Earth Day Tool Kit for C&W Managed Properties (2010 Edition)

The C&W Earth Day Tool Kit is designed to assist you with developing Earth Day activities at the properties you manage. Click on the green folders to link to websites with resources. Please use one or more of the suggestions below or combine with already planned activities. All initiatives related to Earth Day must be discussed with and approved by the client.

Organize an Earth Day Information Fair
Contact vendors to host information tables in the building lobby. Encourage vendors to share information about their environmental programs and products and provide giveaways.

- Suggested vendors to contact:
  - Waste haulers
  - Product suppliers
  - Local utility companies
  - Local public transportation
  - Organizations offering

Post Visual Prompts and D
Hang posters in key locations to prompt occupants to practice sustainable behaviors.

- EPA ENERGY STAR Free resources:
  - CBW branded posters
  - Earth Day poster
  - "Bring Your Green to Work"
  - "Join Us in the Fight Against Global Warming"

DGE Free Resources:
- DOE Earth Day image
- Other options:
  - Develop your own poster

Inform Building Occupants
Gain recognition for your green efforts.

- Publicity ideas:
  - Document steps your property has taken
  - Include information on implementing ENERGY STAR label or hot water
  - Circulate an electronic fact sheet

Host a Recycling Collection
Earth Day is a great day to encourage recycling.

- Suggested collection events:
  - Electronic equipment
  - Unwanted mobile phone
  - Old eye glasses
  - Batteries

Organize an Environmental Event
Raise awareness, build community, learn together and take action.

- Host an event in your building:
  - Show a film or video on an environmental theme in a conference room.
  - Host a weekly lunch hour brown bag lunch series on environmental discussion topics.
  - Invite a guest speaker to present at your property on an environmental topic.

- Suggested volunteer events:
  - Organizing a river clean up
  - Organize a green home building project.
  - Contact your local City Parks Department
  - Design your own clean up or volunteer event

Earth Day Every Day
Make it Earth Day every day. Create a green team and implement green operations and maintenance practices that enhance the environmental performance of your building.

- Create a green team:
  - Start a green team at the office.

- Implement green operations and maintenance practices:
  - CBW Green Plant Operations Policies (download from CBWView)

- Green Tips for Professionals:
  - BOMA 40 Earth-Friendly Tips for Professionals

Encourage employees:
- Prove it
- Green your space
- Make a difference
- Donate

Take the C&W Challenge
Help C&W achieve a zero waste to air, water, or land.

- Participating building

For more information:
- Education:

Educate Yourself
Walking your talk.

- Resources for property managers:
  - Study
  - Calculating

Share Your Experience
Gain recognition for your efforts.

- Document your green initiatives
  - Submit to csustainability@cushman.com

Questions?
Contact csustainability@cushman.com

**Disclaimer:**

Earth Day 2010
Earth Day, held on April 22, is intended to raise global awareness and appreciation for our environment. This is a good opportunity to highlight C&W's commitment to work in partnership with its clients to enhance the environmental performance of the firm's portfolio of managed properties.

Attached for your use is the 2010 edition of the C&W Earth Day Tool Kit, which provides a list of suggestions and resources for planning an Earth Day event in the managed properties. Please use one or more of the ideas in the Tool Kit or combine with already planned activities. All initiatives related to Earth Day must be discussed with and approved by the client.

The following action is required on your part to make this event a success:

1. Target as many properties as possible, review the C&W Earth Day Tool Kit, and determine the type of activities that are most appropriate for each property.
2. Obtain client approval.
3. Where client approval has been obtained, hold Earth Day activities on April 22, 2010.
4. If you would like to share your Earth Day event successes, send a brief description of your event and photos highlighting activities to csustainability@cushman.com by April 30th, 2010. Selected Earth Day activities will be featured in C&W's Energy & Sustainability Task Force Newsletter.

Please note that the EPA ENERGY STAR posters, brochures and tip cards referenced in the Tool Kit are posted on CBWView (Business Resources; Policies Forms; Guidelines; Client Solutions, Earth Day).

If you have any questions, please contact csustainability@cushman.com.

Happy Earth Day!