



Bay Area Green Business Program

Environmental Values At Work



Marketing materials and give-away items are made with recycled content

Next 10

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next10.org
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The focus of Next 10 is the three E's to help Californians affect change: engage, educate, and empower. "We create tools and provide information that helps people understand complicated issues in California," says Rishell Biermann, Administrative Assistant at Next 10. "We want people to feel empowered to make change," says Biermann. With the launch of its 2005 innovative online game called the "California Budget Challenge" and their recently published study "California Green Innovation Index" Next 10 is well on their way.



Well marked recycling containers and bilingual signs make recycling straightforward for custodial staff

Next 10 had many environmental initiatives in place before they got certified as a Green Business. "We are always thinking about ways to make improvements that save energy or reduce waste," says Biermann. When they moved into their new office they utilized the furniture that was already in the office, repaired the blinds instead of buying new ones and used paint containing low volatile organic compounds for the walls. They also stock the kitchen with reusable dishware to avoid disposables. To reduce their energy they have situated their work areas to take advantage of the natural light from the large windows and skylights throughout the office space.



Reusable dishware is provided for employees use in the lunchroom

Their marketing materials are made from recycled content paper and soy based ink and they purchase give-away items like pens and pencils made from recycled phone books and newspaper. They've also switched to buying recycled content copy paper, file folders, and other paper products. With help from City staff they were able to improve their in-house recycling program by providing recycling bins and bilingual recycling information for the custodial staff.

"The Green Business Program provided us a charter so we are more streamlined and organized," says Biermann. "They showed us what we could do and how we could make changes that make a difference."

For more information on the environmental efforts of Next 10 contact Rishell Biermann.