



Case Study: West Advertising Alameda, California

When West Advertising moved into their current location in Alameda, they took the opportunity to renovate and green their new building and grounds, and to improve day-to-day office operations.

West Advertising bought a 1930s bakery in 2000. They kept the building's structure, retaining some original walls, which added character to the office while reducing construction waste and avoiding energy- and resource-intensive manufacturing of new materials.

During construction, West Advertising worked with the City of Alameda and Alameda Municipal Power to introduce new, energy-efficient insulated windows and skylights, as well as operable windows and reversible fans to optimize natural light, air quality, energy efficiency and staff comfort.

Reducing waste is important at West Advertising.

They use 100% recycled-content paper for printing and, in turn, recycle 75% of their waste. Most of their furniture is second hand. Even office pens are refillable and reusable!

"Conserving resources is simply good business. And given that our business is located on this planet (and that's not likely to change), we believe we're obligated to extend that practice beyond the financial confines of West Advertising. I chose to be a Certified Green Business because I believe it's important to demonstrate that a company can be both successful and socially responsible."

- Peter Halberstadt, Owner

Some other notable sustainability practices include:

- Secure bike parking to encourage CO₂ free commutes
- A unique living patio, which has a small garden where they grow a variety of healthy edibles, including swiss chard, limes, tomatoes, strawberries and blueberries.
- Water-efficient, low flow toilets and faucets

All of this has earned West Advertising Green Business Certification. They aren't stopping there, though: West Advertising is committed to expanding their sustainability efforts and plans to add solar panels and insulation to their roof.

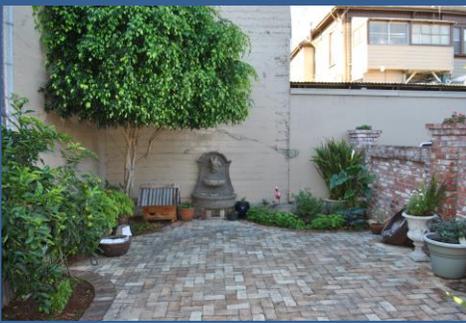


Retaining an original brick wall helped divert waste during renovations while adding to the office's unique character.

THE RESULTS

In the past year, West Advertising has saved:

- 3,136 kWh of energy,
- 16,256 gallons of water,
- 24,252 lbs of CO₂, and has diverted
- 17,264 lbs of waste from landfills



Bricks that weren't retained were salvaged to be used in the living patio.

Learn more about the Bay Area Green Business Program at www.greenbusinessca.org
Contact Alameda County Coordinator Pamela Evans at pamela.evans@acgov.org