

Sustainably Smart

Member Does More Than Just Recycle

By Stephanie Conner

To some, “green,” “sustainability” and “corporate social responsibility” are buzz words that read well in taglines or in marketing plans. But for companies seeking to reduce waste, Global Green Integrators, a division of AZ Docushred LLC, has developed a service to help.

The Phoenix firm helps clients divert recyclable material from landfills, explains co-founder Chris Garcia, by focusing on waste diversion from events and from corporate cafeterias and resorts.

And it’s not just about separating and removing recyclable waste, Garcia explains. There is also a business intelligence component. At the beginning of a project, GGI helps companies understand the volume of recyclable materials they throw away. Throughout the relationship, it provides metrics demonstrating change. In some cases, it helps companies prove their commitment to corporate social responsibility or earn green awards.

Global Green Integrators grew out of a client need. “We got a call in December,” Garcia says. “They asked, ‘What do you do with food scraps?’”

That client was the NBA. By working with the league on events around its February 2009 All-Star Game at US Airways Arena, Garcia’s firm discovered a great niche for companies that understand green.

At the All-Star VIP Party, GGI’s efforts prevented 67 percent of the waste from going into a landfill. At U.S. Green Building Council event at Chase Field in November, the prevention rate was about 80 percent.

For clients who want to “green” their events, GGI will first provide upfront consulting on what is needed to maximize their efforts. Then, on the day of the event, Garcia and his team will be on-site to educate patrons and sort the trash. Food scraps, biodegradables (plates, napkins, cups) and recyclables like paper, glass and aluminum are removed and recycled.

“And after each event, the client gets detailed metrics on what was pulled out,” Garcia says. And GGI offers similar, long-term services for local resorts and other businesses.



The 2009 NBA All-Star Game in Phoenix was a little greener thanks to Global Green Integrators.

By listening to what clients need and remaining flexible the company has survived the recession virtually unscathed. In fact, the firm is growing, Garcia says, because of this new niche.

“We’re just trying to do the right thing. There’s no reason we should be throwing recyclable materials into the landfill,” Garcia says. “If a client is serious about sustainability, we can offer them options.”

Get Connected

Global Green Integrators
www.globalgreenintegrators.com

Greater: PHX

News & Notes From Around The Valley

Show Your Spirit

Nominations are now open for the Greater Phoenix Chamber of Commerce at South Mountain/Laveen’s Sixth Annual Spirit of South Mountain Awards, which take place February 24, 2011. The awards recognize outstanding business people in the South Mountain/Laveen area, with 72 organizations, businesses and individuals having been honored in the first five years.

Anyone can nominate a deserving business person in the categories of “Local Business,” “Non-Profit Agency,” “Individual Volunteer,” “Local Government Agency” or “Education/School Administrator” by

downloading an application from www.phoenixchamber.com/sml and submitting it by Wednesday, December 15.

The awards gala is scheduled for Thursday evening, February 24, 2011 at The Secret Garden in Phoenix.

ALSO: **Scottsdale Healthcare’s** Virginia G. Piper Cancer Center will be a primary clinical research site for the Stand Up to Cancer Dream Team pancreatic cancer research project. Mesa’s Vice Mayor Kyle Jones will remain Vice Chairman of the Board of Directors of **METRO Light Rail**, the transportation organization announced. METRO plans to extend service from its current end-of-line at Sycamore to Mesa Drive by 2016. **Pete and Mac’s Recreational Resort for Pets** in Avondale held a “Yappy Hour” on September 16 to benefit Sun Valley Animal Shelter.

Get Connected

South Mountain/Laveen Chamber of Commerce
www.phoenixchamber.com/sml

Scottsdale Healthcare
www.shc.org

METRO Light Rail
www.valleymetro.org/metro_light_rail

Pete and Mac’s Recreational Resort for Pets
www.petemac.com



SMLCC Board Chairman Blaine Searle (left), Michael Moreines of Terrazona LLC; Judy Baubie of Local Business of the Year CignaHealthcare at South Mountain; Jeffrey Garza Walker of SoMo Development LLC and SMLCC Executive Director Steve Glueck at the 2010 Spirit of South Mountain Awards.