



# Sustainable San Diego

Tapping the Energy of Innovation

**SAN DIEGO  
BUSINESS  
JOURNAL**

**Sustaining Sponsor**



**Issue Sponsors**

**LPA**



Renovation at 7835 Ivanhoe.

## Architectural Firm's Designs Blend Sustainability with Client's Bottom Line

■ By Patrick McClintock, IIDA, LEED AP BD+C

San Diego is recognized as the gateway for new, influential technologies and ideas, and is at the forefront of the sustainable workplace movement. Organizations are discovering creative ways to compete for and appeal to its young, bright and energetic workforce.

The traditional, static workspaces with fixed offices and conference rooms have completely changed with today's progressive companies. Instead, organizations are embracing workplace designs that foster innovation. With flexible and open interiors, these spaces respond in real-time to the evolving organizational needs. Today's workforce is redefining the barriers of the long-standing office space by requiring access to natural light and making outdoor spaces an extension of their work environment.

For example, the design solution for 7835 Ivanhoe called for a complete renovation of the building. The client recognized a unique opportunity to let their sustainable culture influence the goals and objectives of the project.

An integrated design process started with a peeling away of the exterior layers, bringing the building back to its simple geometry. The project used an inside-out approach, with views, daylight and natural ventilation taking center stage. In addition to client satisfaction and operational effectiveness,

➔ Architectural page A19

## Local Nonprofit Turns Commercial Excess into Community Asset

■ By Sue A. Prelozni

Sustainable Surplus Exchange (SSE) is San Diego's home-grown nonprofit which prevents leftover business assets from reaching the landfill. SSE's Exchange Program provides the business community a channel to redistribute their out-of-use assets for reuse to organizations in the educational and nonprofit sectors and to receive a charitable deduction. This flow reduces the carbon footprint of the business and creates an opportunity for the nonprofit sector to make use of these assets for an ultra-affordable price.

SSE Executive Director Sue Prelozni pointed out, "SSE's program for surplus equipment and supply exchange helps major economic and socio-political challenges, including reduced funding for academia and shrinking donations to charitable organizations." It enables companies with their growing social responsibility for environmental health and efficiency. "When we harvest usable 'retired' business assets from companies and redistribute them in support of the community, especially schools and nonprofits, everybody wins," she added.

SSE was just awarded \$25,000 by NBCUniversal as part of the "21st Century Solutions" program for its work to grow sustainable practices in sourcing and use of resources, by repurposing items from businesses and diverting the path of items to landfills. The Exchange provides the business community an innovative channel to redistribute their out-of-use assets.

"NBCUniversal and our NBCUniversal owned television stations are in a unique position to engage communities across the country around social innovation and our 21st Century Solutions program allows us to recognize those local efforts," said Beth Colleton, Senior Vice President of Corporate Social Responsibility for NBCUniversal. "We are excited by this year's grant recipients and the impactful change they will create."

Prelozni explained how SSE operates. "We arrange the donation of surplus assets from business back into community organizations—including schools, libraries, and religious and social benefit groups—as well as cash-strapped,

➔ Nonprofit page A22

## Local Interest in Green Buildings Seeing Steady Growth



■ By Marion Webb

Within the last two years, there has been significant growth in the number of property developers and existing buildings in San Diego striving for LEED certification, the country's most recognized seal of approval for green buildings.

Douglas Kot, executive director of the 12-year-old U.S. Green Building Council San Diego Chapter, part of the Washington-based nonprofit group that administers the LEED certification program, noted a dramatic uptick in local interest to certify buildings as green. As of December 2013, there are 414 LEED-certified projects in San Diego, totaling more than 48 million square feet of building floor area, according to the council's statistics. The total number of LEED-registered projects is nearly 1,000 with well over 100 million square feet. In 2013, 94 local projects were LEED-certified.

➔ Green page A20

## Launching a Regional Sustainability Initiative in San Diego

■ By Karen Henken

At the intersection of social innovation and sustainability lies a competitive advantage for San Diego and a group of engaged citizens are now exploring the options and possibilities.



Photo by Stephen Kahn

Haven Nisly of Girl Scouts of San Diego presents her solution for neighborhood energy and water savings.

➔ Launching page A21



Page Page A17  
Sustainable  
Surplus Exchange



Page A18  
SDG&E Center

This is a new series of monthly supplements highlighting the region's sustainable business practices and the economic opportunities emerging in resource management, renewable energy and engaging corporate culture for a more efficient, profitable bottom line.

For information on how you can participate in this project and sponsorship availability contact us at: 858.277.6359 or email bbaranski@sdbj.com



# SDG&E Center Only One of 10 Projects Worldwide to Achieve “Double Platinum” LEED Certification

■ By Marion Webb

This week, San Diego Gas & Electric's Energy Innovation Center in Clairemont became Southern California's first building and only one of 10 projects worldwide to achieve “double platinum” LEED certification—the nation's most recognized seal of approval for green buildings.

The Center is a 27,000-square-foot demonstration facility where SDGE's residential and business customers can learn about energy efficiency, renewable energy, sustainability and alternative fuel technologies. Rebuilt from the ground up in 2011, the facility earned its first LEED (Leadership in Energy and Environmental Design) platinum certification, the highest possible LEED certification, in 2012 for new construction.

On Feb. 24, SDG&E announced it earned a second platinum LEED label for “Existing Buildings Operations & Maintenance,” (EBOM) based on having the entire facility, including its staff, adopt environmentally friendly practices in all daily activities. Among these practices are the use of low impact paints and fertilizers to cut chemical exposure and low-flow plumbing fixtures to save on water, as well as composting all foods, including waste foods, using renewables, including dishware, and committing employees to carpool, bike and walk to work.

“This is a crowning achievement for a previously underutilized commercial neighborhood center that is now setting the bar for sustainable and efficient construction and operations,” said Douglas Kot, executive director of the San Diego Green Building Council, the local chapter for the United States Green Building Council, the nonprofit organization that administers the LEED program.

To achieve LEED's highest standards, SDG&E hired LEED expert Sam Farmer, founding principal of Green Fields Consulting LLC in San Diego. Together, they conducted a feasibility study that looked at policies and procedures that could make the Innovation Center as efficient as possible.

“We looked at the overall site, its energy and water consumption and all the materials that were purchased and thrown away, the indoor air quality, and then, created metrics that covered all aspects of operations,” Farmer said.

LEED uses a point system based on a broad checklist of features. Buildings are certified by accumulating points, not just on efficient energy use and water conservation, but also based on their proximity of public transportation, indoor air quality and use of environmentally friendly materials.

“To reach platinum certification, you really need to engage everybody and explain the big picture, then get into the nitty-gritty details,” Farmer said.

This process translated into weekly meetings with the Innovation Center team to look at all areas that could be optimized for becoming more “green,” he said. He offered this example: “During the feasibility study, SDG&E hired a new janitorial team that used all green products.” To earn a LEED rating and rack up points, a building needs to be able to show that the sustainability measures aren't only implemented, but also can be measured—at least for the most part. “That



SDG&E's 27,000-square-foot Energy Innovation Center is open Monday through Friday from 8 a.m. to 5 p.m. and is located at 4760 Clairemont Mesa Blvd. in San Diego.



Smart home kitchen in the SDG&E Energy Innovation Center.



The SDG&E Energy Innovation Center parking lot features Solar Trees®.

means getting everybody involved from keeping track of purchasing to logging water consumption and keeping records of how frequently the building systems are maintained,” Farmer said.

Ellery Stahler, SDG&E Energy Innovation Center's supervisor, said that SDGE's original internal goal was a LEED gold rating. However, when the feasibility analysis showed the center was heading for LEED silver (lower than gold), the team looked for ways to boost the rating.

“In the LEED rating, you can earn points through alternative transportation, but I didn't want to impose alternative practices on our employees to get to work,” Stahler said. When she presented the idea to the Innovation Center's 14 employees, however, everyone was on board, she said.

Today, workers bike to work, carpool and use fuel-efficient vehicles. SDG&E

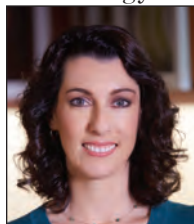
doesn't provide employees incentives to do so, but promotes active and healthy living. “It's a culture we try to promote on our main campus as well,” said Caroline Winn, SDG&E's VP of customer service. SDG&E's main campus in Kearny Mesa, which has 2,000 employees, also became LEED EBOM (Existing Buildings Operations & Maintenance) certified in December 2013.

Last year, the Innovation Center provided tours to more than 30,000 visitors. The facility offers training classes on green building practices for businesses, trade professionals, architects, designers, restaurants and chefs, and this year started offering classes for residential customers as well.

The construction cost to rebuild the Innovation Center was \$8.8 million, SDG&E said. The LEED EBOM certification cost roughly \$93,800, but is expected to bring



Caroline Winn



Ellery Stahler

some \$14,500 in annual energy cost savings alone. “Our Energy Innovation Center provides an eco-friendly way for trade professionals and the community to come together and learn about green practices,” Winn said. “This is a fantastic way to show the community and our customers what is possible.”

Photos courtesy of Ted Walton.





# Architectural

from page A17

the renovation has achieved LEED certification by the U.S. Green Building Council (USGBC).

LPA's expertise in integrated sustainable design was leveraged at 1 Columbia Place, a unique redesign project that has already achieved LEED certification. Architecturally, a new entry is created to give the building a stronger, more recognizable presence from the street.

"The building itself will not only be a great aesthetic improvement, it will also encourage and invite those who work and live in San Diego to a new downtown destination," explains LPA Senior Designer, Dan Ringler. "Its impact will truly invigorate and enliven the area."

The use of natural light is a consistent design element used throughout the project. Exterior terraces create a strong indoor-outdoor connection for building occupants. Equipped with high efficiency building systems and appointed with sustainable low-maintenance materials, the project realizes first cost and lifecycle cost benefits.

Corporate culture has evolved, and the roots for change can be directly linked to innovative young minds and the progressive learning environments from which they were groomed.

"The students coming out of the 21st century learning environments we design are now requesting their employers to provide similar progressive workspace environments," observes LPA Principal Dave Gilmore, AIA, LEED AP BD+C. "We are integrating the attributes of flexibility, partnership and creativity into



e3 Civic High.

San Diego's progressive corporate workplaces, as we design for today's students who are being educated in this type of learning environment."

For instance, at e3 Civic High—located within the sixth and seventh floors of the new Downtown Public Library—the challenge was to design a school setting that emphasized personalized learning while developing a creative campus approach. The high school seeks to provide the San Diego community with an accessible educational resource, and to do so in a way that organically pushes the limits on the definition of a classroom. The relationship between community and education is strengthened, and downtown San Diego becomes another classroom. The project is projected to achieve a LEED

Gold certification from the USGBC.

The San Diego marketplace has embraced sustainable office design because it offers real results to organizations, such as the attraction and retention of talent, lower operational costs and increased productivity. The use of local sustainable materials and environmentally conscious solutions are part of the new norm.

Sustainability is a fantastic design partner. In 2013, LPA was awarded its 100th project seeking LEED certification—making LPA one of the leading sustainable firms in the country. From schools to small and large corporate projects, an integrated sustainable design process brings in-house architecture, engineering, interior and landscape design experts to the table from the beginning

to provide clients with buildings that do more with less.

Submitted by LPA Inc.

**About LPA Inc.** Founded in 1965, LPA has more than 200 employees with offices in Irvine, Roseville, San Diego and San Jose, Calif. The firm provides services in architecture, sustainability, planning, interior design, landscape architecture, engineering, and graphics. There is no "Sustainability Director," at LPA. Instead, more than 80 percent of the professionals are LEED accredited, including the human resources director, CFO, and several other support staff. For more information, visit [LPAINC.com](http://LPAINC.com) or contact LPA Principal Dave Gilmore at [dgilmore@lpainc.com](mailto:dgilmore@lpainc.com).

LPA values our San Diego clients and recognizes that our greatest accomplishments have been achieved through exceptional teamwork and collaboration. We are committed to creative excellence, sustainability, integrated services and providing our clients with places and spaces that do more with less.

Architecture • Sustainability • Planning • Interior Design • Landscape Architecture • Engineering • Graphics



www.lpainc.com • 131 14th Street, San Diego, CA 92101 • 619.795.2555



LPA



## Green:

→ from page A17

fied, or about the same number of projects as a year earlier, representing nearly half of all LEED-certified projects to date, according to Kot.

"California has always been a leader in energy conservation, but in the last few years the requirements for water conservation for new projects and human health criteria have become stricter as well as the types of materials being used," Kot said.

The economic recovery has also led more businesses and developers to devote extra time and money to certify their buildings as green, in large part to burnish their environmental credentials.

"A decade ago, we were trying to figure out what a green building is," Kot said. "Post-2008, we have seen more LEED-certified projects for governments, institutions and public agencies that have requirements and expectations for green projects. Today businesses are becoming more efficient and are willing to invest in green projects."

Builders covet LEED certification, which stands for Leadership in Energy and Environmental Design, as a way to attract tenants, visitors, charge premium rents and as a way to boost their public image of being environmentally responsible.

The council also trains and certifies individuals as LEED specialists, but certifies projects as being LEED-compliant. In San Diego alone, there are some 1,500 LEED-Accredited Professionals, including architects, builders, contractors and consultants.

To become LEED-certified, all buildings must meet a handful of prerequisites, Kot explained. There are five main criteria that apply to all projects, except neighborhoods: A minimum level of both energy and water



savings; the building materials that are being used should have a low environmental impact; management of the building; and quality of the indoor air environment, such as having lots of outdoor air.

"Typically, a project establishes a goal relative to its budget and other parameters," Kot said. "Once this is established, you start by implementing different strategies that can earn you points."

The program uses a point system based on a broad checklist of features and buildings that can be certified by accumulating points not just based on efficient energy use, such as use of natural light and air quality, but also on carbon-footprint reducing utilities and materials, even for hiring a LEED-accredited architect. Based on the number of points a building receives, it is awarded a metallic-based level: a silver designation for 50 to 59 points; gold for 60 to 79 points and platinum for any project over 80 points.

"A project with 100 points is the maximum, but there are bonus points projects can earn (for instance, if employees ride the bus or bike to work)," Kot said.

Not all projects have a LEED-metallic rating. Some non-metallic projects, such as existing buildings that have implemented certain best practices for being green are also available. For instance, the Natural History Museum in Balboa Park was given the LEED stamp in 2009 for efficiency in energy use, lighting, water and material use and for incorporating various sustainable strategies.

"It saved them money, because it opened up the possibility to get different types of exhibits," Kot said. "In the conservatory world the ability to control and maintain a certain temperature and humidity level determines if they can exhibit certain projects."

In contrast to one of the oldest build-

ings in the city to become LEED-certified is the Village at Market Creek in Southeastern San Diego's Lincoln Park area, a new neighborhood development that received the silver LEED label in 2012. The 90-acre development was cited for its walkability, transit connections and restored natural habitat, Kot said.

Among the local gold-certified LEED buildings is the 215,000-square-foot Nautilus business complex in La Jolla. It is being touted by Alexandria Real Estate Equities Inc. as a model for employee wellness and architectural sustainability. It offers employees a lot of wellness options such as a bistro serving organic foods, an on-site garden and a fully equipped fitness center. Daniel Ryan, executive VP and regional market director and strategic director of Alexandria Real Estate Equities in San Diego, said on the firm's website that nearly 30 percent of pollution admissions are created by commercial buildings. "As a leader in this industry, we recognize that we have to be responsible," Ryan said. "We now have Campus Point (at UCSD), which is the first LEED-platinum certified core shell building in the state. We also have gone beyond LEED with innovative ideas with on-site gardens and composting."

Sam Farmer, founding principal of Green Fields Consulting LLC, noted that every project is different. "There are 110 possible points to pursue — and some of them have returns and a lot of them do not," Farmer said. "In some projects, you are just reducing the environmental impact and increasing the comfort of the building occupants."

Given that greener living is a trend that's continuing to grow locally and elsewhere "the biggest challenge is changing people's habits and human behavior," Farmer said.

Turn your commercial trash into community treasure!

Achieve Social Responsibility through Sustainability

Support local schools and non-profits!

Reduce your carbon footprint

Receive a tax write-off!

Sustainable Surplus Ex

sustainable surplus.org

SSE is a 501(c)3 nonprofit. ID# 27-4666846

Learn how your leftovers can Support Our Community!

(760) 736-4416

Become a steward of Sustainability!



# Launching:

from page A17

On Nov. 19, 2013, The San Diego Social Innovation Trust took its first steps in planning a regional sustainability initiative in partnership with Sempra Energy and several other leading organizations across different sectors. The goal? To create grassroots engagement in a more sustainable approach to living and working in San Diego.

In a speech delivered by Molly Cartmill, Sempra's director of corporate responsibility, engagement in sustainability was underscored as being vital to our region's survival. She noted that in San Diego County alone, we expect to have nearly 4 million residents by 2030, and by then, another 3.6 million living on the other side of the border. She pointed out that we exist in a coastal desert, surrounded by mountains to the east and the Pacific Ocean to the west, and that we have no natural source of water—a commodity that is basic to life as well as economic development and prosperity. She reminded us that we rely, more than ever, on convenience items (like Styrofoam cups, disposable diapers, paper plates, straws or plastic bags), and because of this, each person here now generates 4-1/2 pounds of solid waste per day—more than 1.6 million pounds per person per year.

According to Cartmill, “With a growing population, longer lifespan, an increasing gap between rich and poor, and limits to the geographical space we inhabit, it is critical that we begin working on these issues now,” noting that, “when I say ‘we,’ I mean all of us—not just some of us.”

So how do we move towards a vision of San Diego as the nation's most sustainable region? Many steps are already underway here. The challenge as we see it is to coordinate, connect, elevate and share many of these remarkable efforts, while also identifying areas of need and opportunity, and then finding dedicated resources. So the San Diego Social Innovation Trust (the Trust) is playing a key role in advocating for the development and funding of a regional sustainability initiative. We believe it also will be crucial to get San Diego organizations and individuals excited and committed to being part of creating this shared future. So our vision includes a technology-based engagement model that facilitates involvement—quickly and easily.

The Trust was created to address the need for cross sector collaboration in San Diego. It was formed after a series of think tanks with twenty San Diego community leaders from the public, non-profit, philanthropic, and private sectors. The group came together to consider approaches to address the complex challenges facing the region, to overcome the typical obstacles to cross-sector collaboration—turf, time and trust—and to give greater visibility to the region's social innovation successes. Focused on creating values-based relationships and collaborations, the Trust builds on the best of each sector's skills and insights to catalyze cross-sector innovation.

As the Social Innovation Trust developed its outreach in the San Diego region, it became clear that sustainability was a key area of need and interest. A decision was made to focus many of the Trust's efforts on sustainability to foster a regional grassroots initiative.

Our objective? To drive sustainability through a model of social innovation that effects change. Collaboration with



Photo by Stephen Kahn

**Molly Cartmill of Sempra Energy shares her vision for a sustainable San Diego on Nov. 19, 2013.**



Photo by Stephen Kahn

**Breakout groups identify priorities for a sustainable San Diego on Nov. 19, 2013.**

## Key Steps in Sustainability Planning Process:

- Define initial metrics and indicators for success.
- Create a showcase of successful practices and programs—across sectors, from consumers and businesses, to schools, cities and our military.
- Create toolkits with easy steps for a wide range of users.
- Develop a resource database and knowledge base.
- Create an online program that enables users to sign up, get started, and track and measure progress.
- Create rewards and recognition for all types of users to make it fun, productive and motivating to participate.

key partners and thought leaders in the sustainability arena has been critical. We have also learned that it will be essential to include all aspects of sustainability, including the economic, social and environmental considerations essential to long-term regional prosperity for our region, and the people who live here.

The decision was made to launch the initiative through a cross sector forum in November 2013. In partnership with the Social Innovation Trust and Sempra Energy and SDG&E, more than 100 leaders from across the region assembled to define the key criteria for a successful initiative. Key sponsors of the event were: The San Diego Social Innovation Trust, Sempra Energy, Parallax Branding & Interactive, Savii Group, Centauric LLC, Profits 4 Purpose, San Diego Foundation's Center for Civic Engagement and Equinox Center.

A key component of the event highlighted exemplars of initiatives already successfully underway in the region. This ranged from a neighborhood-based

energy and water reduction program created by a Girl Scout, to an overview of Encinitas Union School District's student-driven recycling programs and organic farms, to showcasing a global partnership with Bumble Bee Foods and the World Wildlife Fund to develop more sustainable products. True Market Solutions also highlighted the dramatic cost savings resulting from their efforts to create local business-based “sustainability circles,” and we also learned about the leading edge sustainability work by the U.S. Marine Corps on local bases.

Facilitated by Centauric, a team of behavioral scientists dedicated to the concept of clear thinking and courageous action, the group collectively developed recommendations and next steps focused on creating a shared vision, complete with measurable outcomes, real time metrics and broad community engagement. To achieve this, the planning team is exploring utilization of a technology based engagement model.

Planning continues with our cross sec-

## Sustainability:

Meeting the needs of the present without compromising the ability of future generations to meet their own needs—protecting the interests of our children and grandchildren with the actions we take today.

## Social Innovation:

The process of inventing, securing support for and implementing novel solutions to social needs and problems [while] dissolving boundaries and brokering a dialogue between the public, private and nonprofit sectors.

Source: Stanford Social Innovation Review

tor partners to develop the engagement model that will drive this grassroots sustainability initiative. Our vision: America's most sustainable region.

The planning team is committed to elevate the region's sustainability efforts by creating visibility for the innovative work being done and develops tools for participation and learning. It is essential to make successful models and information accessible for all to use and learn.

According to Connie Matsui, co-founder of the Social Innovation Trust and board chair of San Diego Grantmakers, “Inspired by the November 19th event, we want to create the “go-to place” for individuals, families and organizations across the region to learn what wonderful programs are already in place across the spectrum of environmental, economic and social sustainability. We must then create awareness of what the needs are, commit to get involved and provide rewards and recognition in fun and meaningful ways.”

Once launched, there will be a wide range of opportunities for San Diegans to be involved. Using the online tools, resource links and education and rewards programs that will be offered, an individual, a commuter, a family, a school, business or city will easily be able to connect to a marketplace of ideas, resources, tips and suggestions that are easy to implement, economical, and which will contribute to the advancement of regional sustainability.

If we are successful in engaging San Diegans over time, we can become an internationally recognized model—a place where our air is clean, and our water and waste is sustainable; a future where our economy is functioning well and our non-profit sector is efficient, socially impactful and sustainable; and best of all, a place where the members of our community are fully engaged in creating a shared future.

Submitted by San Diego Social Innovation Trust

*Karen Henken is a co-founder of the San Diego Social Innovation Trust. She is founder and principal of Henken & Associates, a consulting firm that builds new channels, partnerships and markets for clients worldwide. She is passionate about creating impact and cross sector collaboration in the San Diego region.*

*The Social Innovation Trust is planning a phased implementation. For information, please contact Karen Henken at karen@henken.com or Connie Matsui at connie.matsui@gmail.com.*



## Nonprofit:

➔ from page A17

early-stage, for-profit companies. For this exchange service, SSE charges very small transaction fees based on the value of the item."



**A very satisfied teacher receives office supplies for her classroom.**

A surplus asset is one that is no longer used by the business and is often designated for disposal. Items include computers/IT equipment, office supplies, electronics, furniture, lab instruments, manufacturing equipment, phone systems, tools and tooling devices. SSE collaborates with established recycling companies to recycle other, non-useable assets, such as old computers and cubicles to extract raw materials.

In addition, SSE offers fee-based services for managing surplus assets, as well as for generating diversion reports that are increasingly required by government regulators for environmental compliance.

In a recent example SSE teamed with ACADIA Pharmaceutical to arrange the donation of excess office furniture and supplies to seven local nonprofit organizations. The donated items included desks, file cabinets, lockers, electronics,

and office and lab supplies.

When ACADIA scaled back its operations to focus on its research, fewer office and laboratory supplies were needed. "Taking sustainable measures to manage our surplus just makes sense," said Lynne Buhl, ACADIA's facilities director.

"The fact that ACADIA chose the donation channel for repurposing its surplus is a wonderful testament to their sense of social responsibility," said Prelozni. Additionally, donating to SSE kept thousands of pounds of solid waste from the landfill. "Choosing donation over disposal is a win-win for the environment

and the community," added Prelozni.

The beneficiaries included San Diego Unified School District, Tecate Missionary School, Pioneer Day School, Bellamente Charter School, North County Lifeline, Phoenix House, and the Carlsbad Boys and Girls Club. In addition hundreds of SSE member organizations have access to the remaining items via the online Exchange. The Exchange membership is free to educational and charitable organizations. The only requirement is to register at SSE's website: [www.sustainablesurplus.org](http://www.sustainablesurplus.org)

Prelozni highlighted SSE's success with its "report card". "We hit a milestone



**SSE executive director Sue Prelozni sizes up the trash (bins).**

at the end of 2013 when we surpassed \$1 million of assets managed in our supply channel," said Prelozni. In just over two years, SSE surpassed its goals of diverting still usable items from the landfills, while supporting hundreds of educators, thousands of students, and countless beneficiaries of nonprofits throughout our community. SSE has an astounding 95 percent Diversion Rate!

### ACHIEVEMENTS

#### RESOURCED

Donated assets..... \$1 million  
Donated warehouse space 15,000 feet

#### REPURPOSED

Assets to # of organizations ..... 243

#### RECYCLED

Lbs of e-waste..... 25,000  
Lbs of heavy metals..... 20,000

#### DIVERTED

Percent of total assets..... 95  
Lbs of solid waste from landfills..... 200,000

#### ENGAGED

Companies in sustainability ..... 127

*Submitted by Sustainable Surplus Exchange*



**Volunteers from the U.S. Army help Phoenix House load up.**

## SAN DIEGO BUSINESS JOURNAL

### SUPPLEMENT FACTS

ASSOCIATE PUBLISHER

**BOB BARANSKI**

SUPPLEMENTS EDITOR

**PATTI ANDERSON**

PRODUCTION

**SUZAN PETERSON**

SAN DIEGO BUSINESS JOURNAL

4909 MURPHY CANYON ROAD, SUITE 200

SAN DIEGO, CA 92123

858.277.6359 FAX 858.277.2149

E-MAIL: [SDBJ@SDBJ.COM](mailto:SDBJ@SDBJ.COM) WEB SITE: [WWW.SDBJ.COM](http://WWW.SDBJ.COM)



## Sustainable San Diego

Tapping the Energy of Innovation

## Spotlight Your Innovations

Join us in this exciting new venture.

- Be a part of our groundbreaking efforts to highlight our region's sustainable business practices and the economic opportunities that are being increasingly created.
- Opportunities are available for sponsorships.
- Tell your story to potential clients and customers in the pages of this new supplement.



**Monthly features explore San Diego's cutting edge organizations that are leading the nation in this growing effort.**

For information on how you can participate in this project and sponsorship availability. Contact us at: 858.277.6359 or email [bbaranski@sdbj.com](mailto:bbaranski@sdbj.com).