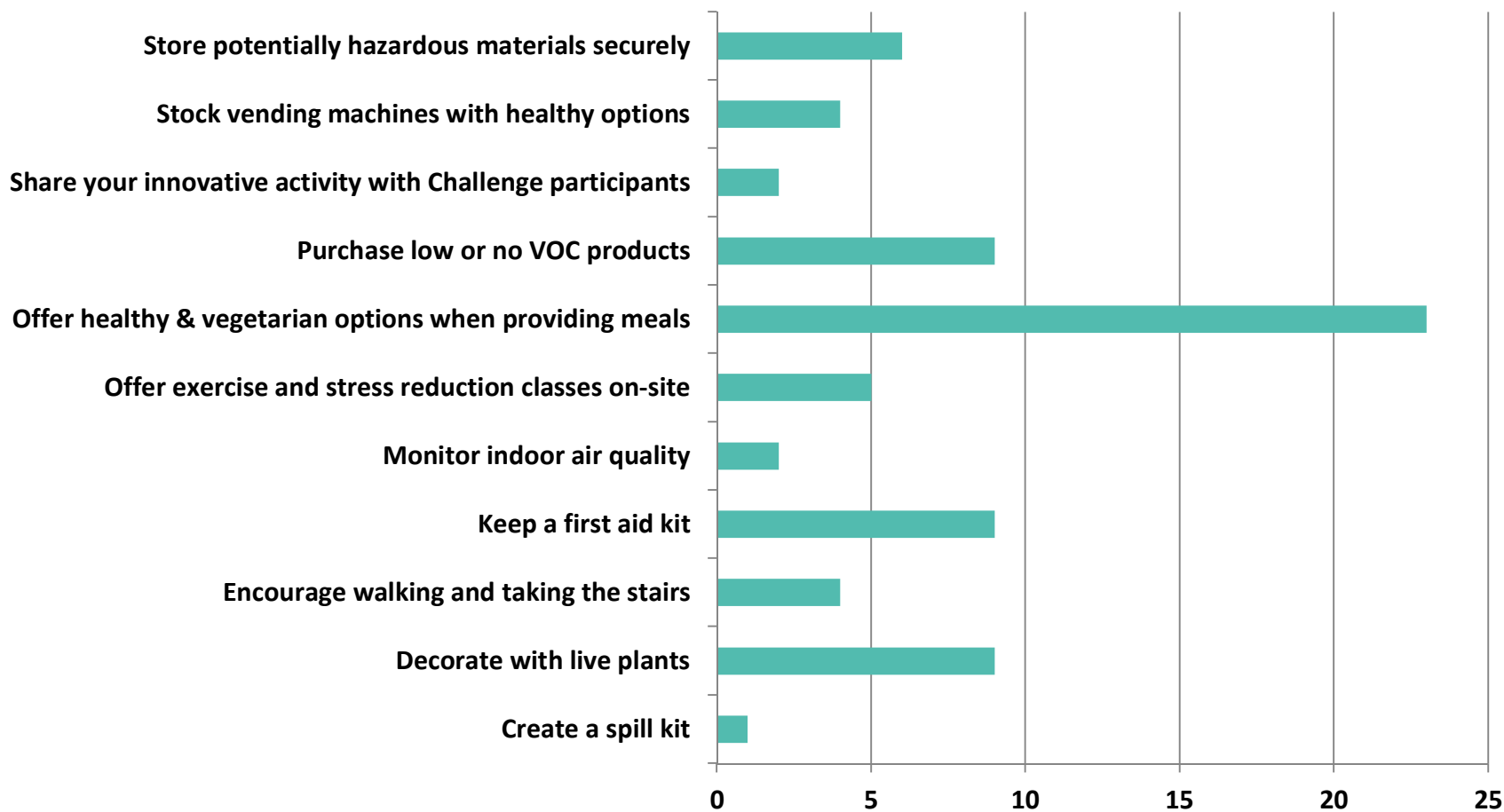
of participants completed



Impact

Smarter DC **Organization** Activities: Health & Pollution Prevention

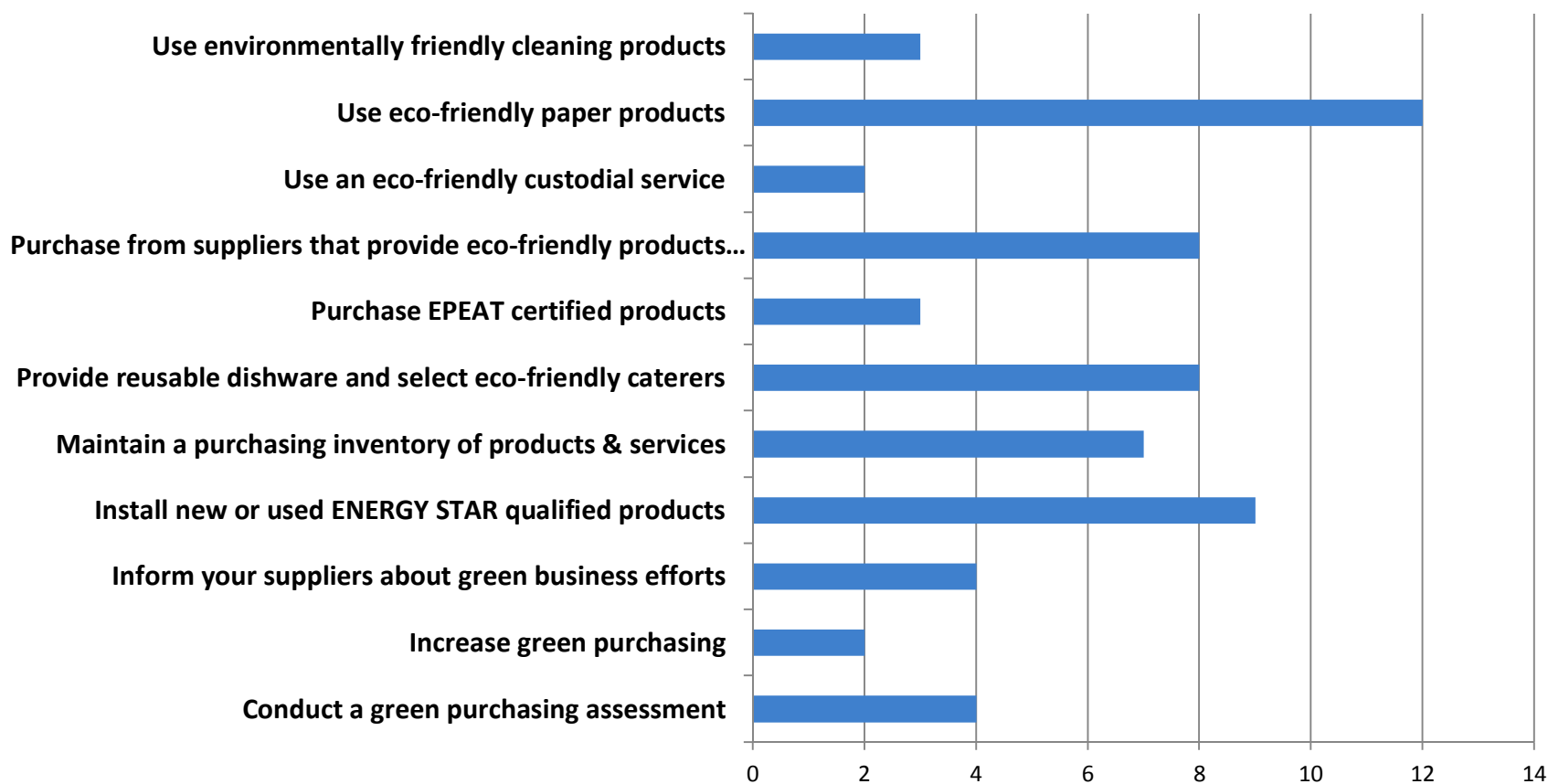
of participants completed



Impact

Smarter DC **Organization** Activities: Purchasing

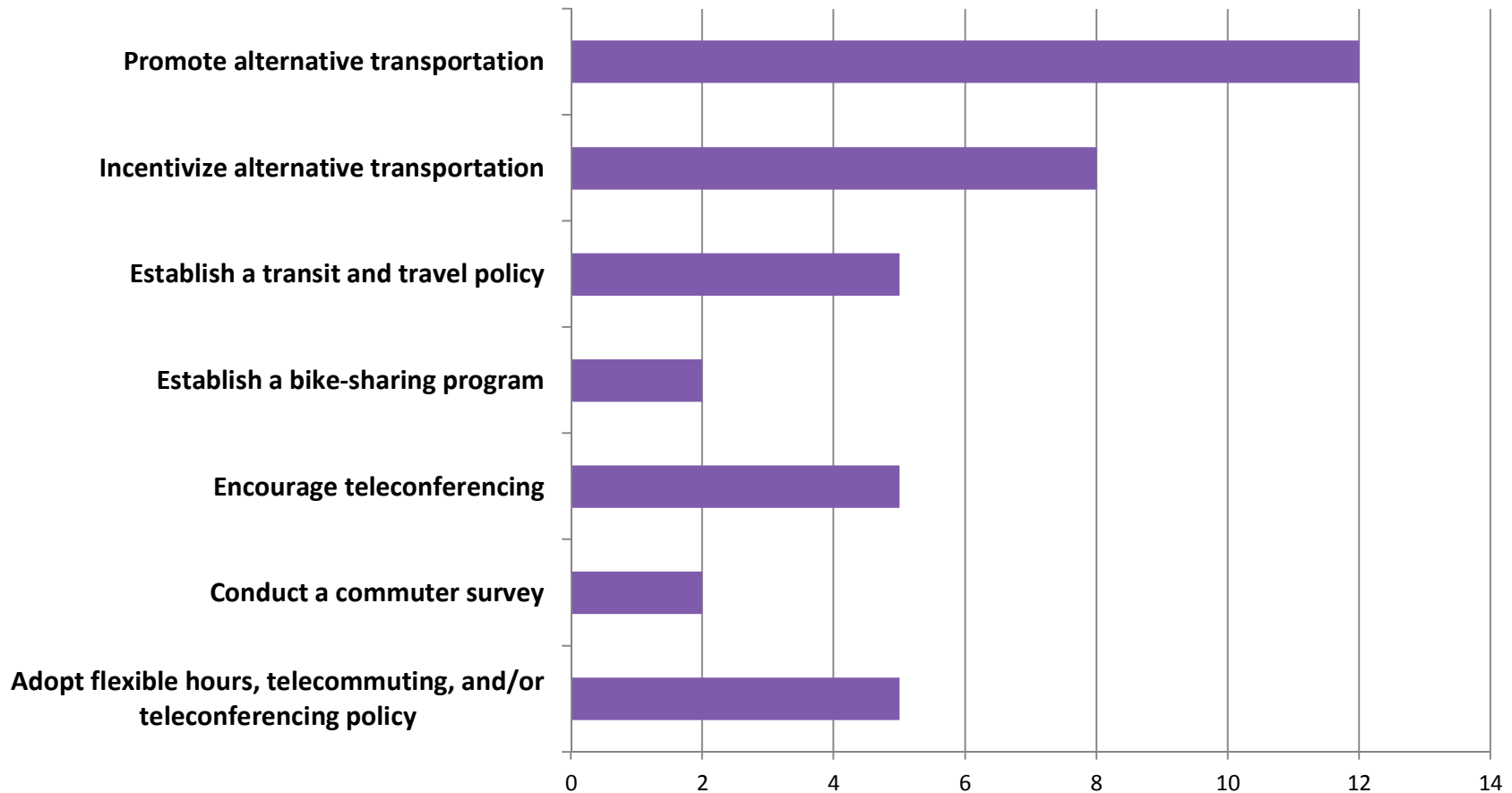
of participants completed



Impact

Smarter DC **Organization** Activities: Transit & Travel

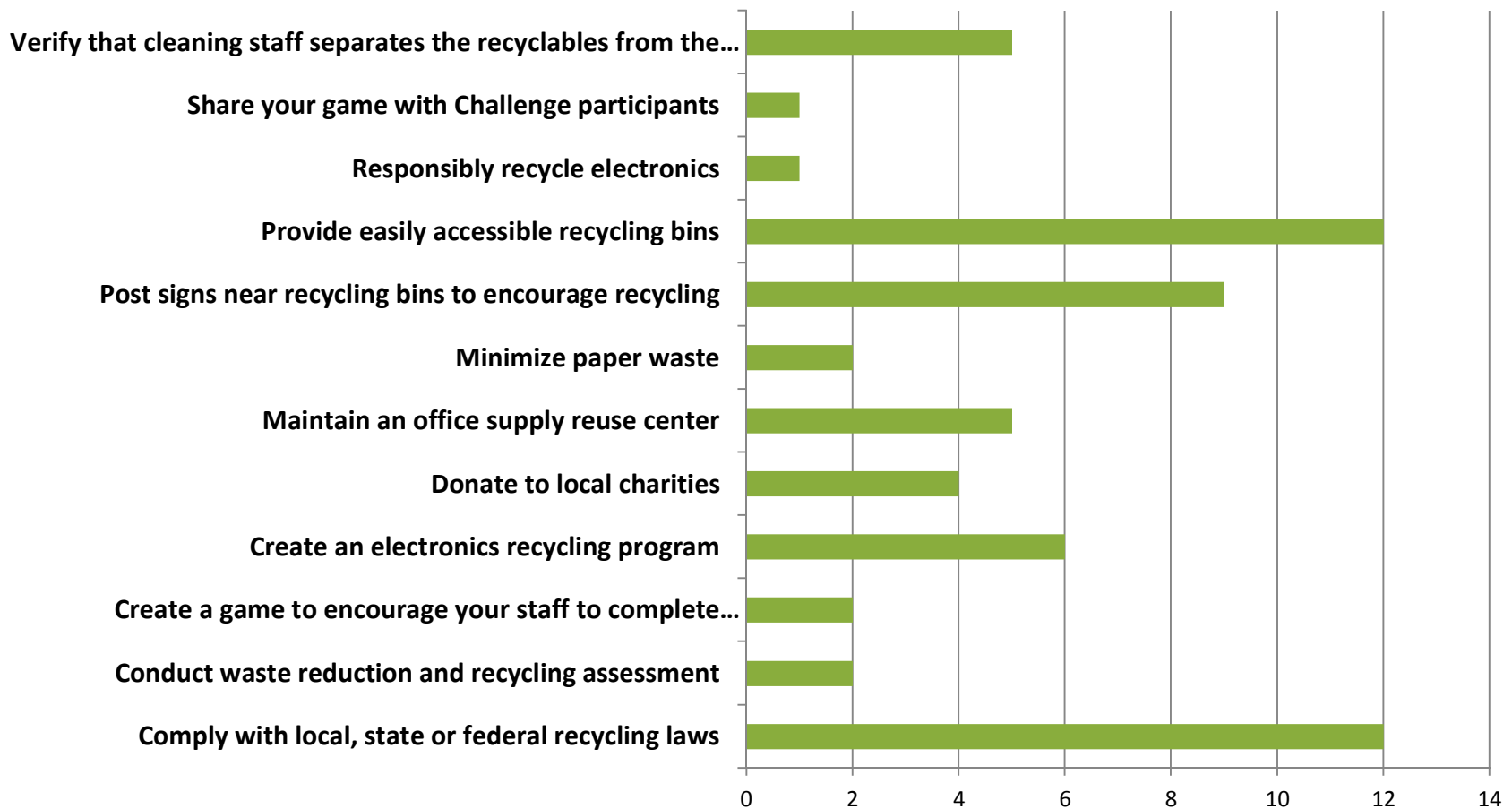
of participants completed



Impact

Smarter DC **Organization** Activities: Waste & Recycling

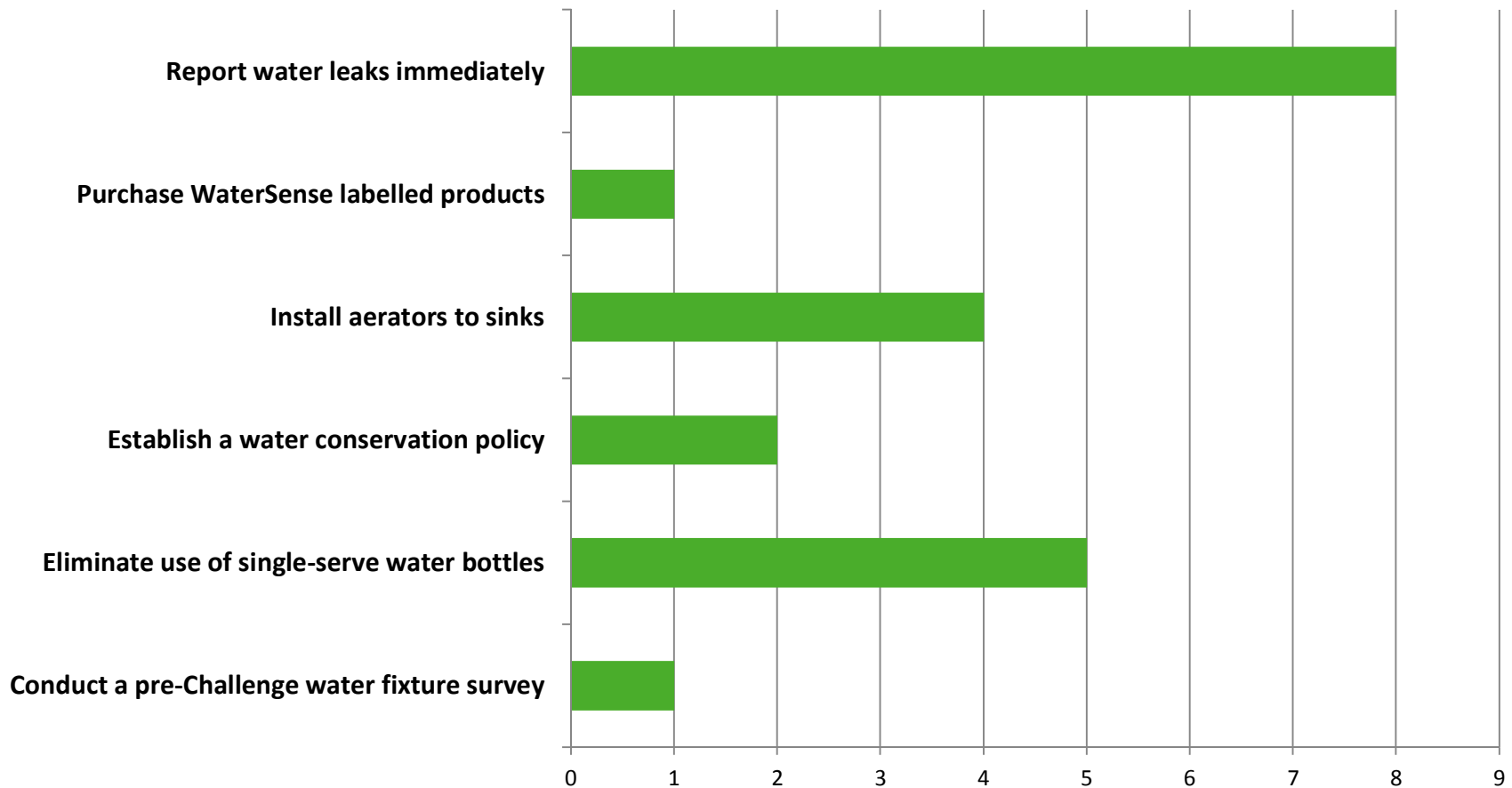
of participants completed



Impact

Smarter DC **Organization** Activities: Water

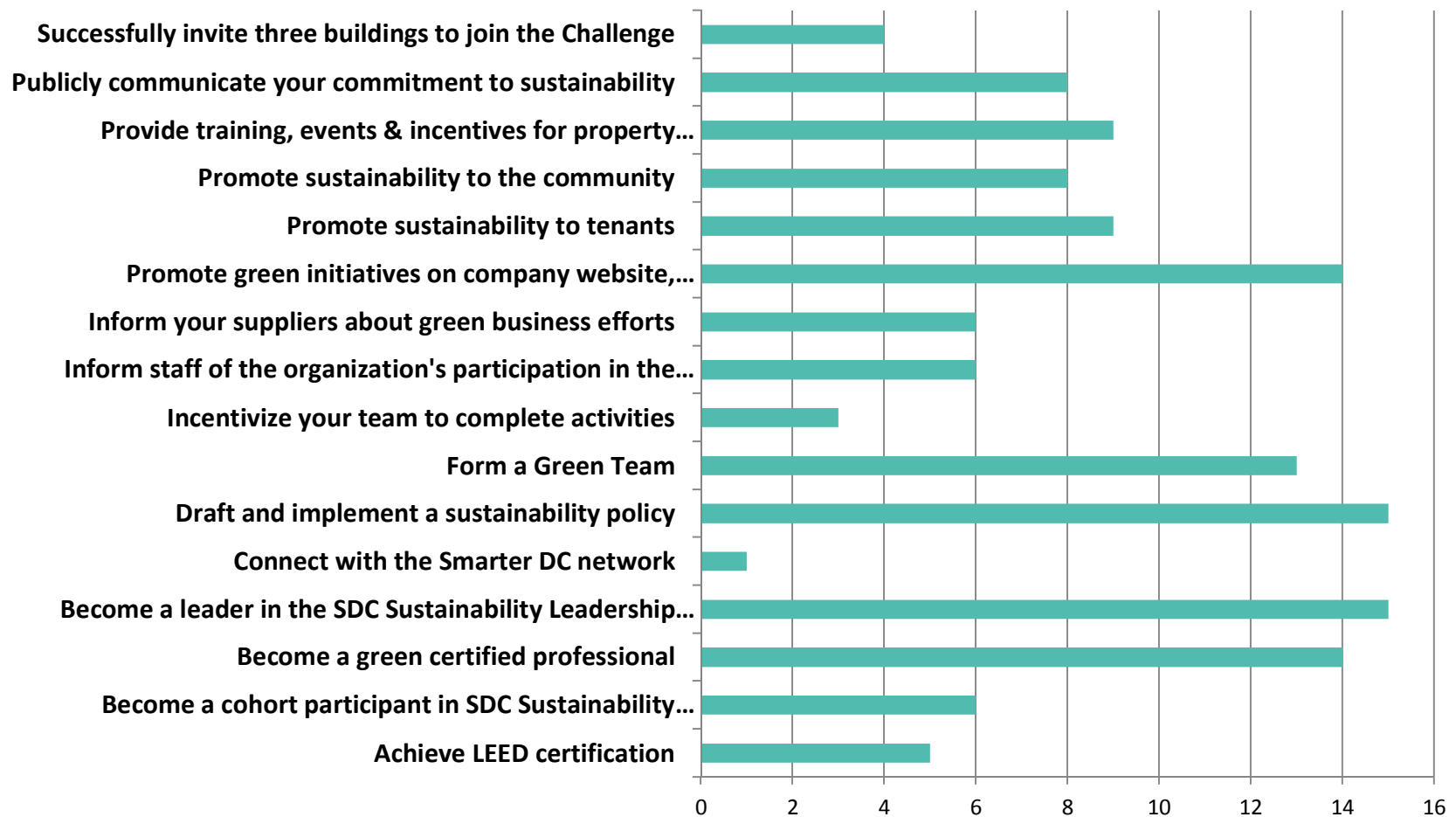
of participants completed



Impact

Smarter DC **Property** Activities: Education & Outreach

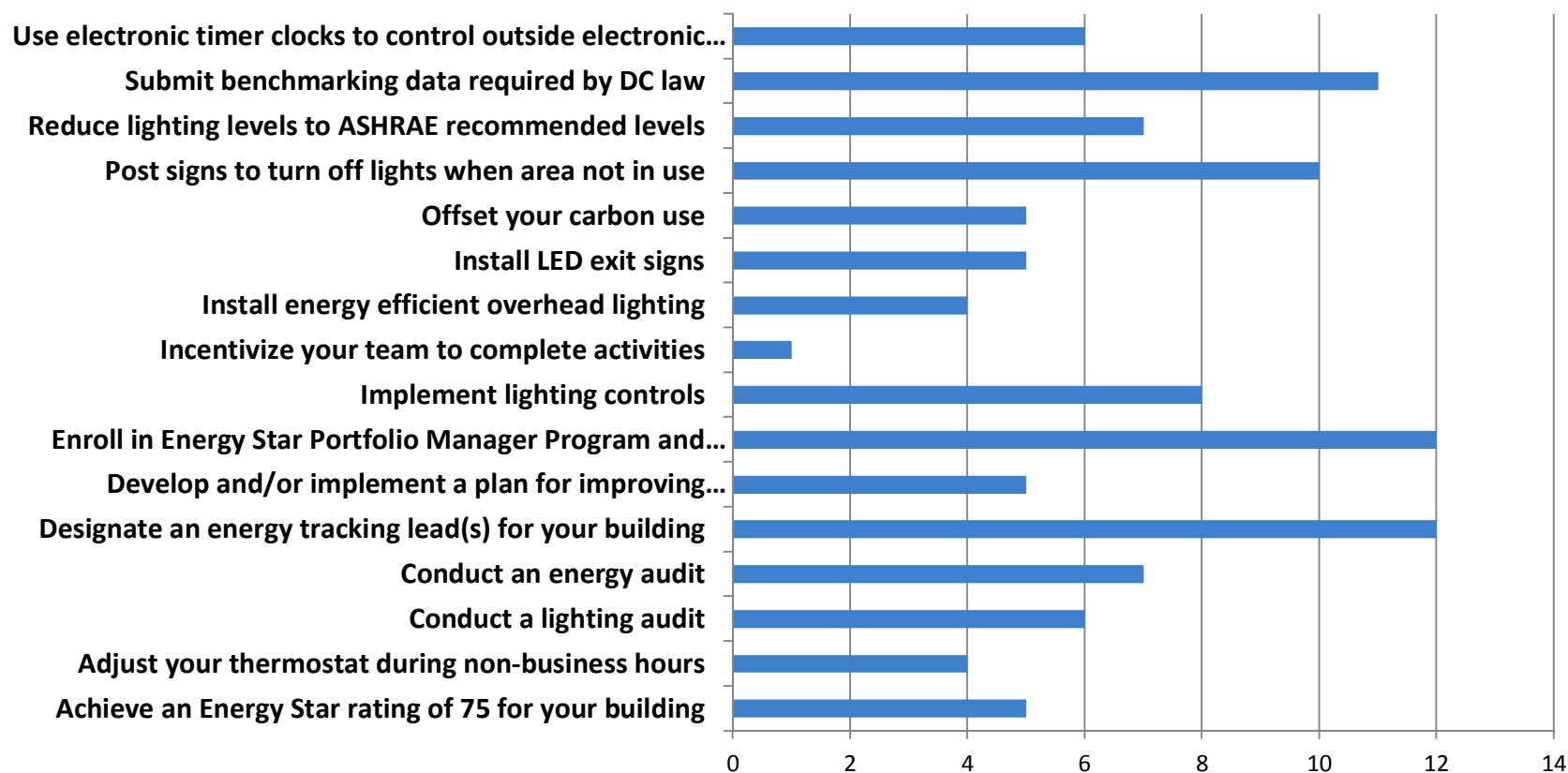
of participants completed



Impact

Smarter DC **Property** Activities: Energy

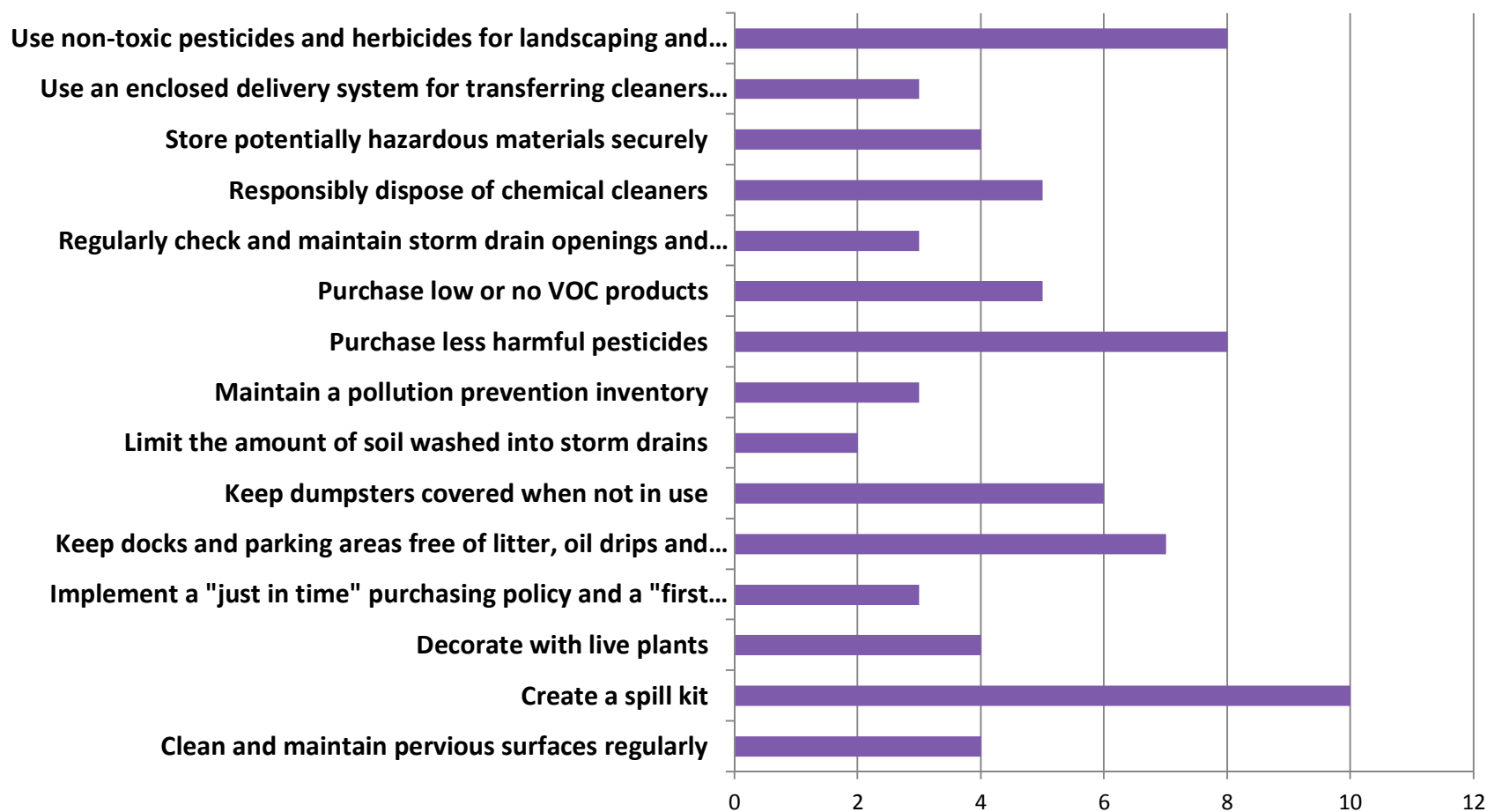
of participants completed



Impact

Smarter DC **Property** Activities: Health & Pollution Prevention

of participants completed



Impact

Smarter DC Property Activities: Purchasing

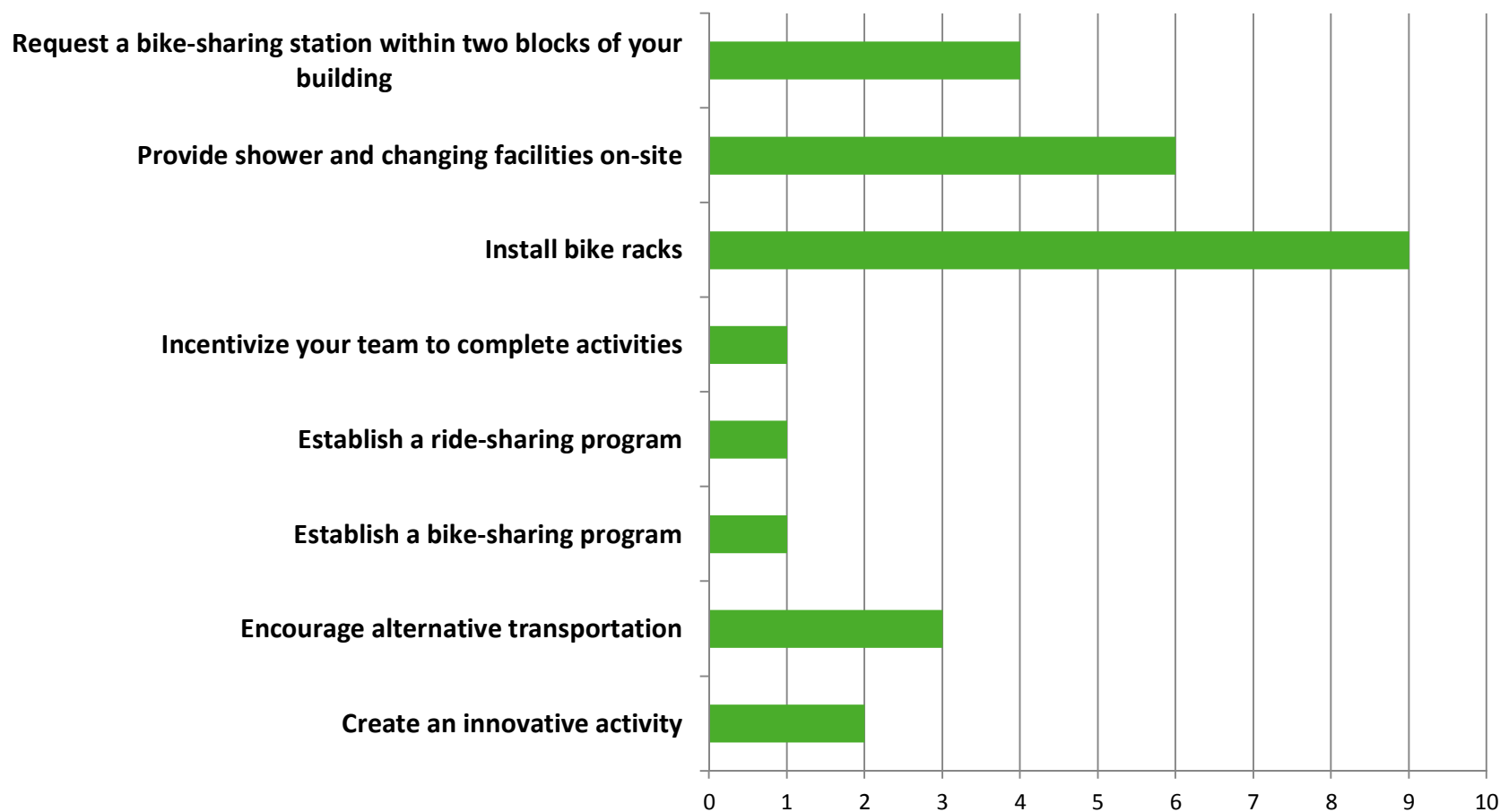
of participants completed



Impact

Smarter DC **Property** Activities: Transit & Travel

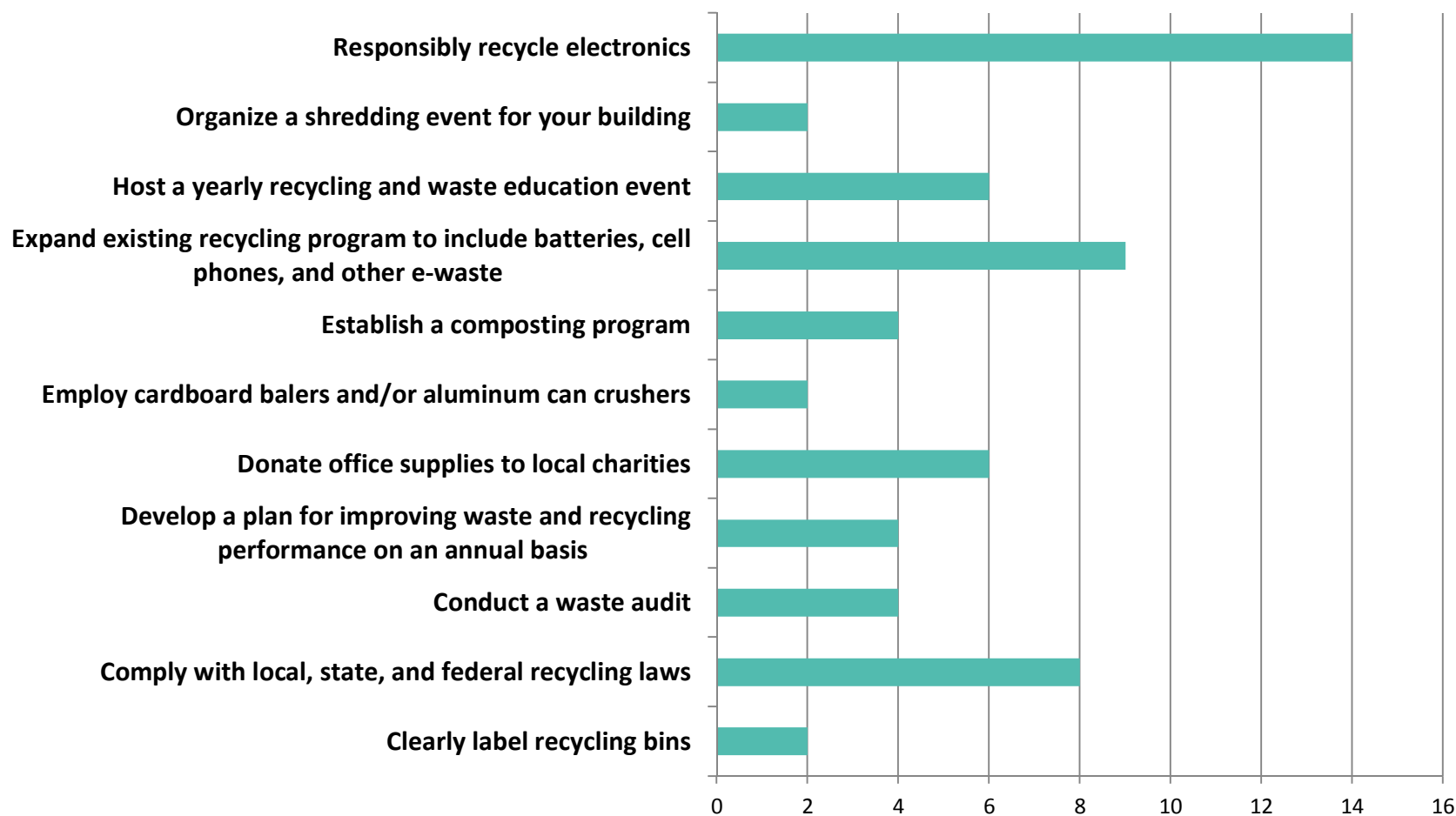
of participants completed



Impact

Smarter DC **Property** Activities: Waste & Recycling

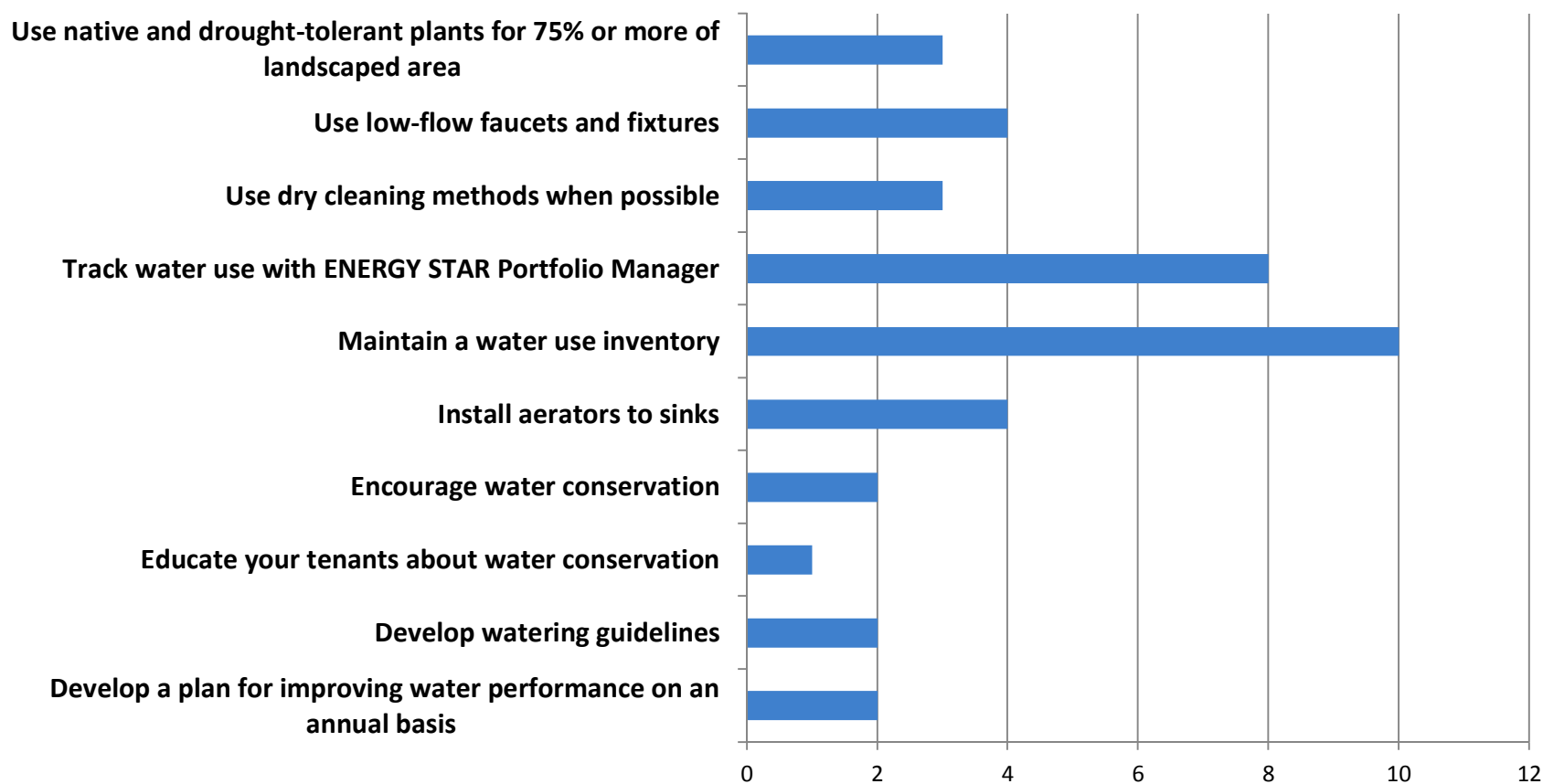
of participants completed



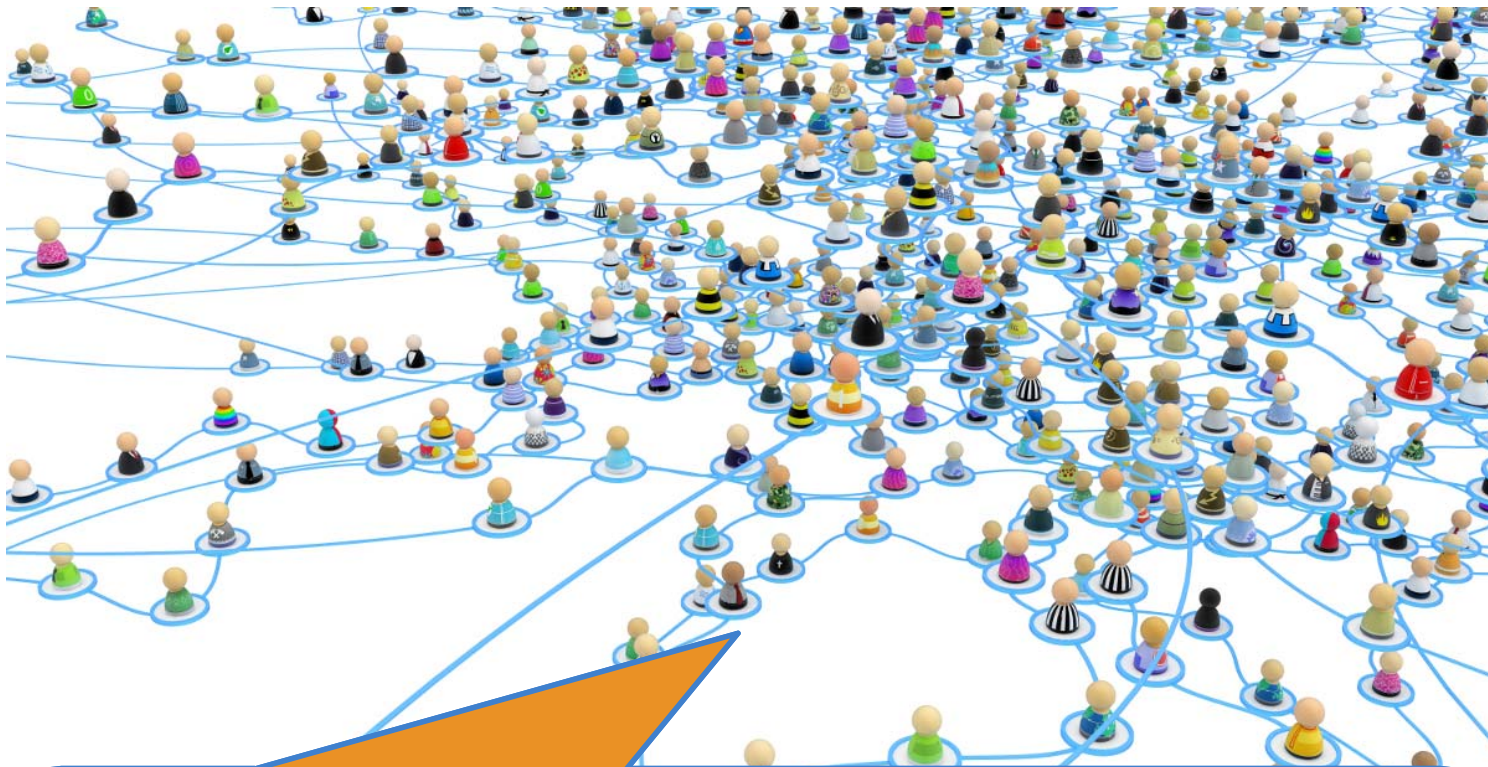
Impact

Smarter DC **Property** Activities: Water

of participants completed



Spreading our Reach and Impact



An estimated 250 individuals participated in events online and in person but did not yet sign up for the Challenge*

* Assume a conservative 50% of attendees to in-person and online events were not Challenge participants

Marketing Collateral



Whether you are a green wizard or an amateur, sign up for the Challenge and play to win!
Visit smarterdcchallenge.com for details.

If you are part of a DC-based business, nonprofit organization, property owner or manager, government department, or institution, register for and play the Smarter DC Challenge. It will:



DEMONSTRATE YOUR SUSTAINABILITY LEADERSHIP

- Galvanize your colleagues
- Enlist support from executive management
- Earn recognition for your leadership



GROW YOUR SUSTAINABILITY PROGRAM

- Learn new approaches and improve your outcomes
- Share best practices with peers and experts
- Distinguish your brand



MAKE SUSTAINABILITY WORK

- Save and make money
- Strengthen your organization's resilience
- Limit economic, environmental and regulatory risks



GIVE YOU THE TOOLS TO BE A SUSTAINABILITY ADVOCATE

- Make the business case
- Meet and exceed your organization's sustainability goals
- Learn to tell compelling stories



HAVE FUN!

- It's easy
- It's free
- We'll help you with a roadmap, support, tools



REGISTER TODAY!

Visit smarterdcchallenge.com today to sign up and play.

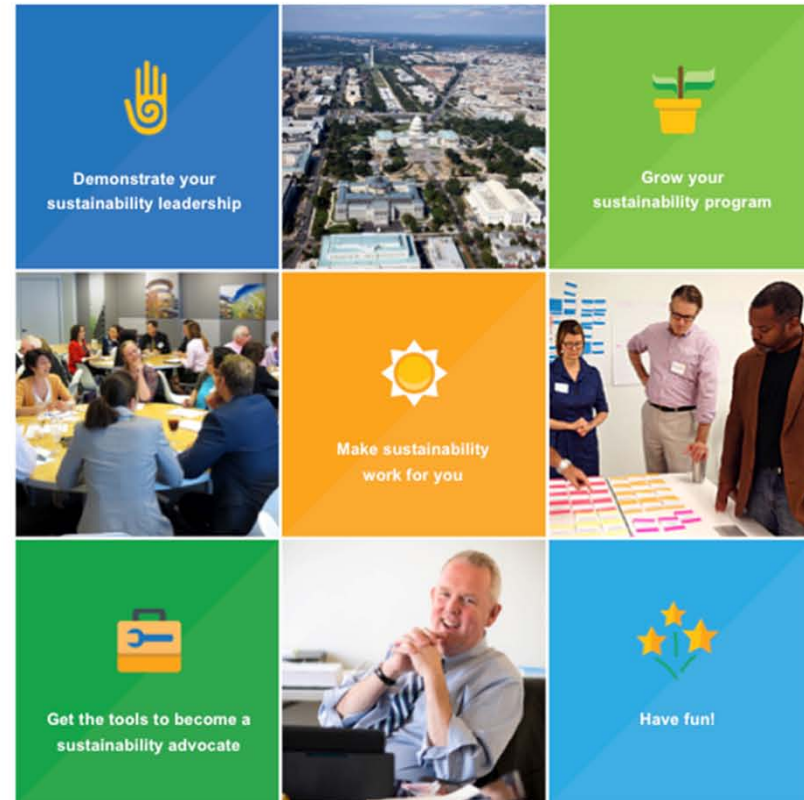
MANAGED BY:



SUPPORTED BY:



For more resources, visit our sister programs DC Pace Commercial (urbaningenuity.com/dc-pace) and DC Sustainable Energy Utility (DCSEU.com).



MANAGED BY:



SUPPORTED BY:



MORE RESOURCES

For additional resources visit our sister programs:

DC Pace Commercial
(urbaningenuity.com/dc-pace)

DC Sustainable Energy Utility
(dseu.com)

Education

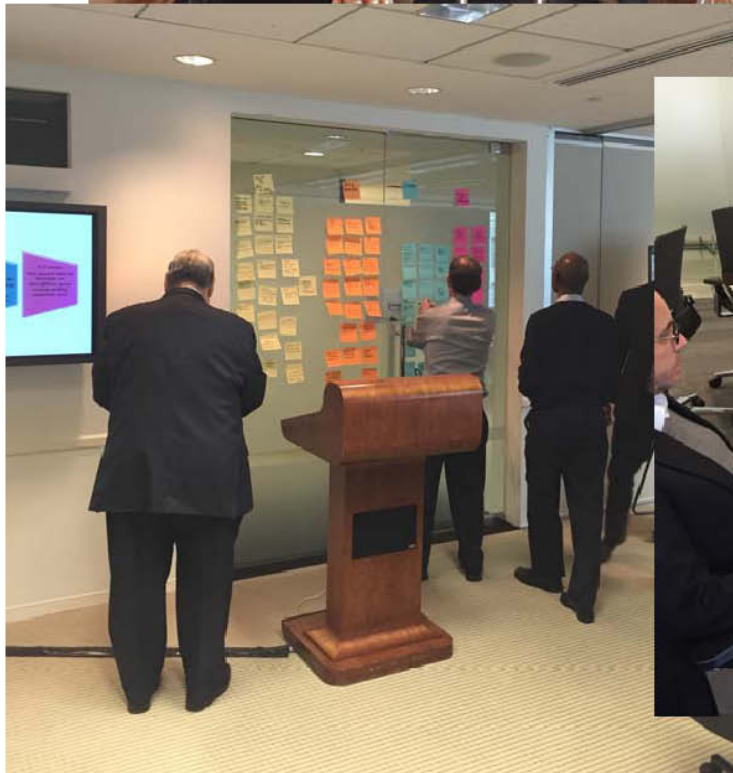
Leadership

Engagement

Education

Communication

Celebration



Activities – Online Tool

- 114 beginner & intermediate activities for organizations
- 121 beginner & intermediate activities for property managers & owners

The screenshot displays the 'Smarter DC Challenge' online tool interface. On the left is a green navigation sidebar with menu items: Dashboard, Property Profile, Reports, Ways To Save, Incentives, Projects, Challenges, and Access & Spaces. The main content area is titled 'Smarter DC Challenge' and includes a 'Challenge Help' button. Below the title is a breadcrumb trail: 'Your Challenges > Smarter DC Challenge > Activities'. The main heading is '121 Challenge Activities'. There are filters for 'Show: All Activities (selected), Open, Completed' and a 'View all categories' dropdown. The list of activities includes:

- Draft and implement a sustainability policy** (250 pts): Education & Outreach | Intermediate. Draft and implement a sustainability policy that addresses the major aspects of environmental sustainability.
- Promote sustainability to the community** (75 pts): Education & Outreach | Beginner. Annually volunteer with an environmental organization and/or sponsor an environmental activity, event or project.
- Form a Green Team** (250 pts): Education & Outreach | Beginner. Rally coworkers to support sustainability efforts in your office.
- Provide training, events & incentives for property management staff** (50 pts): Education & Outreach | Beginner. Provide training, events & incentives for property management staff.

At the bottom right of the interface, it shows 'Completed: 0/5 times'.

7 Events



LAUNCH – March 4th, 193 RSVPs



PURCHASING

- Green Leases: A Powerhouse for Your Sustainability Toolkit – May 13th
78 RSVPs
- Sustainable Purchasing 101 – April 8th; 48 RSVPs
- Green Meetings – June 22nd; 46 RSVPs



HEALTH & POLLUTION PREVENTION

- Health & Sustainability 101, August 19th ; 53 RSVPs



TRANSPORTATION

- Creating a Road Map for Sustainable Transportation: An Interactive Workshop – September 9th ; 29 RSVPs



**Celebrate the Players & the Game –
September 29th, 75 RSVPs**

Participant Cohorts

Bobby Croghan  

<http://knowledgecenter.greenpsf.com/outreach-email-invite-organizations-buildings-join-challenge/>

[communitychange.org](#), ams399@georgetown.edu, aalford@eesi.org, lblackmore@asla.org, jbreyer@mundoverdepcs.org, [and 9 more...](#)

July 24, 2015 at 4:36 PM

BC

Smarter DC Participants!

It's been a while since we've met or held a call to see how much progress we've all made!

The leaders have created a great template for inviting other businesses to join the challenge. Simply copy and paste into an email and send to those business who are energetic about upping their sustainability factor!

<http://knowledgecenter.greenpsf.com/outreach-email-invite-organizations-buildings-join-challenge/>

And now! You're all on the Smarter DC Challenge website! All of those who are participating, will now get recognized on the website!

And be on the lookout for the next meeting invite.

Bobby Croghan, LEED AP O+M
Senior Associate

 *design consultancy*

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Simple, Free and Fun—improve your organization's sustainability
Register Today! www.smarterdcchallenge.com

✓ 7 SLP-led cohort groups
✓ 10 cohort meetings to date

2 Video Tutorials



1. How to Join the Smarter DC Challenge
2. How to Complete Activities in the Smarter DC Challenge

YouTube Channel



Smarter DC Challenge: David Bowers - Inspiring Sustainability

5 months ago • 26 views

Smarter DC Challenge: David Bowers, Vice President/Market Leader, Enterprise Community Partners addresses Sustainability Leadership...



Smarter DC Challenge: Nina Albert - Delegation

5 months ago • 10 views

Smarter DC Challenge: Nina Albert, Director, Community Affairs, Walmart, addresses Sustainability achieved through Delegation and...



Smarter DC Challenge: Amy Hartzler - Storytelling

5 months ago • 2 views

Smarter DC Challenge: Amy Hartzler, Partner, Do Good Better, addresses Storytelling and Sustainability



Smarter DC Challenge: Bracken Hendricks - Sustainability Leader

5 months ago • 11 views

Smarter DC Challenge: Bracken Hendricks, CEO, Urban Ingenuity, addresses Integrating Sustainability and Business Leadership

Mini Audit Tool

2 Versions:

Organizations & Buildings

Smarter DC Challenge Mini-Audit for Organizations

The Smarter DC Challenge Sustainability Self-Assessment is designed to provide you with a snapshot of your organization's sustainability efforts. Take five minutes and answer 'yes' or 'no' to the questions below then tally up your score.

- How many yes's did you have?
- How many 'no's could you relatively easily convert to 'yes'?

For those questions that you answered 'no', use the accompanying 'Next Steps' guide that follows the list below to convert some of those 'no's to 'yes' and get points! If you have registered for the Challenge and are on the site you can map out an Action Plan for making your organization or property more sustainable by searching for Action Plan in the Knowledge Center.

Note: 'you' and 'your organization' are used interchangeably to refer to your organization's sustainability actions not your individual actions.

For a complete list of Smarter DC Challenge activities sign in to your account - or create one if you have not done so already – www.smarterdcchallenge.com. If you have questions, email us at sdcc@smarterdcchallenge.com.

Organizations		Yes	No
1	Does your organization have a sustainability policy?		
2	Has your organization formed a Green Team?		
3	Did you conduct an energy conservation assessment?		
4	Have you posted signs to turn off lights when not in use?		
5	Have you replaced all desk and floor lamps with CFL or LED bulbs?		
6	Do you purchase clean energy?		
7	Do you offer healthy and vegetarian options when providing meals to staff and visitors?		
8	Have you conducted a green purchasing assessment?		
9	Have you installed Energy Star products?		
10	Do you use eco-friendly paper products?		
11	Do you use suppliers that provide eco-friendly product and services?		
12	Do you have a telecommuting policy? Do you use teleconferencing regularly for meetings?		
13	Have you eliminated the use of single-serve water bottles?		
14	Do you have easily accessible recycling bins?		

Smarter DC Challenge Mini-Audit for Organizations

Next Steps Guide

1. Does your organization have a sustainability policy?

- If Yes: You're off to a great start! Be sure to mark the 'Draft and implement a sustainability policy' in the Education & Outreach category as complete on the website and earn 250 points.
- If No: A sustainability policy is crucial to the success of the sustainability of your property. Take a look at some of the Smarter DC Challenge Knowledge Center resources to learn what should be included in your policy as well as view some draft policies:
 - o Environmentally Preferable Purchasing (EPP):
 - [Natural Resource Defense Council definition and example](#)
 - [EPP Model Policy and Guide from StopWaste.org](#)
 - [EPA EPP Database](#)
 - o Sustainability Policies:
 - [MeetGreen Sustainability Policy Template](#)
 - [InfoComm Sustainability Policy Template](#)
 - [Sample Sustainability Policy from Spotless](#)

2. Has your organization formed a Green Team?

- If Yes: Great, be sure to mark the 'Form a Green Team' activity in the Education & Outreach category as complete to earn 250 points.
- If No: Green Teams act as change agents for your organization's sustainability:
 - o Assemble a group of colleagues enthusiastic about environmental and economic performance to discuss the opportunities for sustainability initiatives for your organization
 - o Work to build a team by establishing group goals, early actions and rewards that will keep the group motivated.
 - o Develop a timeline to maintain momentum and provide accountability for moving your initiatives forward.
 - o Broadcast the fun your Green Team is having and your successes within your organization.
 - o Take a look at some of the Smarter DC Challenge Knowledge Center resources on forming a Green Team:
 - [Establishing a Green Team](#)
 - [Core focus areas for Green Teams](#)
 - [Best practices for Green Teams](#)

3. Did you conduct an energy conservation assessment?

- If Yes: Conducting an energy conservation assessment is a great way to

Action Plan & Tracking Tool

2 Tracks: Organizations & Buildings

PM - Waste & Recycling				Easy	Possible	Difficult	N/A	Low / None	Moderate	Costly	Budgeted (Y/N)	Planning	Design	Construction	Occupancy	Design Team	Builder	Owner / Client	Tenant/User(s)	Other	Major / Core	Significant	Minor / Tangent	Activity	
ID	Action	Beginner	Intermediate	Points	Achievability				Costs				Phase				Actor(s)					Impact			Activity
	Conduct a waste audit		x	150																					
	Develop a plan for improving waste and recycling performance on an annual basis		x	100																					
	Comply with local, state, and federal recycling laws	x		50																					
	Clearly label recycling bins (in English and Spanish as needed)	x		50																					
	Host a yearly recycling and waste education event	x		250																					
	Responsibly recycle electronics	x		50																					
	Donate office supplies to local charities	x		100																					
	Expand existing recycling program to include batteries, cell phones, and other e-waste	x		50																					
	Organize a shredding event for your building	x		150																					
	Employ cardboard balers and/or aluminum can crushers	x		250																					
	Establish a composting program	x		150																					
	Create an innovative activity	x		50																					
	Share your innovative activity with Challenge participants	x		50																					
	Create a game to encourage tenants to complete challenge activities	x		50																					
	Share your game with Challenge participants	x		50																					
	Incentivize your team to	x		50																					

FAQ Guide



Frequently Asked Questions

Duration of the Program: How long does the Challenge last? What are the start and end dates of the Challenge?

Access to my information: Will I continue having access to GreenPSF and the list of Activities once the Challenge has concluded?

Is there a deadline to register for the Challenge?

Video Tutorial: How do I sign up for the Challenge?

Who can sign up for the Challenge?

My workspace or property is not located in the District. Can I still participate?

We want to register, but we will be moving to another DC address, can we change

Knowledge Center

25 SDCC - specific additions

My Properties Solutions Provider Network Incentives Database Energy Star Sync Knowledge Center My Account ⚙

August 17th, 2015

Green Cleaning: Third Party Certification Programs for Greener Cleaning Products

Use this information to help you complete the 'Use Environmentally Friendly Cleaning Products' and the 'Use an Eco-Friendly Custodial Service' activities (located in the Purchasing category) in the Smarter DC Challenge. Earn 100 points for each activity completed! There are many products on the market today that claim to be "green" and "eco-friendly" when in [...]

[Read this article](#)

Posted by Smarter DC Challenge in Challenges, Property User Support, Sustainability Education
Tags: Cleaning, Eco-Labels, Green Cleaning, Green Seal, Health, Health and Pollution Prevention, Purchasing, Safer Choice, SDC, Smarter DC Challenge

July 23rd, 2015

Water Resource: The Story of Bottled Water

According to the Earth Policy Institute, it takes roughly 50 million barrels of oil to pump, process, transport and refrigerate the 29 billion bottles of water that Americans purchase each year. That is enough oil to fuel about 1.5 million cars for a full year. Additionally, less than 20% of plastic bottles are recycled, leading [...]

[Read this article](#)

Posted by Smarter DC Challenge in Challenges, Sustainability Education
Tags: bottled water, SDC, Smarter DC Challenge, water

July 1st, 2015

Green Leases: Infographic – How the Lease Can Bring Landlords & Tenants Together on Energy Efficiency

The Institute of Market Transformation and the Council of Smaller Enterprises has created an informative infographic illustrating the ways a Green Lease can benefit both landlords and tenants. This infographic provides a great way to educate yourself, stakeholders and decision-makers in making the switch over to a green lease. View the full-size PDF of IMT's Green Leasing Infographic here.

[Read this article](#)

Posted by Smarter DC Challenge in Challenges, Property User Support, Sustainability Education
Tags: Green Lease, Landlord, Purchasing, SDC, Smarter DC Challenge, tenant

June 30th, 2015

Health & Pollution Prevention Resource: Low Maintenance Plants to Improve Air

Communication

Leadership

Engagement

Education

Communication

Celebration

SMARTER DC CHALLENGE
Sustainability Makes Dollars and Sense

Sustainability IQ: Organize a 'Take the Stairs' Campaign
Get Healthier While Upping Your Sustainability Game

Did you know that...two flights of stairs climbed per day can lead to up to six pounds of weight loss over one year?

A 'Take the Stairs' campaign is a relatively easy, low-cost and fun activity to involve your entire office, as an organization or your tenants, as a property manager. It is a great way to link health and sustainability, since taking the stairs reduces energy consumed by otherwise taking the elevator, and improves fitness. It is also one of the activities for this quarter's theme of Health and Pollution Prevention. If you've thought about doing it but don't know where to start, here are three easy steps to get started:

- 1. Pick a theme and a timeframe:** Below are some ideas—we'd like to thank our Sustainability Leadership Program (SLP)* leaders for providing some of these.
 - **Treasure Hunt:** Place clues or fun and interesting objects in different places in one or more stairwells. The person who finds the most objects gets a prize. This can include searching for googly eyes, which are pretty

SMARTER DC CHALLENGE
Sustainability Makes Dollars and Sense

Smarter DC Challenge @Smarter_DC · 23h
Learn and Play Sustainability Games and Celebrate #SmarterDC Challenge Players, Sept 29th – 8am ow.ly/SftSu

Smarter DC Challenge retweeted
Optoro @optoroinc · 24h
We're excited for @Smarter_DC's event on Sept 29th at American University eventbrite.com/e/smarter-dc-c... #smarterdchallenge

Smarter DC Challenge
Have fun improving the sustainability of your DC buildings and organizations.

in Search for people, jobs, companies, and more...

Abby Shoemaker Associate Sustainability Consultant at Eco-Coach & MS in Sustain...

Green Leases: Infographic - How the Lease Can Bring Landlords & Tenants Together on Energy Efficiency

This infographic provides a great way to educate yourself, stakeholders and decision-makers in making the switch over to a green lease.

How the Lease Can Bring Landlords & Tenants Together on Energy Efficiency - GreenPSF Knowledge Center
knowledgecenter.greenpsf.com • The Institute of Market Transformation and the Council of Smaller Enterprises has created an...

Comment (0) • Like (2) • Follow

Lida Lewis and Dru Crawley like

SMARTER DC CHALLENGE
Sustainability Makes Dollars and Sense

Play the Game:
Let's Pretend - Break Down Barriers to Sustainability

What would change if you and your colleagues could use common sustainability goals to move each of your departments to address its unique needs and constraints while contributing to the overall performance of your organization or property?

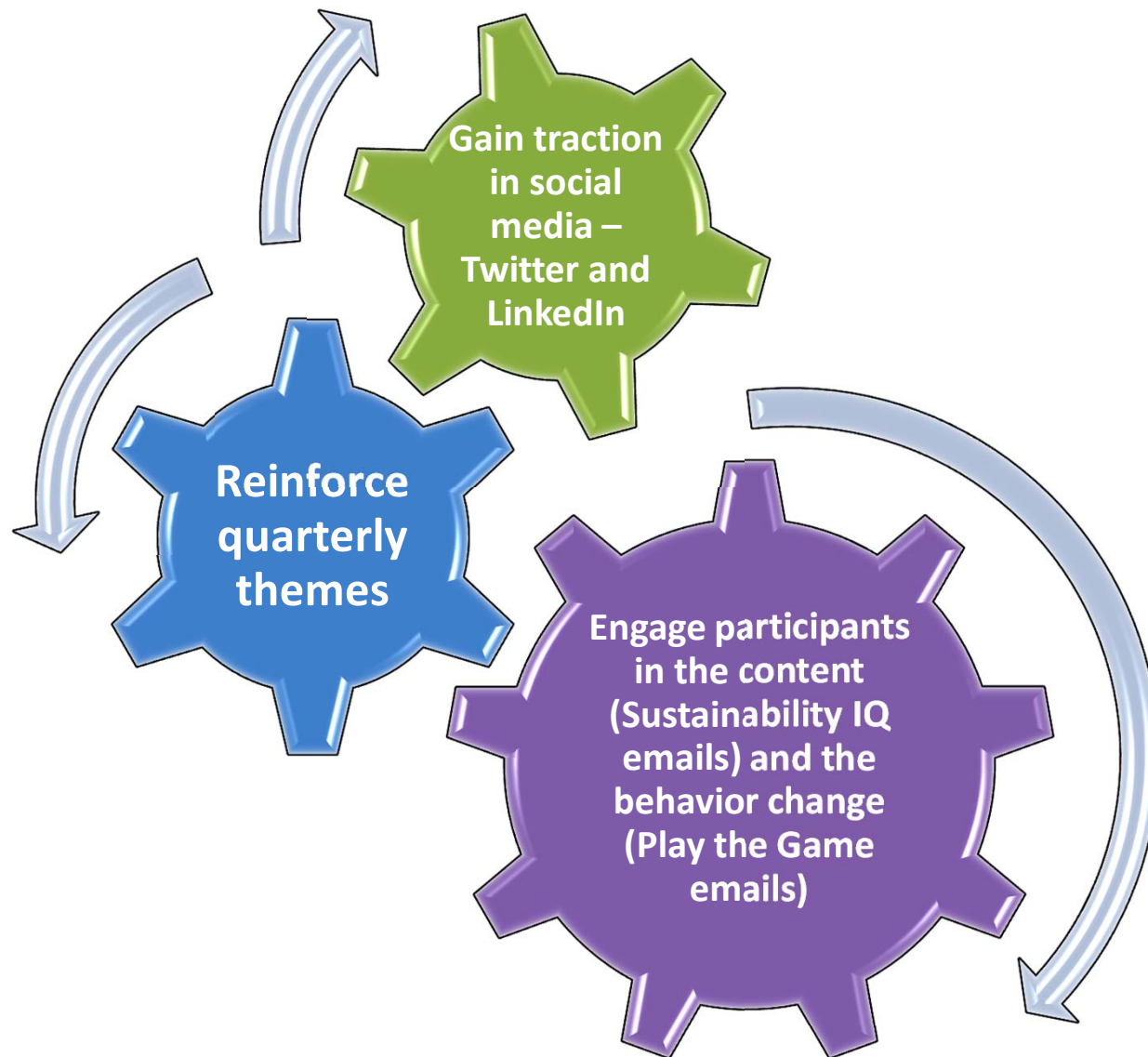
If you're in marketing, sustainability can be leveraged in a branding campaign. If you're in HR, sustainability is an asset to attract and retain talent. Finance: initiatives that deliver an attractive ROI have priority. So which sustainability efforts should your organization or property focus on? Solar Panels: visible to the public, good for branding opportunities, feasible with local financial incentives and a good investment for the long-term? Or, development of a new product or service your organization can offer that is eco-friendly?

Sustainability from different perspective can prevent misunderstandings, reduce competition for resources, and move sustainability forward faster. Breaking down barriers does not take away autonomy; it encourages open lines of communication and collaboration with the result of greater sustainability.

A Sustainability "Let's Pretend" Collaboration Activity

This exercise focuses on working with colleagues from multiple departments

Objectives





Tweets
424



Followers
156

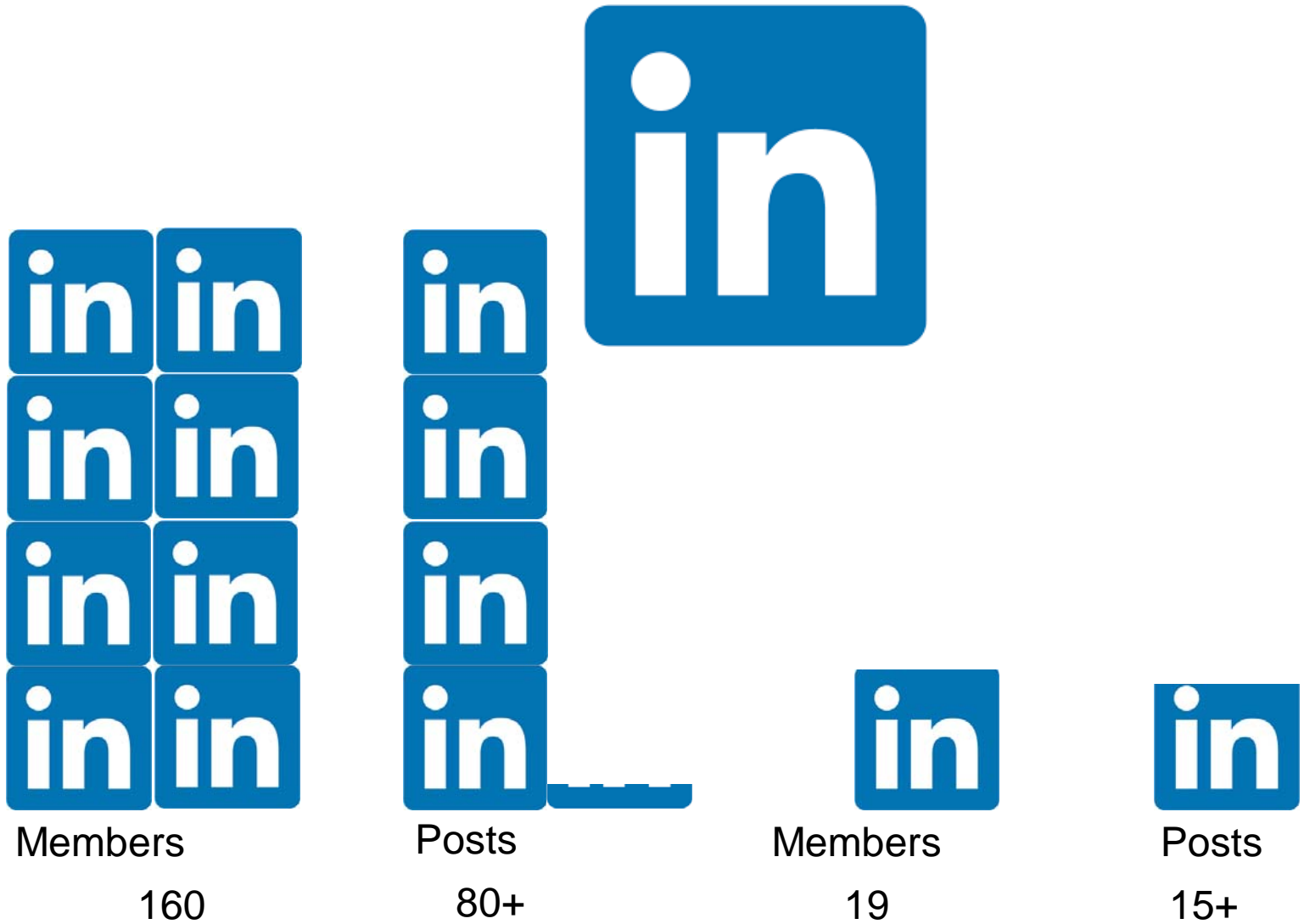


Mentions
120+



RT
200+

* As of 9/29



Smarter DC Challenge Group

Sustainability Leaders Group

Partners & Outreach

Panelist

Build It In DC, **DCRA's**
Conference
3/5/2015

Exhibitor

2015 **Downtown DC BID's**
Building Energy Summit
3/25/2015

Presenter

Tower Properties to
Building Tenants
4/9/15

Presenter

**Chesapeake Sustainable
Business Committee**
Strategic Partner
Breakfast Meeting
4/16/15

Presenter

**Clean Energy Leadership
Institute (CELI)** Workshop
Presentation
4/27/2015

Participant

Joint
SEU/PACE/Smarter DC
Challenge Meeting,
several sessions

Presenter

Building the Smart Cities
of Tomorrow, **Georgetown
University**
5/1/15

Exhibitor

DC Small Business Expo,
DCRA
6/5/2015

Presenter

Greenbuild Hotel Program
Kick-Off Meeting, **USGBC**
6/11/2015



7 Play the Game Newsletters

1. How can I inspire change within my organization?

2. The Art of Persuasion.

3. Better Sustainability Outcomes Result From More Effective Decision-Making.

4. Give Yourself Permission to Make a Mistake.

5. Let's Pretend – Break down Barriers to Sustainability.

6. Get Creative with your Sustainability Efforts.

7. The ABC's of Selling Sustainability.

8 Sustainability IQ Newsletters



1. What is Sustainable Purchasing?

2. Developing a sustainable purchasing policy and criteria.

3. Green Cleaning: better for you, your coworkers and the planet!

4. Take advantage of District Department of the Environment (DDOE) workshops and resources!

5. Organize a 'take the stairs' campaign and get healthier while upping your sustainability game.

6. Live Plants in Your Workspace? Here are 5 Reasons Why You Should!

7. Live plants—Countless benefits for you, but let's avoid the hazards to birds.

8. Make your meals healthy at work – not just at home!

Ad Hoc Emails

1. Countdown to Celebration Event Campaign

2. Outreach email template

3. Sustainable Commercial Building Portfolios Panel

4. Stormwater Management Discount

5. Press release regarding the launch

6. Monthly PTG & SIQ Compilation to DOEE

Celebration

Leadership

Engagement

Education

Communication

Celebration



Launch – *March 4, 2015*





CELEBRATING THE PLAYERS AND THE GAME

Games for change begin with changing the way we play
September 29th, 8-10:30 at American University



LEARN

Participate in a fast-paced, creative boot camp & learn gaming techniques used to change people's interests, activities and opinions. Prof. Lindsay Grace, Director and award-winning game designer, and his American University Game Lab community, will teach you how to design and incorporate games into your sustainability initiatives.



PLAY

Translate your ideas into meaningful play and slay your sustainability challenges. Practice using design techniques to create more effective and purpose-driven games.



CELEBRATE

Join us in celebrating and recognizing Smarter DC Challenge participants who have taken a stand for sustainability as Green Leaders in the District of Columbia.

75 Registrants

Plans for FY 2016

Focus on the hospitality sector

- Recruit a minimum of 100 new participants from hospitality sector
- Develop and add new Challenge activities for the hospitality sector
- Manage Sustainability Leadership Program (SLP) - recruit new class of up to twenty participants from the hospitality sector and produce four (4) SLP sessions

Manage events

- Three (3) theme-based educational events
- Four (4) theme-based webinars
- One (1) cliff event

Develop additional content

- New advanced Challenge activities for all participants
- Regular generation of social media
- One (1) content email/month
- Up to 10 case studies

Continue supporting current Challenge participants

Continue managing the Challenge website

Produce and implement a fundraising plan and program to secure sponsorship

See You in FY 2016!

What Others Say

We think the Smarter DC Challenge program is terrific. But don't take our word for it – check out what others in the community are saying. [Contact us to share your perspective.](#)

Backed by Government

The Smarter DC Challenge is an impact-focused competition that works with local organizations and their employees to reduce environmental impact while saving money and driving positive business results.

Muriel Bowser
Mayor, Washington, DC



Building a Better Workplace

Through galvanizing business leadership in sustainability, the Challenge reduces our collective impact on the environment through reductions in energy, waste and water, while increasing the efficiency of our economy.

Tommy Wells
Director, Department of
Energy and Environment



With Support from the Community

It is inspiring to see the Smarter DC Challenge grow from a simple idea of a friendly competition to engage DC organizations into a meaningful driver of environmental footprint reduction.

Patty Rose
Executive Director,
Greenspace
Anca Novacovici
President, Eco-Coach, Inc.

