

Green Businesses in Sunnyvale

Environmental Values at Work



Store Manager, Stu Nuttall stands next to a recycling bin he made from used wood and metal



A display sign was made from an old door



Lunch room furniture was purchased from a restaurant going out of business

Sports Basement

117 Kern Avenue, Sunnyvale | 408.732.0300 | www.sportsbasement.com

Certification Date: July, 2006

When the Sports Basement owners began remodeling the old Fry's Electronics building prior to moving in, they knew making changes to the huge space could be an expensive endeavor. "We had to find a way to build a store with very little money," says Stu Nuttall, Store Manager. The multi-colored walls are painted with used "mistake" paint from a local paint store, the light fixtures are retrofitted with energy efficient ones, and the outside of the building is painted a light color to reflect the sun's rays in order to reduce the use of the air conditioner. They also determined they could save a great deal of money by making their own clothing displays instead of buying new ones each year from the sports clothing manufacturers. The staff also uses discarded boxes, cardboard, or old wooden doors to make the store display signs. To furnish the store, they found couches, chairs, and tables from Craigslist and salvation stores. The lunch room houses bright yellow chair and table sets purchased from a restaurant going out of business.

Other environmental initiatives put in place are:

- water conserving bathroom fixtures and irrigation system in the outside landscaped areas
- recycling bins for beverage containers, paper, cardboard and other packaging materials
- reusable plates, cups and flatware in the staff kitchen
- timers on display, parking lot and overhead lights
- non-toxic, non-aerosol cleaning products
- bus passes available to employees as well as vanpools for employee functions

"While these initiatives started as cost saving survival techniques for us when we first opened the store, we knew it was also a real benefit to the environment," says Nuttall. "We want to keep the planet healthy so we consider carefully how each of our purchases effect the environment," says Nuttall. Now during all of the staff meetings and staff reviews, environmental initiatives are discussed and reiterated. "Being green definitely takes leadership and must be endorsed by the top people running the company," says Nuttall. "The upper management must be the drivers for the change to happen!"

For more information on the green efforts of Sports Basement please contact Stu Nuttall.