

ASA Member Corporate Social Responsibility Case Study

“Going Green”

Forrest Solutions

Midsize business (\$15 million–\$100 million in annual sales)

Purpose

Forrest Solutions’ “Going Green” initiative has the dual goals of making the company an environmentally responsible corporate citizen through reduced consumption and usage of “green” products, and by generating awareness of environmental issues among our employees, clients and prospects.

Scope

The scope of the initiative includes our employees (approximately 100 individuals) at our headquarters office. Future activities will be rolled out to encourage participation by our field employees, clients, and prospects.

Activities

The initiative was led by the Green Team, comprised of employee volunteers, chaired by Kate Post, chief operating officer, and championed by Mitchell Weiner, chief executive officer and owner. The initiative kicked off on Earth Day 2008, with the introduction of office resources to encourage recycling and reduce consumption of materials. Highlights of our activities:

- All employees given biodegradable and recyclable mugs to use in place of paper cups and water bottles, and washable dishware replaced paper products used by visitors
- Office supplies and cleaning products replaced with “green” products
- Recycling bins for paper, plastic, and glass introduced
- Energy efficient light bulbs placed in fixtures throughout the office
- Signs posted throughout the office with “green tips”, including encouraging everyone to turn off lights, shut down equipment at night, and use duplex printing.
- Nylon bags sold as a fund-raiser for the nonprofit group [MillionTreesNYC](#) to reduce consumption of plastic bags

Results and benefits

Initial results have been excellent, with strong participation by employees. Trash has been

reduced by 20% due to increased recycling. Paper consumption has decreased by 10% with a goal of 25% by the end of 2008 (with cost savings of several thousand dollars). Our fund-raiser for MillionTreesNYC has resulted in five trees being planted, with a goal of at least five more.

Lessons learned

The initiative was successful because we had support at all levels of the company, from our executive leadership to our recruiters and office support staff. To keep the momentum going, the Green Team is sponsoring new initiatives each month, such as battery and cell phone collection, which will be open to our temporary workers, candidates, clients, and prospects. The important message we are communicating is that every action someone takes can make a difference!