



Go Lead Summit -- Call to Action

As leaders of the community of Winston-Salem, we recognize that the sustainability initiatives of the City of Winston-Salem are an essential ingredient to the environmental, social and economic well-being of our community and deserve our immediate attention.

We understand that the vast majority of the city's goals are community based and pledge our own commitment to civic duty and to act in support of the City of Winston-Salem, Forsyth County, and the communities we serve.

While we understand that there might be short-term challenges associated with this effort, we believe that there will be great long-term economic, health, social and environmental benefits, including:

- o improving our awareness of energy consumption and efficiency locally,
- o enhancing the competitiveness of our community,
- o directly and indirectly supporting job growth and economic development,
- o and protecting our quality of life and environmental assets.

We believe we must exercise leadership with our constituencies by modeling ways to improve energy efficiency and conservation, improve our management of materials, water, and natural resources, and balance the needs of society with our economic and environmental goals.

We further believe that organizations and communities that exert leadership in addressing environmental sustainability will stabilize and reduce their long-term energy costs, attract and retain quality organizations and citizens for the community, attract new sources of economic development, and protect and enhance the community's ecosystems.

Accordingly, we commit our organizations to taking the following steps in support of the City's sustainability goals:

1. Initiate a sustainability planning process within our own organizations, including:
 - a. Designating and empowering a sustainability leader and/or task force within our organization / constituency.
 - b. Performing a baseline audit and inventory of our energy consumption, water use, material resource management, green purchasing practices, and community engagement related to sustainability.
 - c. Developing an action plan that promotes energy efficiency and conservation, clean water conservation and watershed protection, stewardship of material resources through informed purchasing / recycling / disposal practices, and environmentally conscious relationships with vendors, customers and stakeholders.

2. Take action on two or more of the following steps while the more comprehensive plan is being developed (circle those that you feel best apply to your organization):

- a. Develop energy efficiency measures for heating and cooling systems, lighting systems, electrical plug loads, and process-energy loads.
- b. Adopt an energy-efficient office equipment and appliance purchasing policy requiring purchase of ENERGY STAR certified products in all areas for which such ratings exist.
- c. Within two years of signing this document, begin purchasing or producing at least 5% of our organization's electricity consumption from renewable sources.
- d. Develop a plan for the reduction of per capita transportation fuel consumption used for commuting, operations, or fleet vehicles.
- e. Promote water conservation and watershed protection as a priority through the use of low-flow fixtures, rainwater harvesting, reduction of potable water used in landscaping, site development that minimizes impact, reduces stormwater runoff, and improves water quality.
- f. Practice and promote sustainable building practices using the U.S. Green Building Council's LEED program, the National Association of Home Builders' Green Homes program or similar rating systems for new and renovated buildings, and the maintenance and operation of existing buildings.
- g. Promote improved stewardship of material resources through a Reduce/Reuse/Recycle program with quantifiable goals and vendor guidelines.
- h. Become a supporter of the Winston-Salem Sustainability Resource Center to promote education and research in the field for the direct benefit of the community.
- i. Become a supporter or exhibitor at the annual Winston-Salem GoExpo event.
- j. Work with the City of Winston-Salem to promote employee education on workplace and home energy consumption, water use, recycling and disposal practices.

In recognition of the need to build support for this effort in the Winston-Salem / Forsyth County community, we will encourage other leaders to join this effort and become signatories to this Call-to-Action commitment.

Signed,

Name

Phone

Title

Email

Organization

Date