

The ZGreen Program:
Taking Action Today for a Greener Tomorrow

Taking ACTION!

ZGreen protects and enhances Aspen's environment by engaging the community in natural resource conservation and waste reduction. By reaching out to Aspen's residents, businesses, and events, ZGreen is making Aspen a more sustainable community.



Tackling Climate Change

IT'S A FACT: Aspen's winters are 28 days shorter, on average, than they were 25 years ago. ZGreen reduces global-warming carbon dioxide emissions by promoting energy and water conservation and waste reduction.

The following electronics and appliances have been replaced by participating ZGreen businesses, producing an estimated lifetime CO₂ reduction of an estimated 255,554 tons:

- 100 washing machines
- 51 dishwashers
- 75 refrigerators
- 12 computers

When one tugs at a single thing in nature, he finds it attached to the rest of the world.

– John Muir

Through ZGreen:

- 104 businesses recycle.
- 13 businesses offer free or subsidized bus passes.
- 9 businesses have low-flow toilets, faucets, or showers.

Protecting Air Quality

In 1988, the EPA declared that Aspen had levels of PM-10 air pollution high enough to affect human health, creating the brown cloud that once existed in Aspen. Today, PM-10 pollution in Aspen is still a concern, as it is primarily created by traffic. ZGreen helps the Aspen community improve air quality.

- 16 ZGreen businesses use fuel-efficient vehicles or participate in Car-to-Go, Aspen's carshare program.
- 8 businesses use electric cars or hybrids in their fleets.

98 citizens have committed to walking, biking, and busing to reduce air pollution.



Reducing Waste

ZGreen helps businesses, events, and community members reduce waste through reusing, recycling, and composting. Diverting waste from the landfill not only saves energy and natural resources, it also adds years of life to the Pitkin County Landfill. ZGreen event requirements became mandatory in 2009.

Since 2007, with help from ZGreen:

- 34 events collected food / paper waste for composting.
- 137 people committed to reducing waste by one or more of the following: recycling batteries, using rechargeable batteries, reusing packaging materials, purchasing products made from recycled paper, stopping their junk mail, or using reusable bags and water bottles.

82 events have recycled a total of **138 tons** of waste.

It's easy to make a buck.

It's a lot tougher to make a difference.

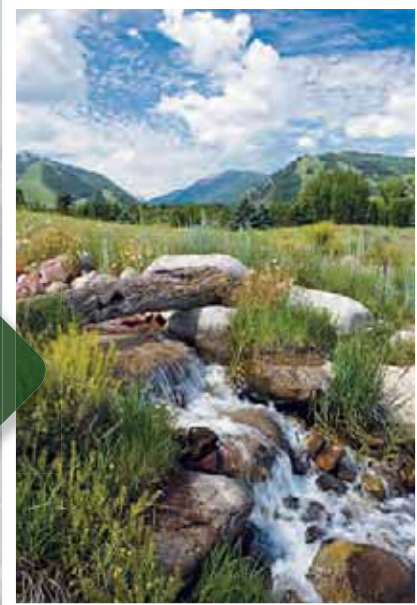
– Tom Brokaw



Conserving Water

- Since 2007, 146 citizens have committed to actions that reduce water use.
- Since 2007, 73% of all ZGreen businesses have committed to using commercial car washes to wash their fleet vehicles.

45% of ZGreen businesses have installed water-saving fixtures in their buildings.



28 events have used Sunny the Solar Roller, the City's free portable solar generator, as a clean, green way to meet their power needs.

How wonderful it is
that nobody need
wait a single moment
before starting to
improve the world.

– Anne Frank



220 children and adults
attend ZGreen
community outreach
events each year.

Public Outreach and Awards

With free volunteer and staff training for events and businesses, ZGreen has reached:

- 1,055 event staff
- 22 businesses
- 60 employees
- 25 City of Aspen staff

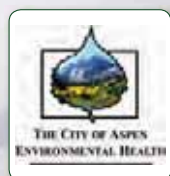
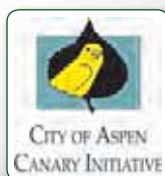
ZGreen also meets with nearly every event planner required to meet the ZGreen criteria, hosts a regular Green Drinks event where people with environmental interests can network, and publishes a monthly E-newsletter with 400 subscribers.

National and international organizations have recognized the ZGreen Program for leadership and innovation:

- In May of 2010, ZGreen was awarded the EPA Clean Air Excellence Award.
- In September, 2010 ICLEI, Local Governments for Sustainability, recognized ZGreen for Energy Efficient Innovation.



WWW.ASPENZGREEN.COM



The ZGreen Program is brought to you by the City of Aspen's
Canary Initiative and the Environmental Health Department.

For more information: ZGreen@ci.aspen.co.us

