



Serving Unique Business Sectors

GBENN 2018 Summit -11/9/18



**ENVIRONMENTAL
QUALITY**
DENVER PUBLIC HEALTH
& ENVIRONMENT

A faded, grayscale background image of a city skyline, likely San Francisco, featuring prominent skyscrapers such as the Transamerica Pyramid and the Qwest Center. The image is semi-transparent, allowing the text to be clearly visible.

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Business Sustainability Advisors

Serving Unique Business Sectors

Certiably Green Denver – since 2009

New and unique business sectors:

- Special Events – Certified Green Events
- Airport Concessions
- Cannabis Cultivation, Extraction and Sales



Special Events

Events can, and should, be green too!

Specific Criteria:

- Offer free or discounted tabling fees for non-profit groups
- LEED Certified locations preferred
- No bottled water! Offer refilling stations
- Set waste diversion goals
- Minimize handouts and swag
- Select vendors with commitment to sustainability



Special Events

Partner Organizations:

- Denver Office of Special Events
 - Workshops and promo materials for events in City public locations
- Event Planners
 - Larger, annual events work well for consistency
 - Work with the decision-maker!

Special Events

Lessons Learned:

- Wide variation of challenges between different event types, e.g. races, festivals, and conferences.
- Going green generally does NOT result in cost savings.
- Need participation from multiple partners/vendors for success.



Airport Concessions



Denver International
Airport (DEN):



Denver City/County owned and operated.

1,100 City employees and 35,000 'badges' issued for airline, contractor and concession staff.

DEN runs it's own EMS helping to establish sustainability goals and organize projects.

Airport Concessions

Environmental efforts at DEN:

- Recycling offered for front-of-house and back-of-house
- Composting available for food and beverage locations
- Food donation program
- Glass-specific recycling program for F&B
- Beginning to write these sustainability efforts into new concessions contracts!



Airport Concessions

Specific Certification Criteria:

- Recycle, compost, donate excess food
- Offer transit passes for employees
- More strict preventive maintenance schedule for HVAC and refrigeration equipment (high use)
- Regular employee training about conservation techniques (occasionally high employee turnover)



Airport Concessions

Lessons Learned:



- DEN Environmental and Concession Mgmt staff have been very good to work with
 - Promote green programming
 - Push concession managers
 - Good infrastructure for composting and food donations programs
- Need to promote efforts and push action from top down AND bottom up

Airport Concessions

Lessons Learned:

- Regular reminders AND continuous improvement
 - Local green teams
 - Frequent trainings for staff turnover
- Try to incorporate sustainable actions into concession lease agreements

Cannabis Industry

Certiifiably Green Denver's history with the industry:

- CGD began discussions with industry reps in 2014
- Cannabis Sustainability Work Group established in 2015 to discuss best practices and limitations.
- Released two Best Management Practices Guides
- Organized 3 Cannabis Sustainability Symposia





Certification

Can and should CGD certify the industry?

- Yes - they get treated just like other industries
- Maybe not - are there existing certifications we could give credit to?

Current State:

- Certify dispensaries using retail checklist.
- Still discussing the questions above for cultivation and extraction facilities. If yes, the work group will develop criteria.

Partners

Strong partnerships are *essential* to making inroads with the cannabis industry, especially if your program is government-run. Partners include:

- Cannabis business owners
- Consultants and ancillary product/service providers
- Advocates
- Business organizations

Unique Lessons

- Industry changes fast but is still slow to adopt expensive new technology
- Finances are still a challenge – cash-based industry
- Regulation isn't always favorable for sustainability



The background image shows several white, fluted paper cups arranged on a wooden surface. Each cup contains a thick, dark brown chocolate sauce. A golden-brown, fried food item, possibly a breaded vegetable or a small fry, is placed in each cup, partially submerged in the sauce. The focus is sharp on the cup in the center, with others in the foreground and background slightly blurred.

Questions?