



Climate Action Toolkit

For Businesses

Prepared for Devens by Kim Lundgren Associates, Inc. as part of an Action Grant from the Massachusetts Executive Office of Energy and Environmental Affairs Municipal Vulnerability Preparedness (MVP) Program.

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Introduction

The Devens Reuse Plan, written in 1994, defines sustainability as “development which achieves a balance of economic, social and environmental needs, while maintaining and enhancing the natural resource base.” The Reuse Plan laid the groundwork for the intentional, sustainable redevelopment of Devens and continues to influence the way the community strives to operate. With over 100 businesses and organizations that collectively employ more than 5,000 employees, Devens businesses have an important role to play in helping the community meet its sustainability goals.

The Devens Enterprise Commission (DEC) developed this toolkit alongside the *Devens Forward Climate Action and Resilience Plan*. The toolkit serves as a guide to creating resilient, green businesses. It contains a set of recommendations and resources that business owners can use to help advance their own corporate sustainability objectives, while helping us to achieve our sustainability goals and keep Devens a secure, thriving community for years to come.



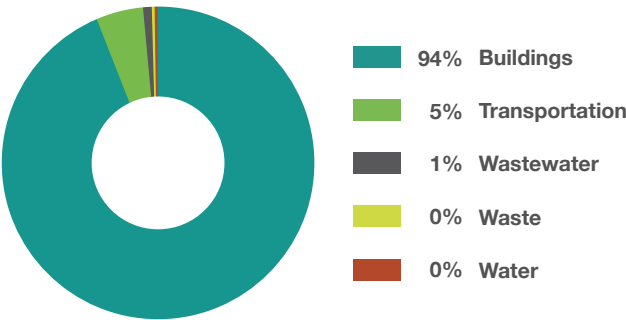
Devens' many businesses, like SMC, Ltd., have made sustainable operations central to their operations. *Photo source: smcltd.com.*

Devens Businesses & Climate Change

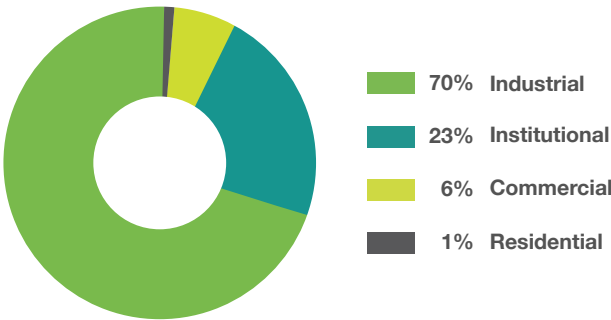
Devens—like the rest of Massachusetts and the world—is already experiencing the effects of climate change. Rising temperatures, heavier precipitation, periods of drought, and more intense storms are affecting the way we live, get around, and do business. Between 1900 and 2014, average annual temperatures have risen by 3°F in Massachusetts. Middlesex County has had seven FEMA declared disasters since 2005, a trend that is likely to continue with the projected increase of intense storms. Storms can cause power outages and force business closures; flooding can block key roads and interrupt supply chains; extreme heat increases cooling needs and may keep customers and employees at home. While these impacts create challenges, together we can prepare to meet these challenges head on and ensure a resilient, thriving Devens economy.

Businesses can improve their own resilience and contribute to Devens’ overall resilience to climate change both by reducing their greenhouse gas emissions and by ensuring their operations can recover quickly from any kind of disaster. Buildings account for 94% of Devens’ greenhouse gas emissions, with 76% of those emissions coming from commercial and industrial buildings.

Greenhouse Gas Emissions by Sector



Greenhouse Gas Emissions from Devens Buildings by Sector



Because the commercial and industrial sectors are so central to our community, businesses account for significantly more of our community’s energy use, materials consumed, and waste produced than that of our residents when compared to other communities in the United States. As our climate continues to change, business owners in Devens play an increasingly important role in reducing our emissions and contributing to a safer and more sustainable community.



What Your Business Can Do

Business owners make decisions every day that impact the environment. They consume goods, generate waste, use energy, and operate vehicles. They can influence community infrastructure decisions, change the nature of commuting and support remote work, and can reach thousands of consumers with their messaging. All of these are invaluable opportunities that Devens businesses should explore in order to advance sustainability in our community and create a model for the region.

Businesses also have a responsibility to their employees and local economy. In the event of a disaster, whether or not a business recovers quickly impacts not only the business owners, but also the people who rely on that business for a particular good or service or to make their living. For this reason, businesses must commit to climate preparedness and include strong plans for restoring and continuing operations in the face of climate impacts, natural disasters, and public health crises.

The following resources will set you and your business on the right path towards sustainability and resilience.



With This Toolkit You Can Make Progress Towards:

- Reducing your business' greenhouse gas emissions
- Preparing your business for disasters and ease recovery
- Helping your community prepare for climate change
- Conserving natural resources
- Finding funding and support for your business to take climate action

Devens Eco-Efficiency Center



Businesses located at Devens are fortunate to have access to the unique and innovative [Devens Eco-Efficiency Center](#). Created to help firms make better use of resources, this non-profit provides programs that help commercial and industrial entities improve energy efficiency, reduce waste, maintain regulatory compliance, and strengthen operational practices. Partnering with the Center not only helps businesses green their operations, but also save money, explore new technologies, and gain a competitive edge. Below are a few highlights of how to take advantage of their services.

Education

The Devens Eco-Efficiency Center offers monthly educational roundtable forums for professionals with environmental, health and/or safety (EHS) related responsibilities interested in sharing best practices, exchanging resources, building partnerships, and improving the sustainability of their facility. Whether discussing regulatory developments, employee safety measures or resource conservation, experts in the field will help you elevate your operations. [Learn more about EHS roundtables](#), previous presentations, and [upcoming topics](#).

You can also learn from what other businesses are doing with the Center's facility tours. These events provide valuable opportunities to observe new technologies, experience sustainability best practices, and build strategic partnerships.



Energy Efficiency

There is no shortage of ways to improve your business' energy efficiency. The Eco-Efficiency Center's educational forums provide tools that help businesses update lighting fixtures, modernize equipment, evaluate renewable energy opportunities, and incorporate conservation measures. Their partnership with the Industrial Assessment Center provides small and medium sized manufacturers with access to comprehensive energy and water use audits and detailed reports of improvement opportunities and ROI estimates, free of charge.

- Encourage employees to reduce energy use with this [Power Down Guide](#)
- Find hidden savings by [analyzing your phantom load](#)
- Start building energy consumption benchmarking with [Energy Star's Portfolio Manager](#)
- Cover the basics with this [Energy Conservation Checklist](#)

Waste Reduction

From waste audits and waste reduction plans to strengthening recycling and compost programs, the Eco-Efficiency Center offers a host of services to help your business prevent waste. Reducing waste helps your business make the most of resources, lower hauling costs, and contribute to a circular economy. Learn more about the Center's [waste reduction programs](#).

The Great Exchange

The Great Exchange facilitates reuse opportunities for excess materials. This award-winning program provides access to a variety of new and like-new operating supplies, office furniture, fixtures, and more, with significant savings to non-profits, schools, municipal departments, and small businesses. [Check the website](#) for available inventory and hours. By donating unneeded items your company can avoid disposal costs, prevent the waste of valuable items, and benefit others.



Recycling

Recycling is a key way to keep reusable materials out of the waste stream. Devens' Department of Public Works has a [recycling drop-off center](#) that allows businesses to recycle a wide variety of items in a timely manner and at a low cost if they do not have access to a regular recycling service.



Hazardous Waste

Properly disposing of hazardous waste keeps our community's waterways and other natural resources clean and healthy. Below are resources to help you dispose of hazardous waste.

- [Devens Regional Household Hazardous Products Collection Center](#) is a collaboration of 14 surrounding communities and is available to all residents and small businesses that generate less than 220 pounds of ignitable, corrosive, reactive, toxic, or hazardous waste.
- Looking to take things a step further? The [Toxic Use Reduction Institute](#) at the University of Massachusetts Lowell provides resources and tools to help businesses find safer alternatives to toxic chemicals.



Credit: **Porto Protocol**

Circular Economy

Circular economy is an economic system that seeks to eliminate waste through the continual reuse of resources. It pushes beyond the current use-and-dispose model and creates a regenerative system that designs waste out of the equation. By integrating your business goals with circular economic principals, you can not only impress your customers, but also gain a competitive advantage over businesses that are not maximizing reuse in their operations. Explore **case studies** of companies that are already taking this step.



Preparedness Planning

Planning for disaster is an integral part of ensuring that businesses are prepared for unplanned events and can recover quickly in the event of one. Preparedness planning aims to address actions before, during, and after a disaster.

Preparedness Plans

Having plans in place for how to respond to a disaster can be critical to your business operations and employee safety. The time between when disaster strikes and when business resumes can be anywhere from a few days to several months. For this reason, it is important to plan for an extended disruption. Explore the resources below from Ready.gov to set your business up for success no matter what comes its way.

- **Risk Assessment:** Identify hazards that may impact your business (e.g. severe storms, extreme precipitation and flooding, high heat) and analyze how your business would be impacted if the hazard occurred. Get started with this [Risk Assessment Table](#). Devens' [Municipal Vulnerability Preparedness \(MVP\) Summary of Findings](#) outlines some of the biggest climate hazards facing our community.
- **Emergency Response Plan:** Prepare for what to do the moment an emergency strikes. From shelter-in-place orders to evacuation plans, FEMA's [Emergency Response Plan template](#) will help prepare you and your employees for the unexpected.
- **Information Technology (IT) Disaster Recovery Plan:** Information technology, such as communication systems and data storage systems, are critical to business operations. Create an [IT Disaster Recovery Plan](#) to ensure access to critical technology after a disaster.
- **Business Continuity Plan:** Disasters and crises put a strain on business, especially if they last for an extended period. Lost revenue and added expenses reduce profits. Creating a [Business Continuity Plan](#) can help ensure your business is prepared to sustain operations under unexpected circumstances.



Make a plan to communicate with customers, suppliers and employees in case of disaster.

#BeInformed

Ready ✓

Source: FEMA Business Preparedness Toolkit

Creating multilingual and accessible emergency management messaging ensures critical information is available to all employees.

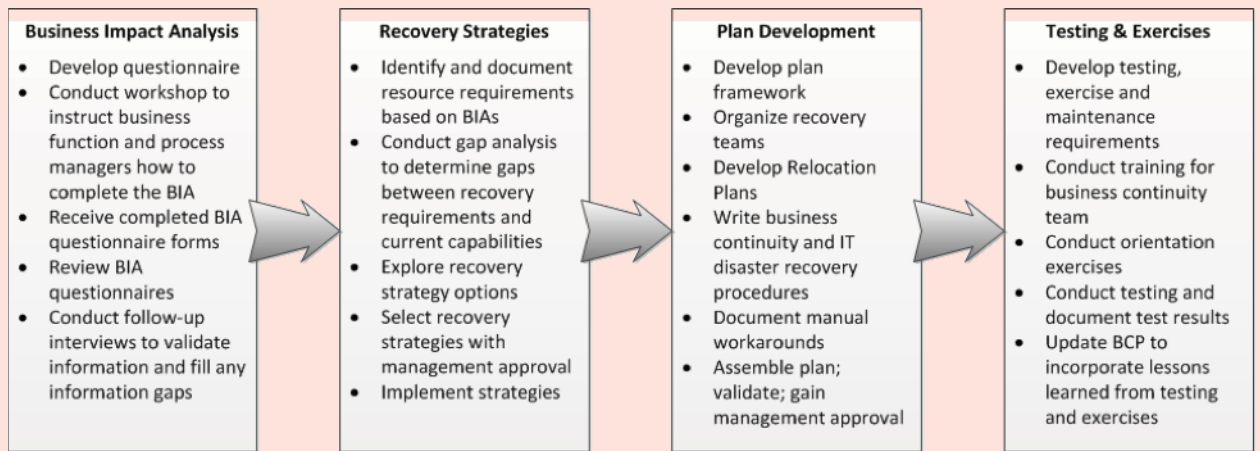


Figure 6. Business Continuity Process from Ready.Gov

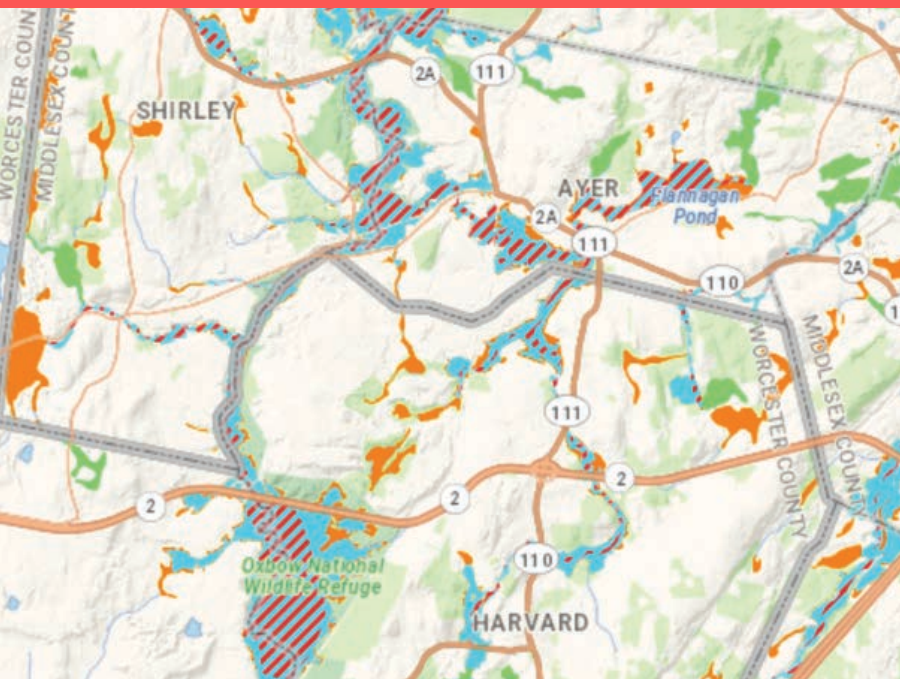
- **Employee Training:** Your plans are only as good as your employees' ability to implement them. Get [training ideas](#) to ensure all employees know how to respond to an emergency.
- **CodeRed:** Encourage all employees to sign up for Devens' [emergency alert system](#) to maximize the proliferation of critical emergency response information.
- **Pest Management Plan:** Pest, such as ticks and mosquitoes, can increase the risk of vector-borne diseases. Consult the [Central Massachusetts Mosquito Control Project](#) for resources on how to limit exposure for your employees.

Flood proofing

While much of Devens is built on elevated terrain, some areas, such as Barnum, McPherson, and Jackson Roads, have experienced flooding during heavy precipitation events. Combining this with the projected increase in the intensity of extreme storms in New England, it is important for businesses to assess their flood risk, and if necessary, take precautions by safeguarding their capital equipment and investing in the appropriate insurance.



Extreme flooding event in 2007.



Detailed Features

FEMA National Flood Hazard Layer

- A: 1% Annual Chance of Flooding, no BFE
- AE: 1% Annual Chance of Flooding, with BFE
- AE: Regulatory Floodway
- AI: 1% Annual Chance of 1-3ft Ponding, with DTC
- AO: 1% Annual Chance of 1-3ft Sheet Flow Flooding, with Depth
- VE: High Risk Coastal Area
- D: Possible But Undetermined Hazard
- X: 0.2% Annual Chance of Flooding
- X: 1% Drainage Area < 1 Sq. Mi.
- X: Reduced Flood Risk due to Levee
- Area Not Included
- Area with no DFIRM - Paper FIRMs in Effect

MassGIS Statewide Basemap
MassGIS Topographic Features Basemap

Figure 7. FEMA floodmap of the Devens region.

[This interactive map](#) allows you to explore flood risk in and around Devens. Spend some time exploring the map and consider whether your business—or transportation routes your business depends on—could be affected by flooding events.

[This guide](#) from the Federal Emergency Management Agency (FEMA) walks you through how to make your business more resilient to flooding.

Insurance

The right insurance can go a long way in helping your business recover in the wake of a disaster. Based on your business identified risks, spend some time examining your insurance policy. Does your policy include business interruption coverage and flood damage? [This article](#) will walk you through some of the specific insurance coverage types that are most crucial after a disaster.

Need to file a claim? [This guide](#) walks you through the process of what to do in the wake of a fire, flood, or other disaster.





Energy

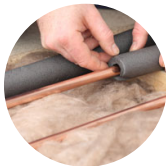
The commercial and industrial sectors account for 76% of Devens' greenhouse gas emissions from buildings. These emissions come from the energy used to heat and cool buildings, power manufacturing equipment, treat and transport water, and more. Reducing energy use is a high-impact way to save your business money, reduce your greenhouse gas emissions, and help Devens reduce its overall contribution to climate change.

Adaptive Reuse and Building Retrofits

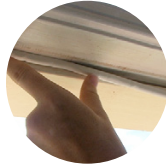
Building upgrades, even minor ones, can reduce energy consumption, which in turn can yield cost savings at scale. Below are a few easy steps you can take today:



Upgrade lighting to LED bulbs



Install pipe installation



Weatherize doors and windows



Use a smart thermostat



Regularly replace air filters

Because existing buildings contain a significant amount of embodied energy, reuse of existing buildings can also save a considerable amount of energy and resources. The Devens Enterprise Commission incentivizes the adaptive reuse of existing buildings by offering a 21-day expedited permitting process.

If you are looking for more upgrades that will lead to significant energy savings, consider the following:

- [Combined heat and power systems](#)
- [Ground-source heat pumps](#)
- [District energy systems](#)
- [USGBC's LEED building certification](#)
- [Living Building Challenge design](#)

Equipment

When it's time to replace equipment and appliances at your business, consider purchasing ENERGY STAR® rated machines. Developed by the U.S. Environmental Protection Agency and U.S. Department of Energy, the ENERGY STAR® program acts as a standards guideline for energy efficiency in equipment. Search the [ENERGY STAR® catalog](#) for rated products – from office equipment, lighting, and more – that can save you up to 30% on your energy bill.



Renewable Energy

Opting for renewable energy is a great way to reduce your business' carbon footprint. The [Devens Solar](#) project is a 3.0 MW ground-mounted solar system located at Devens. Owned and operated by Citizens Energy, the solar project generates enough electricity to power 300 homes and offset 3,000 tons of carbon emissions annually. This energy is managed by Devens Utilities Department and is part of your local energy supply.

Additionally, there are also savings to be had by installing solar panels directly on your business. EnergySage's [Solar Calculator](#) can quickly estimate your solar potential based on your location. Based on averages at Devens, you could see a payback period of 5.76 years and 20-year savings of \$55,963.



Rooftop solar at 18 Independence Road.

Did You Know?

Solar PV retrofits on existing Devens buildings are already generating a lot of energy. Collectively, the panels at 18 Independence Road, 66 Saratoga Road, and 112 Barnum Road generate 5.75 MW of power. That's enough clean renewable energy to power more than 4,670 homes in the US.

Funding Opportunities

In an effort to incentivize the integration of Renewable Energy Facilities (REFs) at Devens and further promote clean energy, greenhouse gas reduction, improved air quality, and the sustainable redevelopment goals of the Devens Reuse Plan, Bylaws and Rules and Regulations, the DEC has adopted a [reduced fee structure for REF projects](#).



The DEC incentivizes energy efficient building design, construction, and operation of new buildings. The [US Green Building Council's Leadership in Energy and Environmental Design](#) (LEED) green building rating system is the basis for the DEC's Green Building Incentive Grant Program. Facilities that have obtained a unified permit from the DEC and are certified through the LEED green building rating system, or approved equivalent, can receive up to 15% of their Unified Permit Fee back (max. \$10,000).

To learn more about available financial assistance to improve your energy efficiency, explore the [Database for State Incentives for Renewables and Efficiency](#).

Visit the [Commonwealth Energy Tool for Savings](#) (EnergyCENTS) to use the filterable search tool provided by the state of Massachusetts to find grants and programs specific to your needs.

To apply for grants and incentives to install clean energy technologies, such as air-source heat pumps and solar technologies, visit the Massachusetts Clean Energy Center's [resources for businesses](#).

Commercial and industrial properties in Devens are eligible to take advantage of [Property Assessed Clean Energy \(PACE\)](#). PACE is a mechanism to finance energy-efficiency and renewable energy projects. To finance improvements, a property owner agrees to a betterment assessment and lien on their property, which repays the financing. This approach enables owners to undertake more comprehensive energy upgrades with lower up-front costs and longer payback periods of up to 20 years.



Water

Did you know that Devens draws all of its drinking water from local wells?

This means that even though our community is close to many large water bodies, like the Nashua river, it is still possible to stress our water tables. Treating, transporting, and disposing of water uses a lot of energy, so reducing water use also saves energy. Businesses in Devens play a critical role in conserving water, as well as ensuring their operations do not contaminate our water supply.

Water Quality

Devens has Water Resource Protection Overlay Districts that helps protect our water quality. Check out [the requirements](#) to ensure your business is doing its part to protect Devens' water. Non-point-source pollution is a potential source of contamination but there are [steps businesses can take to protect water quality](#), while saving time and money.

Did You Know?

Keeping people safe during the winter requires managing snow and ice, which often involves using salts. This can lead to harmful runoff. These tips will help your business protect our watershed.

[Tips Here](#)

Conserving Water

As climate change increases the frequency of drought, it is important to conserve water both inside and outside.

- **Use native, drought-resistant plants.** An estimate from National Geographic estimates that making this switch can reduce water use by 50% or even 75%. In Massachusetts, drought-tolerant plants include Ginkgo, Virginia Rose, Spruce, and more. Here is a full list of [local plants](#). [Smart landscaping](#) can avoid the need for costly irrigation systems. For properties that require irrigation, there are [systems and controls](#) that can be used to reduce water demand. Many businesses at Devens that have irrigation systems use cisterns to capture rainwater which helps to reduce potable water consumption, while also aiding in stormwater management.
- **Water-efficient plumbing fixtures.** [Efficient appliances](#) like washing machines, dishwashers, and toilets go a long way to reduce water and energy use.

Green Infrastructure and Stormwater Management

A low-cost, natural way to manage stormwater and design against flooding is the use of green infrastructure. Green infrastructure can include using plants, permeable surfaces, bioswales, and other strategies to filter stormwater runoff, reuse rainfall water, and more.



By participating in these strategies, businesses can design their landscapes to help prevent stormwater runoff from carrying chemicals and other contaminants into nearby water bodies while also maintaining natural beauty and supporting wildlife habitats. Learn more about how to implement these strategies and the potential savings for your business with [Green Infrastructure Guidelines for Devens Projects](#).

Learn the basics of green infrastructure through the [Environmental Protection Agency](#), find resources to overcome barriers to implementation through the [University of New Hampshire](#), or reach out to the [Devens Enterprise Commission](#) to learn more about our projects.



Low-Impact Development Techniques for Stormwater Management at Devens

Seeing is believing! The Devens Enterprise Commission (DEC) requires Low-Impact Development (LID) techniques on all projects. LID projects at Devens demonstrate to developers, property owners, and businesses what these techniques can look like, how they work, and how they are maintained.



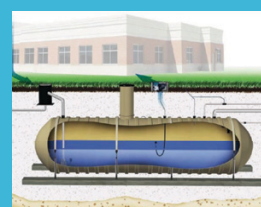
Evergreen Solar bio-filtration landscape islands



Natural open drainage vs. piping and catch basins



Devens Common underground infiltration systems



Devens Common cisterns collecting roof runoff

[See for yourself](#)

Green Roofs

DEC incentivizes innovative approaches to green infrastructure that achieve multiple climate change goals such as energy efficiency, lower CO₂ emissions, reduced urban heat island effects, and stormwater management. Vegetated roofs and walls are one such approach. DEC provides [detailed guidance](#) to assist applicants in incorporating vegetated roofs into their projects. Buildings that incorporate vegetated roofs can deduct the total square footage of vegetated roof from their total impervious surface coverage which can result in reduced stormwater management system sizing.



Biodiversity and Sustainable Landscapes

Climate change is leading to an increased rate of environmental damage from invasive species. Each year, invasive plant species threaten biodiversity and causes billions of dollars in damage to property value, utility operations, tourism, outdoor recreation, and ecosystem services.



Invasive species management on your property can aid in stormwater management, improved air quality, and wildlife habitat, while reducing urban heat island impacts and improving aesthetics. [Native planting and landscape management](#) on your property helps reduce the spread of invasive species and lowers the overall cost of landscape maintenance. Businesses should incorporate invasive species management plans into their regular operations and maintenance plans. The Massachusetts Invasive Plant Advisory Group has a [resource guide](#) that can help you create and implement a plan for your property. The State of Massachusetts also provides [additional resources](#) on invasive species.



Biodiversity and Sustainable Landscapes

Some plants that have typically thrived in Massachusetts are being negatively impacted by climate change. Others are particularly well-suited to thrive in a changing climate. Consult the US Forest Service's [Vulnerability and Adaptive Capacity of Trees in the Boston Region](#) for guidance on resilient species to plant. The [Climate Vulnerability Index](#) for the Boston Region also has valuable data on the adaptability of various species of trees.



The Business Case for Sustainable Landscaping

Not only can protecting open space and enhancing natural systems reduce flooding, it can also reduce costs, add brand value, and contribute to the larger community. Well-engineered landscapes, like rain gardens, can reduce maintenance costs and increase the biodiversity of the area. Not sure how to make the business case for preserving and restoring natural resources? The Minnesota Sustainable Growth Coalition's Corporate Guide to Sustainable Landscaping has already done the heavy lifting!

[Corporate Guide to Sustainable Landscaping](#)



Transportation

With so many employees commuting into Devens for work, encouraging low-carbon commuting options is essential. The majority of commuters drive themselves (and only themselves) to work. Businesses have a special opportunity to reduce the number of single-occupancy vehicles driving in and out of Devens each day. When businesses enact policies that affect the way its employees move, they can make a large difference in influencing other entities in the community to do to the same.



Electric Vehicle Infrastructure

According to the US Department of Energy, employees are six times more likely to own an electric vehicle if their workplace provides charging infrastructure, and 90% of employers that provide it receive positive feedback from their employees. If you want to cut emissions, supporting electric vehicles is a great way to start, and there are many grants and programs, [like the ones listed in this guide](#), that can help you begin.

Make sure your employees know about the [free electric vehicle charging stations](#) that already exist around Devens.



Incentives for Alternative Modes of Transportation

Many employers encourage employees to commute by alternative modes of transport by offering incentives. This may come in the form of discounted public transportation passes or annual cash rewards to commute via cycle. Devens is lucky to have a [regional shuttle](#)—encourage your employees to use it! Be sure to also encourage the many available [walking](#) and [hiking](#) options throughout Devens for local commuters.

Telecommuting

One way to cut employee travel emissions is to remove the need to travel. In fact, the ability to telecommute became an essential aspect of business' resilience during the COVID-19 pandemic, and may continue to be an essential part of how businesses function moving forward. Setting up a reliable remote work standard can help reduce transportation-related greenhouse gas emissions and improve employee morale. This setup can include establishing a centralized video conferencing program like Zoom or GoToMeeting and providing employee training, setting expectations for work schedules, and more. For more tips on how to set up your employees for telecommuting, visit popular guides from [The Verge](#) and [Trello](#).



Did You Know?

\$11,000

What the average business can save per employee that telecommutes half of their working hours as a result of increased productivity, fewer real estate costs, and more.

It's estimated that half of the American workforce could telecommute, and if they did so just half of their workweek...

54 million

metric tons of reduced greenhouse gas emissions

OR

10 million

cars off the road

<https://globalworkplaceanalytics.com/telecommuting-statistics>
<https://globalworkplaceanalytics.com/cut-oil>

Incentivized Rideshare Options

Employee incentives have the power to drive change. For starters, employers can offer employees tax credits for qualifying commutes like rideshare. Consider working with a benefits provider to start implementing new incentives. A few examples are provided below. Note, this toolkit does not sponsor or endorse any particular providers.

- [Edenred Commuter Benefit Solutions](#)
- [Wage Works, Inc.](#)
- [Benefit Resource Inc.](#)

Multimodal Transportation Infrastructure

Did you know that in 2018 the Devens Enterprise Commission, in conjunction with MassDevelopment, was awarded funding to complete a Massachusetts Complete Streets plan to improve bicycle, pedestrian, and other modal access around town? To read more, the [full plan](#) can be found here. Since the passage of this plan, Devens has begun regular shuttle service and expanded bike lanes and sidewalks to provide improved accessibility and more commuting options for Devens businesses, residents, and visitors.



Devens currently has dedicated bike lanes along Jackson Road and Barnum Road. Most residential streets in Devens are posted 25MPH and are shared streets. As a relatively small community, Devens is in an ideal position to develop its cycling infrastructure. [Becoming a certified-bike friendly business](#) will help you encourage employees to explore this healthier, more eco-friendly commuting option.

Guaranteed Emergency Transportation

One major obstacle to employees commuting via public transportation, carpool, or biking is the difficulty they may face in times of emergency. Some businesses offer rebates for taxis or rideshare services that employees can use if they need to travel suddenly for childcare or medical purposes.

Greening Your Fleet

If your business maintains a fleet as part of its daily operations, choosing environmentally friendly vehicles can make a massive impact. While all-electric vehicles may provide the greatest reduction in travel emissions, there are many variables that determine the environmental friendliness of a vehicle.



In order to quantify your gains from switching to more sustainable vehicles, it is important that you collect relevant data about your fleet's use and the requirements you need moving forward. Even if you are not ready to make the switch, this information can help make the case for a switch in the future.

The following software allows you to collect information about your fleet in an effective way:



Fleetio



clearpathGPS

AUTOsist

verizon
connect

RT Fleet
Management
Software

As your business assesses opportunities to green your fleet, below are a few factors to keep in mind:

- Vehicle class
- Average miles per gallon per vehicle class
- Type of fuel used
- Average fuel cost per mile by vehicle class
- Annual miles driven per vehicle
- Total fuel consumption by vehicle class
- Carbon dioxide emissions based on gallons of fuel
- Estimated emissions for each tailpipe pollutant
- ROI for improved fuel economy
- SROI including emissions reductions



Looking to track your greenhouse gas emission reductions as a company? Use **Bay State Commute** to show your hard work!

Green Business Travel

If your business also requires regular air travel, it may be worth looking into sustainable travel programs. The [Good Traveler](#) is an air-travel carbon offsetting program that mitigates the effect of your air travel on the environment. For a list of hotels that participate in green standards, visit the Environmental Protection Agency's list of [green hotel programs](#) to quickly book environmentally friendly hotels and accommodations. If you are attending or promoting a conference, consider advocating for ones with green event planning certifications, like this one from [Global Green Events](#).

Sustainable Business Case

A common concern raised about making sustainability upgrades to infrastructure and business operations is the upfront cost. Analyzing life cycle costs and sustainable return on investment can help you make an informed decision about the affordability of making an upfront investment.

Life Cycle Cost Analysis

Life cycle cost analysis identifies the full life cycle of costs for your products and operations—from acquiring and owning to disposing. Visit this [introduction guide](#) to learn more and [One Click LCA](#) to calculate your costs and environmental impacts.

Sustainable Return on Investment Analysis

Sustainable Return on Investment (SROI) analysis, or Triple Bottom Line Cost Benefits Analysis, allows you to take your analysis to the next level by assessing the social, economic, and environmental costs and benefits of a product (e.g. quantify the dollar-value of sustainability benefits like carbon sequestration and recycling potential). This allows for direct comparison between the full value provided by different products. Combined with a GHG analysis or a social vulnerability analysis that quantifies issues like emissions or environmental justice impacts, your SROI analysis can provide a compelling argument for green procurement. Visit [Autocase](#) to learn more about SROI.

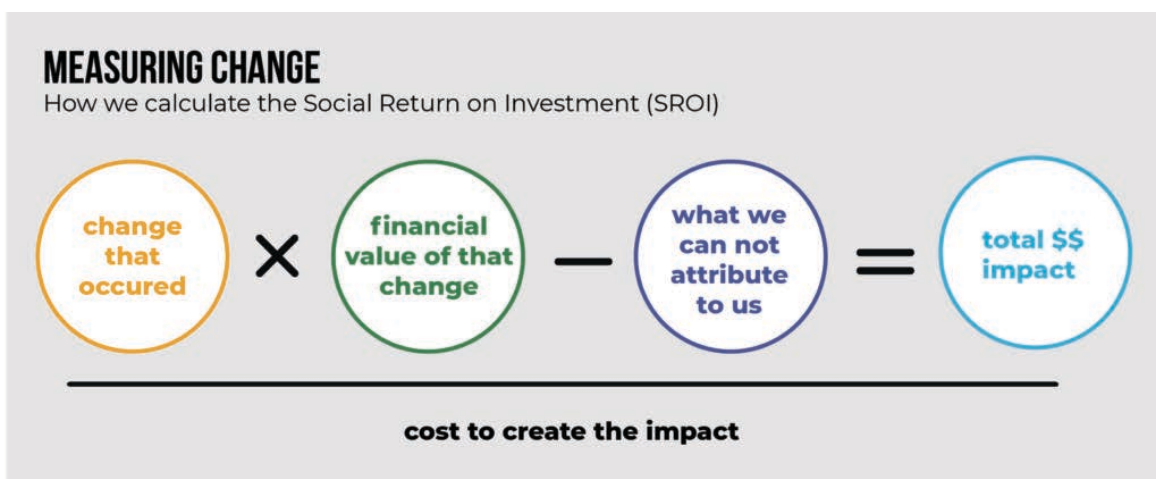


Figure 10. SROI. Source: DC Central Kitchen.



Sharing the Mission

Businesses have a unique opportunity to promote sustainability by taking it to their customers, their business partners, and the public. For some businesses, like the well-known Patagonia and Seventh Generation, sustainability has become a key part of the business value proposition, helping them win customers worldwide.

Display your values

To start, businesses can create displays that show customers their business' commitment to sustainable values. Restaurants can include sustainability achievements on their menus. Industrial suppliers can add sustainability practices to their proposals. Businesses reach millions of people every day, so making sustainability part of your everyday conversation with customers and business partners helps shift the global conversation. If you are committed to demonstrating your values, consider becoming a [Certified B Corporation](#).



Popular B-Corps include [Patagonia](#) and [Seventh Generation](#).

Environmentally Preferred Purchasing

Purchasing and promoting green products help spread the impact of your actions deeper into the economic system. By buying sustainably made products, you are sending the message that your commitment to sustainability runs deep. Sustainable products can also decrease life-cycle costs and promote a circular economy. Massachusetts has an [Environmentally Preferable Products Procurement Program](#) that can help guide your decision making about what products to buy. The Environmental Protection Agency also has a set of [recommendations](#).

If your business doesn't already have one, consider adopting a formal green procurement program.



Sharing the Mission

Local Events

If you are taking steps to advance sustainability and resilience at your business, you may have knowledge and experience that others could learn from. Consider hosting an event or partnering with local organizations to promote the work you are doing to advance sustainability at Devens. Alternatively, keep an eye out for educational events or workshops where you might be able to learn something new to bring back to your business.

Below are a few local organizations to consider partnering with:

- [ClearPATH for Veterans](#)
- [Devens Committee](#)
- [Devens Eco-Efficiency Center](#)
- [Devens Historical Museum](#)
- [Dragonfly Wellness Center](#)
- [Fish and Wildlife](#)
- [Little Leaf Farms](#)
- [Loaves & Fishes](#)
- [Mass Audubon](#)
- [Mount Wachusett Community College](#)
- [Nashoba Valley Chamber of Commerce](#)
- [Nashua River Watershed Association](#)
- [Parker Charter School](#)
- [Shriver Job Corps](#)
- [Transitions Women's Shelter](#)
- [United Native American Cultural Center](#)
- [US Army](#)





Stay Connected

Local governments are often very involved in disaster recovery efforts, so ensuring that your business is fully aware of all of the local communications and support opportunities is crucial to your business' ability to recover after disaster.

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- Email **neilangus@devensec.com** or **peterlowitt@devensec.com** for direct questions or clarifications.