



• August 15-18, 2010 • Dallas, Texas •
• Dallas Convention Center •



Greening VA

The Goal

Activate behavior change in 300,000 VA employees at thousands of facilities nationwide towards more sustainable practices:

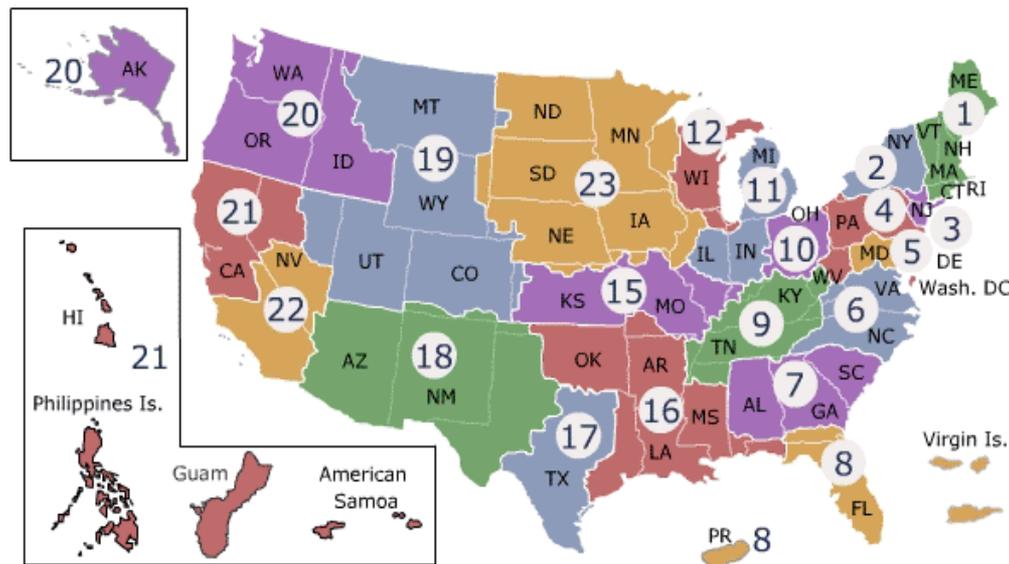
- Energy conservation
- Resource conservation
- Recycling
- Energy efficiency



Executive Order 13514

The VA Network

- Hospitals
- Outpatient Clinics
- Vet Centers
- Benefits Offices
- Cemeteries
- Staff Offices



VA's Green Routine

- **Launched October 5, 2009**
- Created Greening VA Working Group
- Promoted initiatives at employee events:
 - Energy Awareness Month (October)
 - America Recycles Day (November)
 - Earth Day (April)
- Designed grassroots Awards program (April)
- **Resources:**
 - VA Green Routine website
 - Video
 - Toolkit
 - Facilities Action Plan

VA Green Routine



 Department of
Veterans Affairs

Behavior Change Tool

Consistency

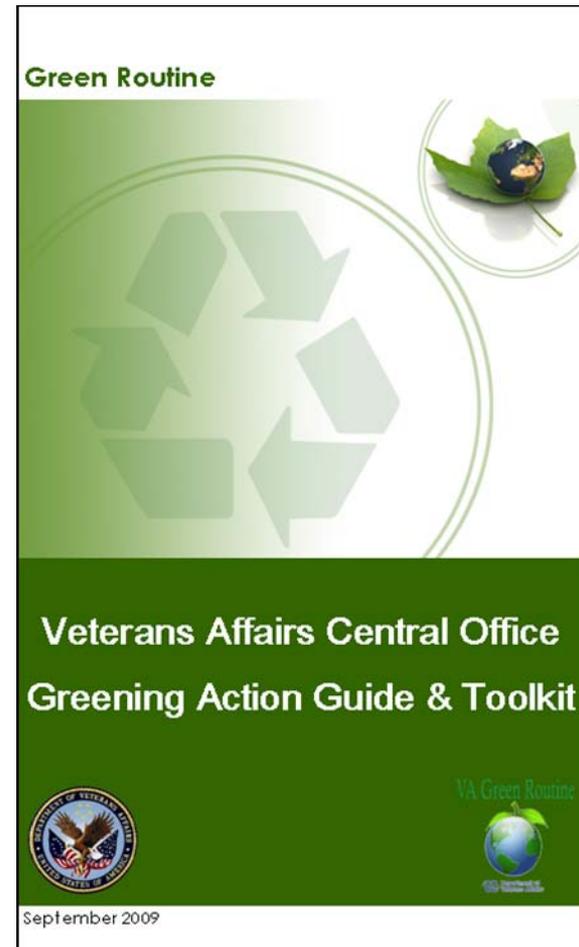
- Participation in the Green Routine signals staff's commitment to the larger mission
- Using same message and logo

Message

- VA employee: *Making small changes to your daily routine can make a big difference.*
- PR/External: *Sustainability efforts create a healthy environment and generate cost savings that VA can re-dedicate to caring for Veterans and their families*

Starting Small: The Toolkit

- Target: VA Central Office
- The **Greening Action Guide** for managers on program strategies
- The **Toolkit** provides specific recommendations for employees



Website

- www.va.gov/greenroutine
- Access to Toolkit and Video
- News and Events
- Green Tips & Facts
- Resources to other gov't sites
- Coming Soon:
 - Green Routine Award winning projects
 - Photos from our VA events

Green Routine Awards

- Launched in April 2010
- Celebrating grassroots efforts to cut waste and reduce energy use
- Rewarding programs that are replicable, innovative and developed outside of typical job duties
- Awards are made of 100% recycled glass



Winning Nominations

- Paperless radiology department
 - Electronic system replaces paper
- Bike to work program
 - Points awarded for biking can be traded for use of reserved parking spaces in winter or other rewards
- Food waste study
 - Reduced portion sizes and large batch preparations led to a 35% per week drop in food waste
- Recycling platinum cardiac catheter tips
 - Collection, cleaning, and disinfecting of the platinum tips, which are routed to a recycler. Income stream from this recycling supports other recycling-related initiatives at the facility.



Spreading the Word

- VACO Informational Events
 - Energy Awareness Month (Oct 2009)
 - America Recycles Day (Nov 2009)
 - Earth Day (April 2010)
- Conferences
 - VA-only training, events, tele-conferences
 - External presentations (i.e. GovEnergy)
- Internal Communication
 - Green Routine Website
 - “Hey VA!” and “Daily VACO”
 - “The American Veteran” news show
 - VAnguard publication
- External Communication
 - Press Releases
 - FEMP Focus
 - FedCenter
 - WH GreenGov Blog



Challenges in Greening VA

- Diversity of facility types
- Large # of employees
- Getting Qualitative measurements
- Lack of a concrete budget
- Need for facility- and VISN-level champions to drive activities
- Need for diversity in composing “green teams”
- Motivation and training of busy facility staff

The Next Level

- Doing informal information-gathering
 - Outreach in progress to Energy Managers, Fleet Managers, and Green Environmental Management System (GEMS) Coordinators in the field
 - Goal: identify common needs for facility-level staff prompts, potential green champions & best communications paths
- Refining our Message
- Creating an internal website (VA employees only)
- Planning for 2010-2011 events and conferences

Contact Info

Kristan Higgins

Communications & Outreach

VA's Green Management Program

www.va.gov/greenroutine

Email: kristan.higgins2@va.gov

Phone: 202-461-7581

Booth #: 163