

Environmental Policy Statement 2009

Roughstock Studios believes strongly that environmentally conscious practices and business success are not mutually exclusive endeavors. To prove this point, we continually strive to incorporate sustainable practices, approaches and theories into our core business operations. Specifically, Roughstock adheres to the following practices:

1. Reduce, reuse and recycle
2. Toxics reduction
3. Environmentally preferable purchasing
4. Participation in San Francisco's Green Business Program
5. Sustainability education
6. Ongoing commitment to this statement

1. Reduce, Reuse and Recycle

Roughstock Studios minimizes our waste output by:

- Recycling all recyclable paper, plastic, and metals
- Composting all food and landscape waste
- Donating reusable office items to charitable organizations
- Aiming for zero-waste events (i.e. ensuring that no waste is generated during company-hosted events/meetings)

Roughstock conserves water, energy and other fossil fuels by:

- Using public transportation (instead of driving) as much as possible
- Limiting water use in our facilities (including the installation of low-flow fixtures)
- Shutting down appliances, equipment and lighting when not in use
- Using only CFLs in lighting fixtures
- Limiting heating and cooling to room-by-room applications

2. Toxics Reduction

Roughstock protects human and environmental health by:

- Disposing of or recycling toxic products according to the safest standards set forth by the city of San Francisco and the state of California
- Choosing less toxic or toxin-free cleaning and maintenance supplies
- Recycling light bulbs, batteries, aerosol cans and other universal waste according to the safest standards set forth by the city of San Francisco and the state of California
- Purchasing low mercury fluorescent lamps whenever possible

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- Recycling printer ink cartridges
- Sourcing vegetable-based inks whenever possible

3. Environmentally Preferable Purchasing

Roughstock Studios purchases and/or uses:

- Public gifting/trading programs to minimize the purchase of newly manufactured products
- Only 35%-100% post-consumer waste content recycled paper products, including bathroom tissue, paper towels and office paper
- Products with minimal packaging whenever possible (no aerosols)
- Energy Star rated appliances and office equipment
- Water efficient toilets, showerheads and faucet aerators
- A dedicated purchasing policy that maximizes use of environmentally-preferable vendors and suppliers

4. Participation in San Francisco's Green Business Program

Roughstock Studios' involvement in the San Francisco Green Business Program includes:

- Adherence to the program's environmental checklist
- Adherence to the policies and requirements of the program
- Site inspections as required by the city of San Francisco
- Working with program coordinators to strengthen the program and help create design-specific criteria

5. Sustainability Education

Roughstock Studios is committed to educating colleagues, clients, and the public by:

- Offering (dis)incentives to encourage environmentally preferable practices (i.e. charging extra for paper billing)
- Promoting sustainability through published works, Roughstock's website, and membership and participation in environmentally-focused organizations and programs
- Providing sustainability consulting services (whether operation or design focused)

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6. Ongoing Commitment to This Statement

To ensure ongoing commitment to this environmental policy statement, Roughstock Studios shall review and update this document, and all policies and statements contained herein, on an annual basis. Should the ownership or staff of Roughstock change, we shall form an environmental policy board consisting of Roughstock's ownership and employee representatives to conduct this annual review.

SIGNED BY: Jessica Sand

TITLE: Owner/Principal

DATE OF ADOPTION: July 6, 2007

LAST UPDATED: February 16, 2009