



The Standard

Summer 2008

A QUARTERLY NEWSLETTER OF THE ECOSTAR PROGRAM

The Mission of EcoStar is "to promote sustainable development by integrating economic, social and environmental needs while maintaining and enhancing the natural resource base in the Devens area."

Inside This Issue

- Roundtables 2
- Industrial Symbiosis 2
- Great Exchange Update 3
- State Waste Ban 3
- Eco-tip 3
- Website Updates 4
- Earth Day 5
- Energy Conservation 5
- Eco-Flicks 5
- June Workshop 6
- New Members 6
- Upcoming Events 6



Bristol-Myers Squibb

EcoStar's Summer 2008 Member of the Quarter



BMS Representatives at their host table at EcoStar's Earth Day Event in April (from left to right: Daniel Noberini, Sarita Croce and Sue Voigt).

Bristol-Myers Squibb's (BMS) Devens facility won't be complete for another year - employees are located in space rented from one company and equipment is stored in another - yet they are already valued members of the community and leading by example! The company's commitment to sustainability (see <http://bms.com/ehs/index.html>) and the dedication of BMS's Devens Environmental, Health, and Safety (EHS) team earned them the designation of EcoStar's *Member of the Quarter*. The employees are involved in several community-based initiatives; Dan Noberini (Associate Director of Environmental, Health and Safety), Chris Francis (Senior Environmental, Health and Safety Specialist), and Sarita Croce (Technical Lead, Environmental Compliance) have been enthusiastic participants in EcoStar activities since they were hired.

Background

BMS Devens currently has 130 employees; they expect to employ over 300 when the facility opens in late 2009. This division of the global company will initially focus on the development of compounds used to make Orenca, a treatment for rheumatoid arthritis. In the future they will expand activities to include a number of biological pharmaceutical products in the research and development stage or in clinical trials. Bristol-Myers Squibb has adopted a set of Sustainability 2010 Goals that apply to a broad range of areas comparable to EcoStar Standards, including environmental performance, sustainable products, supply chain partnership, leadership development, community outreach, social policies and metrics, and land preservation. Global progress in these areas is tracked and publicly reported at www.bms.com/ehs/vision/data/sustai.html. The initiatives highlighted in the following paragraphs demonstrate how the Devens facility and employees have brought the company closer to meeting its goals in some of these areas.

Story continued on Page 4...

EcoStar Wins Award from EPA New England

We are pleased to announce that EcoStar was recognized with an Environmental Merit Award from the EPA, New England Region. The objective of this annual award is to honor those "who have made outstanding contributions on behalf of our region's public health and our natural environment."

This award was for the program offerings and our accomplishments with *The Great Exchange* event. Our thanks to you for your involvement and participation, which helped earn this prestigious award! In just one month after the event, a significant amount of materials were redirected for reuse by others, including: over 2,500 3' x 5' plastic bags, 300 plastic containers, 150 cardboard boxes, 24 2' x 4' rolls of wall vinyl, 16 boxes of art paper trimmings, six 10' plastic pipes, six large bags of bubble wrap, five large bags of hotel linens, two bags of Styrofoam peanuts, and more. In six months, these exchanges enabled participants to save

an estimated \$63,000 in operating expenses and prevent approximately 35 industrial-sized dumpsters of materials from going to the landfill. An updated listing of these exchanges can be found on our website. See <http://epa.gov/ne/ra/ema/2008recipients.html#business> for a list of Merit Award winners and their accomplishments.





New Roundtable Forums Spin Off

Three new Roundtables and a Compliance University forum were kicked off in March with great success! These forums, an offering of the Devens Eco-Efficiency Center, provide an opportunity for representatives from local businesses and organizations to get together to share best practices, discuss challenges, exchange resources, build partnerships, and network with others in their profession. Read on for a description of these

sessions and details on the next meetings!

The **Green Building Roundtable** attracted a diverse audience that included LEED accredited professionals as well as those preparing to be so, businesses involved in green building projects, energy efficiency experts, and others. The participants covered a broad range of topics and shared numerous resources pertaining to sustainable building construction practices. Since their initial meeting a group went on a field trip to the University of New Hampshire's Stormwater Center to learn about innovative stormwater management practices and have planned **a tour of a local award winning sustainably designed and constructed building – Fidelity Bank in Leominster**. The tour will be part of **EcoStar's June workshop on Green Building** which will be held at Fidelity Bank, located on the Leominster Connector, **June 26, 8:00-10:00 a.m.** Interested parties can **register on our website**. This workshop will take the place of the quarterly roundtable meeting but roundtable members will be asked to bring their ideas for the next Green Building Roundtable to be held later this summer.

Representatives from area central distribution centers came together at the **Transportation Roundtable** and discussed their strategies to curtail the ever increasing cost of transportation and reviewed information pertaining to the EPA's SmartWay Transport Partnership program (see www.epa.gov/smartway). This session identified an **exciting opportunity for the participants as well as other local businesses to decrease the cost of inventory and product deliveries**. These companies are interested in providing delivery services to local businesses that order inventory from suppliers located in the New England region; this service will lower the cost of routine deliveries by decreasing the number of "empty miles" traveled. Businesses that make arrangements for delivery service will save money by incurring a discounted one-way transport charge, instead of the going rate for the round trip a carrier would have to make. An additional benefit of these types of partnerships is decreased truck traffic and vehicle emissions! Contact Dona Neely (donaneely@ecostardevens.com or 978-772-8831 x3304) to learn more about how you can take advantage of this opportunity to decrease your operational costs.

The **Environmental Health and Safety Roundtable** proved to be such a valuable forum that participants have committed to meet on a monthly basis! During the first meeting the attendees exchanged an impressive amount of lessons learned and reference resources, particularly regarding employee training methods. A collective decision was made to dedicate the next meeting on the topic of Electrical Safety Training so those interested could come prepared to share their relevant materials. Chris Francis walked the group through Bristol-Myers Squibb's awareness training and Don Perkins shared Sonoco Packaging Service's PowerPoint presentation. The participants in this roundtable demonstrate a wonderful and rewarding example of the value of mentoring, partnering, and sharing. . See the list of Upcoming Events for more details. Join us and share your interests in learning!



Chris Francis from Bristol-Myers Squibb


Our new **Compliance University** is a four-part series that is being facilitated by an environmental policy analyst from the Massachusetts Office of Technical Assistance (OTA) who provides a comprehensive overview and clarification of the environmental regulatory compliance expectations and processes. Content includes a review of review state and federal regulations, the enforcement process, availability of assistance resources, the importance of demonstrating good faith, and the basic concepts of management practices. In the first session, representatives from nine businesses strengthened their understanding of current and newly proposed regulations that pertain to **water use and wastewater discharge**. The next session, scheduled for **June 20**, will provide attendees with a comprehensive overview of **hazardous waste management rules** as well as a brief history of efforts to reduce hazardous waste at the source. See the list of Upcoming Events for more details. Future university sessions will cover **air emissions and toxics use and emergency preparedness**.

Visit www.ecostardevens.com and click on the Roundtables link under "EcoStar's Latest" for more information and to access some of the resources shared during the past events. **We encourage all who are interested to participate in these Roundtables.**

Devens to host 5th Annual Industrial Symbiosis Research Symposium—August 15-17: Devens Conference Center.



In collaboration with Yale University School of Forestry & Environmental Studies, the Eco-Industrial Development Council, the Devens Enterprise Commission, Devens Eco-Efficiency Center and Mass Development will be hosting this Research Symposium on industrial symbiosis. Symbiotic exchanges are all around us, but can we successfully plan exchanges?. Academics, researchers and practitioners from around the world will be visiting Devens to discuss this issue and help celebrate our success as a model of eco-industrial development and sustainable development for the world. Participants will learn about some of the exchanges that have been facilitated at Devens and tour our developing eco-industrial park to see how industries are working together to implement more sustainable business practices. **We encourage member businesses to [participate](#) and share your experiences as an EcoStar member businesses.**

 THE GREAT EXCHANGE 6-MONTH RESULTS OF PARTNERSHIPS					
PROVIDER	RECEIVER	EXCHANGED	QUANTITY	AVAILABILITY*	SAVINGS**
Manufacturing Waste					
Business	Non profits	Dipping cups (125-300ml)	135,500	Temporary	\$20,325
Business	Non profits	Small plastic jars with covers	500	Continuous	\$25
Business	Non profits	Small plastic covers	500	Continuous	\$5
Business	Non profits	10-gallon pails	160	Continuous	\$40
Business	Non profits	1/2 gallon buckets	55	Continuous	\$20
Business	Business	Industrial liquid dispensers	4	Continuous	\$100
Business	Non profits	Disk canisters	1,000	Continuous	\$10
Business	Non profits	Foam discs	1,500	Continuous	
Packing Materials					
Business	Non profits	Styrofoam	3 large bags	Continuous	\$30
Business	Business	Shrink wrap	55 gaylords	Continuous	\$550
Business	Both	Plastic bags 3' x 5'	35,280	Continuous	\$35,280
Business	Business	Bubble wrap	Equiv. 8 lg. rolls	Continuous	\$1,800
Non profit	Business	Bubble wrap, peanuts	2 large bags	Continuous	\$20
Business	Both	Cardboard boxes (reuse)	200	Continuous	\$200
Business	Business	Cardboard boxes (new)	6,000	One Time	\$3,000
Business	Business	Wooden Pallets	20	One Time	\$30
Office Supplies					
Business	Non profits	Specialty envelopes	200	One Time	\$300
Non profit	Both	Recycle saddle baskets	35	One Time	\$140
Business	Both	CDRs (labeled)	350	Temporary	\$50
Business	Non profits	Art paper	20 boxes	Continuous	\$10
Businesses	Non profits	Recycled paper (fundraiser)	6+ dumpsters	Continuous	\$1,200
Miscellaneous Items					
Business	Non profits	Wall vinyl	24 rolls, 2' x 4'	One Time	\$50
Business	Non profits	Used linens	50 sheets	Continuous	\$5
Business	Businesses	Imperfect corporate giftware	3 new buyers	Continuous	
TOTAL SAVED					\$63,190
NOTES:					
The Great Exchange event was held on November 29, 2007. Results as of May 30, 2008.					
*One Time availability indicates materials left over from a specific project					
Temporary availability indicates materials left over from a product line change					
Continuous availability indicates a consistent waste stream or by-product					
**Savings calculated on estimated avoided purchase and disposal costs					
Savings not noted if receiver would not have purchased material and provider would have recycled for free					

Don't Forget About the State's Waste Ban...

A May 21, 2008, press release from the DEP announced that the agency sent inspectors to dozens of solid waste facilities in the last year to monitor disposal ban compliance, and cited 10 companies and four waste haulers for throwing away too much cardboard and other recyclable material.

"Sending recyclables to landfills and incinerators is a senseless waste of raw material and money," said MassDEP Commissioner Laurie Burt. "Our waste ban inspections are aimed at helping business owners realize how much money they can save by reducing disposal and how valuable recyclables can be as a commodity."

The press release points out that businesses pay an average of \$80 per ton in waste disposal costs and cardboard has a value of \$58 per ton. Contact EcoStar if you are not currently separating a high percentage of your recyclable paper, corrugated cardboard, bottles and cans from your waste stream and would like to do so to be compliant AND decrease your waste management costs.

The Waste Ban includes recyclable paper, glass containers, metal containers, single resin narrow-necked plastics, whole tires, metal, wood, and more. See "Your Business and the Waste Bans: What You Need to Know" at www.mass.gov/dep/recycle/wstban01.pdf for an explanation of the ban and a list of materials included. View the press release at www.mass.gov/dep/public/

Great Exchanges Keep Giving

Partnerships that were established during our Great Exchange event in November continue to provide value! As the chart above shows, during the last six months participants saved more than \$63,000 in avoided operational costs and approximately 30 industrial-sized dumpsters of materials were diverted from the landfill! See the related story on our [website](#). Let us know if you have a reusable waste stream, idle equipment, or outdated inventory that someone may find of value!

Don't trash your CFLs!

You have probably heard that the energy-efficient compact fluorescent bulbs (CFLs) contain mercury, but you may not have heard that the State approved legislature that prohibits the disposal of mercury bulbs in the trash, effective May 1, 2008. Manufacturers of products that contain mercury are now required to inform users that at the end of its useful life the product must be recycled or disposed of as hazardous waste. Upcoming hazardous waste collection events in local communities are listed on our website under EcoStar Services/Recycling and Disposal Services. There are mail-back programs that can be used to return the fluorescent bulbs, such as Onyx's Easypak (see www.lamprecycling.com); solid waste management companies are also beginning to offer take-back services.

Don't let the mercury content discourage you from using the CFL's. When the impact of the bulb's lifespan is taken into account, they are a much more eco-friendly option. Because the traditional incandescent bulbs consume more energy and electricity use is the main source of mercury emissions in the U.S., with 8,000 hours of use a CFL will result in 1.2 mg of mercury in the environment compared to 5.8 mg by the incandescent.



Decrease Delivery Charges Incurred!

If you receive inventory from a New England based supplier - EcoStar can help you reduce the related delivery fees! Local distribution centers are offering **significantly discounted transportation rates** to decrease the number of "empty miles" travelled. Contact us to learn more about this exciting opportunity!





Continued from Page 1... BMS—EcoStar's Summer 2008 Member of the Quarter...

Green Buildings

Dan Noberini is committed to minimizing the environmental footprint of the Devens campus. The first phase of the development on an 88-acre site will include six buildings; the manufacturing facility and the lab and administration building will be LEED certified. "LEED certification is being managed as a project within a project," said Dan Noberini. "The Devens facility will be the first LEED certified facility in the Bristol-Myers Squibb, Co. network and will incorporate systems to reduce energy, emissions and increase employee comfort." Construction and demolition waste on the site is being segregated for recycling and where possible building materials with recycled content are being used. Other eco-friendly features of these two facilities will include: high-efficiency plumbing fixtures, paints and adhesives with low volatile organic compounds (VOCs), and increased access to natural light to reduce the need for energy for lighting. Landscaping will incorporate drought-tolerant plant species and will be maintained with a high-efficiency landscape irrigation system. Employees with hybrid vehicles will be rewarded with access to restricted preferred parking spaces. This project serves as a valuable demonstration model to local developers and facility owners.



"Green Construction" - A view of BMS's lab/office building & manufacturing blg. under construction at the site.

Right From the Start

Despite their location in temporary quarters, BMS employees have processes in place to capture paper, cardboard, plastic, and glass waste for recycling. Recently they launched a campaign to eliminate the use of paper cups by promoting the use of coffee mugs. Currently, the break areas in the BMS construction trailers use approximately 1,000 paper coffee/water cups a week, which equates to approximately 3,250 lbs of paper products per month. The team hopes to reduce this volume by 75% with the mug program. Sarita Croce publishes a monthly tip that provides the Devens employees with suggestions and simple steps that they can take to minimize the environmental impacts of every day activities; recent topics include how to decrease the energy consumption of inactive PCs and ways to improve your vehicle's gas mileage.

Members of the EHS team are significant contributors at our workshops and roundtables. Chris Francis recently shared a training tool that BMS uses to educate employees on safety measures that minimize the risk of electrical shocks with other environmental, health and safety professionals from the area. Participants in the roundtable were very grateful for the valuable learning experience his presentation provided.

Greening the Community

As part of the company's endangered species protection program, BMS Devens sponsors the threatened Blandings turtles. Employees participate in educational activities and habitat restoration and enhancement projects in partnership with the US Fish and Wildlife Service and the Massachusetts Department of Fish and Game.

BMS's Corporate Vice President of Environmental, Health and Safety generously agreed to be the keynote speaker at EcoStar's first Earth Day celebration. Sue Voigt's presentation provided the audience with a comprehensive overview of BMS's sustainability initiatives and their performance in targeted areas. Her informative talk provided representatives of local businesses and not-for-profit entities with numerous ideas of things that they could do to be better stewards. Additionally, BMS Devens donated the tree seedlings that were offered to attendees of our *Make Every Day Earth Day* event.

Social Causes

The Devens employees are also actively involved with several other local organizations that are committed to improving the quality of life of area residents. These include Loaves and Fishes, Habitat for Humanity, Lawrence Soup Kitchen and The Jimmy Fund.

In Appreciation

The staff at EcoStar thanks Dan, Chris, and Sarita for their committed efforts and valuable contributions, and looks forward the relationship growing as Bristol-Myers Squibb becomes a "permanent" member of the community. It is our pleasure to recognize them and BMS Devens as the EcoStar *Member of the Quarter*. To all of the employees based here – Thank You and Congratulations!



www.ecostardevens.com: New and Improved!

If you haven't looked at our website in a while, now is the time to do so. We have been busy updating and enhancing the content to make www.ecostardevens.com a more valuable resource for you. We've expanded the listings on our Event Calendar, included additional resources, and added the ability to send electronic payments via PayPal. Be sure to click on the EcoStar Services button to get a quick overview of all of our offerings and get easy access to more information. Let us know what you think and how we can continue to improve.

Every Day is Earth Day in Devens



EcoStar's first Earth Day celebration, held on April 22, was a great success! Over 100 people attended the **Make Every Day Earth Day** event, which included 20 "look and learn" tables, a presentation by Bristol-Myers Squibb's (BMS) corporate vice president of environmental health and safety, and a ceremonial tree planting. Additionally, attendees received a seedling for planting and completed an environmental trivia challenge to be entered into a drawing for prizes.

Open Space Committee's displays included maps and descriptions of how the area is being redeveloped in a sustainable manner to support economic development and protect the local resources.



Jeff Schwarz, owner of Image Software Services (ISS), shows Earth Day participants the sustainable business practices ISS implemented to become EcoStar's first "Achiever".

Local businesses, service providers, and environmental organizations shared information to provide attendees with examples of things they could do to make better use of resources, save money, and enjoy the area's natural surroundings. American Super-conductor, BMS, EcoStar, Eglomisé Designs, Fidelity Bank, Habitat Advisory Services, Image Software Services, Parker Charter Essential School, SpringHill Suites, and

Sue Voigt, our special guest speaker from Bristol-Myers Squibb's headquarters, shared a very interesting overview of the company's sustainability initiatives at the global and local level. Topics included the green buildings at Devens, threatened species protection, environmental performance metrics, and much more. Ms. Voigt's presentation provided lots of examples that other companies can consider modeling to decrease their environmental footprint.

Waiteco Machine shared information on their successful sustainability programs, which addressed, recycling, reuse initiatives, water conservation, and more. The Devens DPW, Mass. Dept. of Environmental Protection, and EcoStar provided overviews of their recycling and pollution prevention services. U.S. Fish and Wildlife, Friends of the Oxbow, and the Nashua River Watershed provided information on their environmental education and recreational programs and even brought a live display of the threatened Blanding's Turtles! The Devens Enterprise Commission and Devens

Visit www.ecostardevens.com and click on the Earth Day link to see a collage of pictures from the afternoon. **Mark April 22, 2009 on your calendar to save the date for next year's Earth Day Celebration!**

Concerned About Your Utility Bill?

EcoStar can help you launch an energy conservation campaign in your facility! We can provide your organization with customized outreach and marketing materials, an energy conservation checklist, and use of a Kill-a-Watt meter to calculate energy and cost savings achieved by powering down equipment, such as photocopiers and computers, and more. Watch for upcoming announcements of additional energy services coming soon!



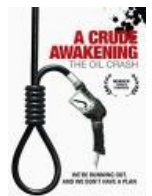
**Kill-A-Watt
Meter**

Eco-Flicks Summer Series

Summer is the time to kick back, shift gears, and take the time to go to the movies! So sneak out at noon, bring your lunch bag, and join us for an entertaining and informative Eco-Flick. Popcorn will be available! On **July 18, 12:00-1:30**, we will feature the "toxic comedy" **Everything's Cool**. In this documentary, the producers "follow the country and our global warming messengers through an extraordinary three years of transformation, from 2003-to the eve of 2007." The timing of this showing is appropriate, given the recent and long overdue acknowledgement of climate change and the current discussion of a national cap and trade policy. "EVERYTHING'S COOL is a film

about America finally "getting" global warming in the wake of the most dangerous chasm ever to emerge between scientific understanding and political action." (See <http://everythingscolor.org/> for additional information.)

On **August 22** we will show **Crude Awakening**, a "compelling, intelligent, and highly entertaining" story about the impacts of our addiction to oil.



If this series is successful, EcoStar will continue to host the Eco-Flick series in subsequent months. A listing of these and more popular eco-flicks with brief descriptions can be found on our [website](#). Let us know which film(s) you are interested in for a future screening!



EcoStar's June Workshop: Green Building and the Bottom Line: The Business Case for Sustainable Building Design

Thursday, June 26, 2008, 8:00AM-10:00AM

Fidelity Bank - Board Room

9 Leominster Connector, Leominster, MA



This month's EcoStar workshop, which will be held on June 26, is a result of our successful Green Building Roundtable. The forum will provide participants with an exciting opportunity to learn about the business case for sustainable building design - in an award-winning green building! Fidelity Bank's new headquarters in Leominster was designed and constructed using the New Buildings Institute's "Advanced Buildings Benchmark" rating system—an energy benchmark for high performance buildings. We'll discuss the benefits of sustainable building design and how it affects the triple-bottom line (economy, environment, and social) for businesses and hear first-hand from the Bank's Senior Vice President, Compliance Officer and Chief Technology and Facilities Officer Paul Przybyla about their decision to "go green" and the results to-date. Al Collins, founder of Habitat Advisory Group, the firm that managed the Fidelity Bank building project, will speak about his team's experience with the integrated design and construction process of this energy-efficient building. Paul and Al will also lead a tour of the building to provide attendees with the opportunity to see the green features first hand. Register on line at www.ecostardevens.com and select "Workshops" or contact EcoStar for more information. We hope to see you there

EcoStar Welcomes New Members

We are pleased to announce that since our last newsletter, Bemis, Fidelity Bank, Epic, Nautilus Development and Sonoco Products have all joined EcoStar! We welcome them and look forward to helping them accomplish their sustainability goals. A complete listing of our 35 members with links to their websites (where applicable) can be found on our [website](#), under About EcoStar.



**Nautilus
Development, LLC**



Upcoming Events—Register Now!

June 20: Compliance University – Hazardous Waste Management

June 26: Green Building and the Bottom Line Workshop at Fidelity Bank, Leominster Connector, Leominster (see above)

July 18: Everything's Cool Eco Flick; show time 12:00-1:30 p.m.

Aug. 15-17: 5th Annual Industrial Symbiosis Research Symposium (see [website](#) to register)

Aug. 22: A Crude Awakening Eco Flick; show time 12:00-1:30 p.m.

Sept. 25: EcoStar Workshop, save the date - topic to be announced

All events will take place at 33 Andrews Parkway, Devens, from 8:00-10:00a.m. unless otherwise noted.

Please RSVP to donaneely@ecostardevens.com or 978-772-8831 x3304.

Non-members are welcome for a nominal registration fee of \$25 for workshop and \$10 for roundtable sessions.

Admission to the Eco Flick is free!

THE STANDARD IS A QUARTERLY NEWSLETTER OF THE ECOSTAR PROGRAM



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EcoStar currently has 35 members that represent businesses, non-profits, educational institutions and municipal entities from Devens and surrounding communities and our activities are open to all who are interested.

EcoStar is a program of the



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