

**CAMBRIDGE**

# GoGreen Awards

2009



**CATEGORY:** *Climate Protection / Small Business*

## **CITIGATE CUNNINGHAM** **One Memorial Drive**

### **ACCOMPLISHMENTS**

- *Citigate Cunningham has pursued sustainability in the workplace with a comprehensive approach on energy, transportation and waste reduction.*
- *Employees are asked to sign a workplace pledge where they agree to comply with energy conservation and recycling efforts. The employees sign anew each year to re-dedicate themselves to the pledge.*
- *During the renovation of the office tower at One Memorial Drive, CEO Christine Pfenndt was instrumental in persuading the property management company to utilize green elements including energy efficient lighting and equipment, as well as environmentally-friendly materials. The property management company is now pursuing a LEED Existing Buildings O&M rating from the U.S. Green Building Council.*
- *Citigate Cunningham installed Citrix, a centralized virtual server, to reduce energy consumption and to facilitate telecommuting. By reducing the number of individual servers and cutting down emissions from employee commuting, the company estimates its carbon footprint decreased by 40 to 50% in the first year.*
- *The company has a telecommuting program in place that supports teleconferencing, provides each employee with a laptop and Blackberry, and provides employees with up to \$150 per month as a public transit subsidy and a livery subsidy for employees who work late or cannot otherwise access public transit. The company was also advocated with the property manager to install covered bicycle parking and car/vanpool spaces in the garage and a shower/changing facility for cyclists.*
- *Citigate Cunningham proactively minimizes waste and maximizes recycling. An IT equipment plan has been implemented to prevent any electronic equipment from seeing the inside of a garbage can or landfill. IT equipment is re-sold, donated, or recycled. Within its offices, paper-based procedures have been minimized with e-billing, use of PDFs instead of faxes, and choosing vendors that will work with electronic documents. It recycles 100% of all dry trash and also recycles metal, glass, and plastic.*

### **ABOUT CITIGATE CUNNINGHAM**

*In business for more than 20 years, Citigate Cunningham is a pioneer in high tech public relations. Citigate Cunningham has offices in Cambridge and San Francisco, with clients worldwide. For more information, contact Christine Pfenndt, CEO, 617-494-8202.*

### **ABOUT THE GO GREEN AWARD**

*The City of Cambridge annually recognizes local businesses and organizations for outstanding practices in transportation, waste reduction and recycling, energy, stormwater management, climate protection, and community sustainability. The awardees make significant contributions to the reduction of the carbon footprint of Cambridge and to making the city more sustainable.*

