

FOR IMMEDIATE RELEASE

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**PHILADELPHIA: FIRST CITY IN AMERICA  
TO LAUNCH A GREEN OFFICE PLEDGE**

[www.greenofficepledge.org](http://www.greenofficepledge.org)

PHILADELPHIA, PA – A coalition of nine Philadelphia organizations is pleased to introduce the first Green Office Pledge in America, giving every business a simple, easy checklist to put their environmental consciousness into immediate action. The group includes (in alphabetical order): Center City Proprietors Association, the Delaware Valley Green Building Council, Drinker Biddle & Reath, the Greater Philadelphia Chamber of Commerce, Indy Hall, PennFuture, the Pennsylvania Environmental Council, PhillyCarShare, and the Sustainable Business Network of Philadelphia. The group welcomes additional organizational partners.

The goal is simple: to have every business owner in Philadelphia go to [www.greenofficepledge.org](http://www.greenofficepledge.org), sign the pledge, and make a commitment to start going green. Businesses will be able to download an electronic banner to be used on their website and stationery saying, “I signed the Philadelphia Green Office Pledge.” On the website, there will also be a listing of companies that signed the pledge and a blog to share great green office ideas.

The first to sign the Philadelphia Green Office Pledge will be the Greater Philadelphia office of CB Richard Ellis. CB Richard Ellis Group, Inc. (NYSE:CBG), is the world’s largest and first commercial real estate services firm to announce its global commitment to become carbon neutral by 2010. Locally and internationally, they are assisting real estate owner and occupier clients in making decisions and transactions which maximize profits, improve human and environmental health, and minimize environmental impact.

“Our focus on corporate responsibility is not just about doing good, it’s about good business,” commented Robert Walters, CB Richard Ellis Executive Managing Director. “Signing this pledge is an opportunity for companies of all sizes to take their first step towards making responsible decisions that can both benefit the environment as well as ongoing business growth.”

The Philadelphia Green Office Pledge will kick-off this program at the upcoming Delaware Valley Green Building Council “Green Leasing: LEED By Example” panel discussion and networking event on June 5<sup>th</sup> at SCA Americas LEED-CI Gold corporate headquarters.

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The Philadelphia Green Office Pledge identifies thirty things that every business can do in sourcing, energy use, recycling and transportation, along with a list of resources for information and assistance. Leanne Krueger-Braneky, executive director of the Sustainable Business Network, drafted the Green Office Pledge after reviewing leading environmental programs around the country, most notably the business certification programs in the San Francisco bay area, and consulting with the organizations in the Philadelphia coalition.

The creation of the Philadelphia Green Office Pledge is a totally volunteer effort. The graphics design department at PhillyCarShare designed the website; Elliott Curson designed the logo. Center City Proprietors Association is providing administrative support. Everyone is pooling together information and expertise.

“While there are many fine green initiatives around the country,” commented CCPA president Krista Bard, “this is intended as the first green step that every office is able to take, a kind of low barrier to entry. Many businesses are not ready or able to fill out all the forms for LEED certification, but they can certainly do the things on this list and start to make a huge difference.”

Steve Bocchinfuso, Deputy Marketing Director, PhillyCarShare states, “Small changes in daily business activities can make a big difference to both the environment and the bottom line. This pledge serves as a way to think differently when it comes to cost-saving ideas in the everyday quest to go green. As Philadelphia’s hometown car-sharing organization, PhillyCarShare is committed to providing effective transportation solutions, for corporate and individual members, by offering hybrids and Smart Cars.”

Joseph Mahoney of the Greater Philadelphia Chamber of Commerce, upon reviewing the list, noted, “We have already embraced many of these policies at the Chamber, and we welcome suggestions for additional green initiatives. Chamber members like the law firm Drinker Biddle & Reath are a step ahead in establishing green offices procedures, and it is wonderful to benefit from their experience and join in this collaborative effort. William Penn’s ‘Greene Towne’ plan for the City of Philadelphia is coming to life.”

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