



## NEWSLETTER 1 – THE REVOLUTION BEGINS

**AUGUST, 2009**

Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has. ~ Margaret Meade

Today, humanity consumes in 1 year what takes nature 15 months to replenish! We urgently need to reduce our ecological footprint – the measure that compares human demand with the Earth's ecological capacity to regenerate. The effects of our ecological footprint can already be seen in daily life. Global warming, radical climate changes that create floods, areas used for agriculture becoming deserts, clean water shortages, polluted air, and declining forests and green areas are only some signs of “nature`s cry for help”.

If we do not take care of our planet, it will stop taking care of us! Kenes has been striding ahead in its efforts and determination to be fully ecologically responsible by managing its offices, resources, congresses and print in an ecological, environmental friendly way. The new policy hereafter is to reduce, reuse and recycle.

To-date Kenes is the leading Green PCO, which adds to our basket of competitive advantages particularly as the issue of environmental friendliness grows in its importance among global decision makers in all fields of business. Besides encouraging all of you to adopt environmental friendliness as a way of thinking and living, Kenes is an **IAPCO** member. IAPCO is publishing guidelines for recommended Green activities both in the office and on site.

In this newsletter, you will find the latest updates about Kenes' Green initiatives and how you can be involved. In fact, this is a project for the company in its entirety. Only by changing our individual habits and beliefs will this project become a way of life and be successful. Hopefully, others will follow suit and as Margaret Mead once stated, “Never believe that a few caring people can't change the world. For, indeed, that's all who ever have.” Also, to quote Henry Ford, “Coming together is a beginning; keeping together is progress; working together is success.” To-date 35 employees are members of the green committee and an additional 15 have volunteered to be green leaders. Join the revolution!

## **ACTION PLAN – CURRENT & FUTURE ACTIVITIES:**

### **1. THE LAUNCH**

On August 10, 2009, the Green Revolution begins!!

### **2. WASTE MANAGEMENT CENTRE**

- We are building a **Waste Management Centre** in the Kenes parking lot. The Centre will include facilities for recycling paper, cans, plastic bottles, electronic devices and organic waste (to become a rich compost soil). In the office, we will also have facilities to recycle batteries, CD's and DVD's. The centre is designed for your comfort by enabling you to bring your waste, including organic waste, from home for recycling.
- All kitchens will support our recycling facilities by providing 3 bins for: food leftovers- organic waste, bottles & cans, and general waste.
- All cleaning personal (morning and evening) will be trained about the new methods.
- The office will be cleaned with ecological products.

### **3. GREEN OFFICES**

- We have introduced water saving devices, which reduces consumption by 50%.
- The hand wipes in the bathrooms are from post-consumer waste (recycled) and have been changed to single sheets.
- Kenes has reduced 20% of its electricity consumption\* in the last year by: installing light and A/C- saving motion detectors, switching off building lights at night, reducing the amount of light bulbs and by changing those used to led ones.
- There are now guidelines to check the ecological features of new office supplies and IT equipment purchased especially electronic devices (for electricity consumption, durability, efficiency, and recycling options).
- Staff is being encouraged to use the stairs rather than the elevators, which consume over 30% of our monthly electricity consumption. The staircase is being painted and will be decorated with a display of your nature photographs.
- We are offering Tel Aviv residents the option to drive in a Kenes bus, which prevents them from all having to drive through with their own cars. We encourage car pools from other places.
- We have significantly reduced the use of disposable cups.
- All our office printing is done on post-consumer made waste paper.
- Solar panels (a renewable resource) will be installed on the roof to generate a meaningful amount of our own electricity — as opposed to energy from the electricity company that is created by burning gas and fuel.

#### **4. CONGRESSES**

It is our belief that by employing a Green Culture in the workplace we can duplicate this culture, and the responsibilities it entails, through our core business clients and onsite during our congresses. Kenes is committed to the process.

Organizing green congresses all over the world is a real challenge. While some congress centres are very ecologically advanced, others are not. Furthermore, green is not only the onsite conduct, but the suppliers we use, the source of the raw materials, the methods of production, management of waste, shipping vs. using local products and fair management of labor throughout the supply chain. We are doing our best and there is still much to learn.

- One step is a purchase of congress bags from an ecological manufacturer in South Africa working with cooperatives of women from Soweto.
- As of September 1, the vast majority of our print for congresses will be either on post-consumer made waste paper or on paper sourced from plants governed by restricted forestation.
- We are encouraging our congress committees to present the abstracts on line or on CD instead of printing a book
- We are trying to send as much congress shipping by sea, instead of air
- We are allowing our congress delegate to offset their carbon footprint by investing in planting trees or renewable energies.
- We are maximizing the recycling of paper, glass, cans and plastic in our congresses
- We are writing guidelines for exhibitors of how to conduct green exhibition and reduce waste.
- We have added the green factor to our venue selection, considering the Eco friendliness of the congress center while choosing future venues.
- Kenes has also established a committee currently working on new ideas for green congresses, including ecological purchasing guidelines.

#### **6. EDUCATIONAL AND FUN ACTIVITIES FOR EMPLOYEES**

- Not known to many, a Kenes International Forest exists with 3,000 trees.
- We are planning fun and educational activities for employees (some including families). Details to follow.

#### **7. WHAT CAN YOU DO TO CONTRIBUTE OUR ECOLOGICAL EFFORT?**

No man is an island, entire of itself; every man is a piece of the continent. ~John Donne

- As of August 10 bring your waste to work.
- Save water and use the same coffee cup so it doesn't have to be re-washed.
- Bring your food in reusable containers.
- Press the small button when flushing the toilet.
- Start riding-clubs, share lifts, take the shuttle.
- Reduce printing within the office, especially color copies.
- Switch off the lights and air conditioning when leaving an office.
- Setting and why do you need the air conditioning at 16 degrees if 22 degrees will do?
- "Climb the stairs and save a calorie or two."
- Ask for ecological food packaging from our lunch suppliers.

→We will be happy to hear your ideas; please do not hesitate to write to us at: [Green@kenes.com](mailto:Green@kenes.com)

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\* **Why the focus on electricity consumption?**

How does it help to save electricity when cars cough out CO<sub>2</sub> unrelentingly? Most electricity is generated by burning coal and running nuclear power plants. Every time you turn on the lights, you create a little more pollution.

James Hansen, one of the first scientists to sound the global warming alarm, stated recently that while we may never end Oil CO<sub>2</sub> as we cannot stop oil from being burned for transport, we could prevent coal CO<sub>2</sub>. The key to preventing climate change is thus reducing home energy use, and the quickest way to reduce coal emissions by 50% is to reduce our electricity consumption by 50%!