



2007 MASSACHUSETTS SMART GROWTH / SMART ENERGY  
AWARDS

*Recognizing the Commonwealth's best smart growth / smart energy projects*

APPLICATION

## SMART GROWTH / SMART ENERGY AWARDS

### ENTRY FORM

Please type or print neatly in black ink. You may attach additional pages as necessary or retype the application as long as it contains all of the information requested.

#### PROJECT INFORMATION

Project Name: **EcoStar**  
Site Location: **Devens, MA (portions of Ayer, Harvard and Shirley)**  
Applicant: **Devens Enterprise Commission**  
Date of Project Completion : **July 1, 2007 (ongoing project but application will focus on program development and successes up to July 1, 2007)**

#### Contact Information

Submitted by: **Devens Enterprise Commission William**  
Title: **William Marshall, Chairman**  
Organization: **Devens Enterprise Commission (DEC)**  
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#### Supplementary materials:

EcoStar Program Website [www.ecostardevens.com](http://www.ecostardevens.com) - includes a wealth of information about the program, its evolution, members, activities, press releases, awards and more. See "Program Overview" under "About EcoStar" for more program details. Also look at "EcoStarSummary of Standards" under "EcoStar Features" under "About EcoStar" for an overview of each of the 25 Standards and examples of how members have implemented or achieved each.

This innovative approach to sustainability originated from the concept of Industrial Ecology Follow this link for more background information on industrial ecology: [Applying Industrial Ecology to Devens](#). Also check out [EcoStar Evolution](#).

Devens Enterprise Commission (DEC) website <http://www.devensec.com/sustain.html> - Information on the DEC and sustainability initiatives, articles and awards. This site also contains detailed information on the role of the DEC and development at Devens.

Photographs of LID – One Jackson

Photographs of Green Building – BMS

Photographs of Image Software Services – EcoStar Achiever

Devens Recycling Center Photos

PLEASE ANSWER ALL OF THE QUESTIONS WRITTEN BELOW **WITHIN THE WORD LIMITS SPECIFIED AFTER EACH QUESTION**. JUDGES WILL STOP READING AT THE WORD LIMIT.

**PROJECT DESCRIPTION:** PLEASE DESCRIBE THE PROJECT AND EXPLAIN HOW IT FOSTERS SMART GROWTH AS DEFINED IN THE TEN PRINCIPLES OUTLINED IN THIS APPLICATION PACKET. BE SURE TO INCLUDE THE DATE(S) OF PROJECT COMPLETION.

#### Please provide a two sentence overview of the project (30 words):

EcoStar is an environmental branding and achievement program that fosters an eco-industrial approach to sustainable redevelopment. This smart growth tool promotes economic development, environmental protection and community stewardship.

**Project Description and Please provide a description of the project, which Sustainable Development Principles it addresses, and the reason it is innovative. (600 words):**

EcoStar was created to enable entities in the Devens area to improve environmental and economic performances by making more efficient use of resources. This innovative program compliments the Commonwealth's smart growth and energy initiatives sustainability initiatives by providing educational forums, technical assistance, networking and partnering opportunities that result in compact development; pollution prevention; waste and toxics use reduction; water and energy efficiency; recycling; and purchasing of environmentally preferable products. The program consists of 25 performance "Standards" that are used by members as tools provide members the guidance needed to integrate sustainability into their corporate objectives and their daily business and operations. EcoStar and its Standards provide the tools and support that enable area businesses to implement These Standards support/mimic many of the sustainable development principles of the Commonwealth, including:

4. ***Protect Land and Ecosystems:*** Standard 19 – Create Corridor or Habitat for Local Wildlife, and Standard 21 – Involvement with Community Environmental Projects both support this principle. Red Tail Golf Course at Devens is a certified International Audubon Signature Sanctuary that provides aquifer, soil and wildlife and habitat protection. Multiple EcoStar members recently participated in a in projects, such as community tree planting, project – which enhanced the existing natural ecosystems and and demonstrated their commitment to Devens the community.
5. ***Use Natural Resources Wisely:*** EcoStar Standard 18 – Ecological Landscaping - Devens Public Works Department has implemented sustainable landscape maintenance practices for managed lands and regional athletic fields and parks that have reduced annual fertilizer and pesticide use by almost 63% - , preserving resources, providing higher quality recreational fields, reducing toxics and saving money at the same time. These ecological landscaping practices enabled the DPW to reduced water consumption by 80%. EcoStar Standards promote building reuse, compact, low-impact development techniques, and green building design and construction (Standard 11). EcoStar members have also Built and permitted examples include two buildings registered two buildings for LEED-NC certification; integrated stormwater reuse , incorporated bio-filtration landscape islands, rai for local groundwater gardensr recharge and native landscaping requirements. In addition, Water Conservation (Standard 12) and Energy Efficiency and Conservation (Standard 10) educate help members on ways to decrease consumption. Members have improved energy efficiencies by installing efficient HVAC equipment, low-flow water fixtures,, compact-fluorescents and LED lighting(Standard 10 – Energy Efficiency). Multiple recycling services (eg, negotiated flat- rate for pickup services; community recycling dumpstere bin container for paper, cardboard, plastics, bottles and cans accessible 24/7; metals and electronics collection center; free 96-gallon recycle totes, pallet reuse service) have been established at Devens, making, to makeing it easier for more entities to implement recycling simple and accessibleeing (Standard 14). In the past year, EcoStar established recycling programs in 10 businesses. Community and recycling continues to increaseables collected in the public container increased from an average of two tons per month to eight tons. EcoStar has also facilitatinitiated a number of waste exchanges (Standard 13), redirecting one organization's waste to be used in another's process, thereby reducing waste streams generated at Devens. Standard 12 also promotes the reduction and elimination of toxics from operations – helping to and the environment. EcoStar member Eglomise Designs was able to eliminate lead from their products, ultimately keeping it out of the waste stream and the environment, while improving the health and safety of workers and the community.
7. ***Provide Transportation Choice:*** Standard 22 promotes the reduction of VMT's by encouraging entities to incorporate carpooling, biking and public transit incentives into their operations. EcoStar members participate in the Devens Transportation Management Initiative - supporting ride share programs, carpooling, improved pedestrian and bicycle access, flexible work hours and shuttle service to local mass transit. This, combined with a multi-purpose trail network, supports reduced parking requirements (multiple environmental benefits). EcoStar is also involved with tThe Fitchburg Line Working Group,, chaired by the DEC, also works w working with state and local officials towards improving commuter rail access to the Devens.
8. ***Increase Job and Business Opportunities:*** Through EcoStar, the DEC provides educational forums and assistance services that helping organizations sustainability assistance, education and training to members, collectively helping to "green" their operations in ways that, decrease operational costs and strengthen their bottom line. EcoStarThese services and the Standards help help support the growth of local businesses grow in a sustainable manner and become more viable entities for the community and Commonwealth.
9. ***Promote Clean Energy:*** Standard 24 addresses climate change mitigation and encourages members to take appropriate actions to reduce their greenhouse gas emissions. In 2006, Devens and EcoStar joined ICLEI's Communities for Climate Protection (CCP) Program to demonstrate their commitment to as a logical step towards sustainability and specifically reducing greenhouse gas emissions locally. EcoStar works with local businesses to maximize energy efficiency and implement conservation measures, that resulting in continue to reduced GHG emissions. Devens is also thehas also been selected as a location for a 350,000 square-foot photovoltaic panel manufacturing facilityfirm..

**What partnerships were involved in the project, and what role did they play in promoting and/or completing the project and the effectiveness of? How effective was the project in getting involving the community/ies communities involved? (300 words):**

The Devens Enterprise Commission (DEC), under the direction of Peter Lowitt and chaired by William Marshall, championed the EcoStar program. The program was developed through a partnership of more than 20 businesses, environmental, educational, government and community stakeholders who came together to form the EcoStar Steering Committee. The EcoStar Action Guide is the product of the EcoStar Steering Committee and a group of dedicated interns and advisors who worked over a 3-year period to design the program and provide guidance and feedback input as it evolved. Through their efforts the Committee has reflected the intertwined goals of community, ecology and economy which underlie the EcoStar program. The program also benefits from the participation of representatives of various departments within the Department of Environmental Protection (DEP), who play an active role in the delivery of EcoStar workshops and support services.

EcoStar's success in involving communities is demonstrated in the program's membership list, which includes Ayer Planning Department, MassDevelopment (Devens's municipal services provider), Littleton's Light and Water Departments, the Nashoba Valley Chamber of Commerce, and the North Central Regional Solid Waste Cooperative, along with the Devens Enterprise Commission. EcoStar Members' organizations are located within Devens as well as a number of the surrounding towns (Ayer, Harvard, Groton, Littleton, Lunenburg, Shirley, and Townsend).

The DEC, working in concert with the EcoStar program, has amended their development regulations numerous times since 1994 to ensure innovations in land use planning, eco-industrial development and smart growth practices are promoted and enforced. The DEC's 75-day expedited permitting process further complements the sustainability objectives of EcoStar and the Commonwealth (*3. Make Efficient Decisions*). Partnerships with surrounding towns, residents and businesses continue today to ensure redevelopment takes into account potential impacts on the surrounding communities. EcoStar Members' organizations are located within Devens as well as a number of the surrounding towns (Ayer, Harvard, Groton, Littleton, Lunenburg, Shirley, Townsend and Wellsley Hills). This regional inclusiveness provides excellent opportunities for members to share their sustainability approaches with their suppliers, clients and the local community – thereby further integrating sustainable development principles on a regional scale.

**To what extent could the entry be repeated? Ease of replication in another community within the Commonwealth and? How can the entry serve as a learning tool for other communities/entities? (300 words):**

The sustainable development principles that members have been implemented in Devens through the EcoStar program can be replicated by anyone in any community. The EcoStar Action Guide provides a comprehensive and highly adaptable program model that would enable replication of this program to be easily applied to any business, community, town, state or region. It becomes a matter of providing communities the necessary fiscal resources and qualified manpower to enable communities to engage existing businesses, and make the connections and work together locally and regionally with each other as well as the community and region. The EcoStar program demonstrates a collaborative public-private partnership and promotes an innovative approach to sustainable development that is already proving to be a model for other business/industry community clusters in Massachusetts, the US, and is currently being replicated in a redeveloping community in Nova Scotia/Canada and the world.

During the past few months the EcoStar program managers have been approached by state-wide organizations that are interested in investigating the opportunity to incorporate EcoStar's educational forums and assistance services into sustainability projects that they are engaged in. Additionally, talks are taking place with municipal leaders who have taken note of the program and who believe that having the ability to provide EcoStar's services to local businesses would be a way to encourage businesses to locate in their town. These types of opportunities have encouraged us to give serious consideration to various ways we could implement or duplicate the EcoStar program in other areas, using "train the trainer" type forums or, by establishing chapters, or through another approach.

**The effectiveness of the project, policy, or program in advancing the Sustainable Development Principles, (broader strategy, impacts and steps? Is it part of a broader strategy? What impact has it had? If your application is for a policy or regulation, what steps have been taken to ensure successful implementation)? (300 words):**

In past year EcoStar membership has doubled in size, workshop attendance at monthly technical workshops has steadily increased, and numerous many members have implemented more sustainable practices companies have implemented recycling programs. Feedback from members has been extremely positive. Assisting businesses with implementation benefits themselves, their suppliers, consumers and residents of Massachusetts as a whole - providing the State with cleaner, more efficient and better managed businesses that have less of an impact on the community and the environment.

The increased interest in EcoStar's programs, corporate stewardship, and sustainable practices has encouraged us to establish the Devens Eco-Efficiency Center. Through the Center we will be able to expand our will further ensure successful implementation by broadening services, making provided and, making it easier for members area organizations to implement sustainable practices. EcoStar's innovative approach to sustainable development is based on eco-industrial development, which argues that a group of industries acting as part of a system will out perform an individual firm (i.e., one firm's waste stream being another firm's raw material source or shared training and marketing endeavors).

Many members now see themselves as part of a system of industries. The program effectively furthers the State's sustainability goals by providing businesses with the technical assistance, education and support to continually implement sustainable principles. Once businesses choose to locate at Devens, they must demonstrate how they will meet the sustainability objectives of Devens Reuse Plan and Bylaws which were developed with a strong sustainability ethic. This requires businesses to think about sustainability from day one. Some

businesses have a strong environmental ethic, while others are new to the concepts. The successes of EcoStar continues to work with statewide agencies to identify ways that programs could be incorporated in other areas and projects. We are quite proud of what has been accomplished hat has happened at Devens and with the EcoStar program to-date are to datetruly remarkable and we are proud of these accomplishments is remarkable. What the future holds for Devens and the EcoStar Program is substantial opportunity to further the sustainability needs and goalsdesires of the region and the Commonwealth as a whole, by serving as a model for others to replicate.

## ADDITIONAL CONTACT INFORMATION

### Reference #1

Name: **Peter Lowitt,**  
Title: **Director**  
Organization: **Devens Enterprise Commission**  
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Please briefly describe the person's relevance to the application:

**Mr. Lowitt is the Director of the Devens Enterprise Commission and specializes in eco-industrial development. He is the champion of the EcoStar Program.**

### Reference #2

Name: **Dona Neely**  
Title: **Coordinator**  
Organization: **Ecostar**  
Address 1: **33 Andrews Parkway, Devens, MA 01434**  
Address 2:  
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E-mail: [donaneely@ecostardevens.com](mailto:donaneely@ecostardevens.com)

Please briefly describe the person's relevance to the application:

**Ms. Neely manages the EcoStar program and works directly with local organizations, businesses, and members to implement and achieve the program goals and objects and provides technical assistance to link businesses and help organizations "green" their practices.**

### Reference #3

Name: **Jeff Schwarz**  
Title: **Owner**  
Organization: **Image Software Services, Inc.**  
Address 1: **67 Buena Vista Street, Devens, MA 01432**  
Telephone: **978.772.7100**  
Fax: **978.772.7133**  
E-mail: [jeff@imagesoftware.com](mailto:jeff@imagesoftware.com)

Please briefly describe the person's relevance to the application:

**Mr. Schwarz's business is the first EcoStar Achiever and has been a member of the program since its inception. Through this program, Image Software has developed a strong sustainability ethic which has led to an improved recycling program, waste reduction and re-use, energy and water efficiency upgrades. Mr. Schwarz also acts as a mentor to other member organizations in implementing sustainable business practices.**