

ACTIONABLE IMPACT

Impact Area: Environment



FEATURED COMPANY:



COMPANY SIZE: 11-50

FOCUS: WRITTEN ENVIRONMENTAL POLICIES

Developing written environmental policies allows companies to solidify and communicate their commitment as a socially and environmentally conscious organization. This type of transparency within an business's governance holds them accountable to their pledges and attracts and retains customers with aligned values.

"It was really easy to get started in this process! We met with an adviser from Certifiably Green Denver. She came to the business and asked us a bunch of questions. Then she suggested easy fixes and swaps we never would have thought of on our own. [Our advisor] helped us improve quickly! It was a really cool experience."

-Jaime Jennings, Owner of Fancy Tiger Crafts

Fancy Tiger Crafts uses the free services provided by Certifiably Green Denver to examine their business practices, learn ways to lessen the impact of their day-to-day operations and integrate these changes into written policy.

SIMPLE SWAPS

Fancy Tiger Crafts met with [Certifiably Green Denver](#) for guidance on how to target and decrease their impact in the core areas of energy efficiency, water conservation and resource management. Adding aerators to their faucets has allowed them to decrease their water consumption, and switching to Energy Star LEDs has reduced both energy costs and consumption. Within Fancy Tiger Crafts' shipping department, they have transitioned to plant derived/compostable tapes and adhesives, low-impact water-based inks. They also use recyclable and compostable packaging made in the USA from companies such as [EcoEnclose](#) boxes which are made locally in Louisville, Colorado. The store has committed to replacing their chemical-laden cleaning supplies with all earth-friendly products, recycled paper good and reusable cleaning tools.

COMMITTING TO ACTION

A detailed list of the company's policies can be found on their [website](#). Their policies expand beyond solely environmental initiatives and include a broad range of social policies now engrained into the business' framework. Examples include their pledge to support the local and regional economy whenever possible and their intention to create a space welcome to all regardless of race, gender, sexual orientation, religion, ability, size, etc. Owners, Jaime Jennings and Amber Corcoran, acknowledge these simple shifts have created impactful steps within their company. Creating transparent business policies reaffirms Fancy Tiger Crafts' efforts to do good business and generates company loyalty and appreciation amongst their customers.

RESOURCES

- [Certifiably Green Denver](#)
- Certifiably Green Denver Resource: [Writing an Environmental Policy Statement](#)
- [Certifiably Green Resource for Safe Cleaning Products](#)
- [EPA website](#) on saving water at work and home
- [Worksheet to report annual water, energy, and waste metrics](#)

Best for Colorado, a program of The Alliance Center, was created to inspire, equip and celebrate businesses that create higher quality jobs, build stronger communities and preserve a healthier environment through their business operations, products and/or services. Come and join a community of like-minded individuals at all stages of corporate social responsibility who are willing to share lessons learned and best practice information. Learn more at thealliancecenter.org/b4co.