

## Strategic America's Eco-Friendly Workspace

### History:

- In December 2009, Strategic America (SA) moved from 1500 NW 118th Street in Clive to 6600 Westown Parkway in West Des Moines.
- The move gave the 85-person integrated marketing firm a chance to re-imagine how clients and employees operated within the office space.
- The agency took this opportunity to make significant changes and commit to an eco-friendly workspace.
- Now settled in the new office, SA is pursuing LEED certification under a special designation that allows tenants to become certified in buildings they do not own.

### Why go green?

- “Being conscious of our environmental footprint is the right thing to do. With 30 years behind us, it was time to assess what is really important and being responsible environmental stewards is something we value. We’ve educated clients on being socially responsible for decades—now it’s our turn to make a major commitment.” – Mike Schreurs, CEO of SA
  - Many of SA’s clients have committed to reducing their carbon footprints, such as Lennox, which was named Energy Star company of the year for three of the past four years, and Hunter Douglas, with its extensive line of energy-efficient products.
  - A new space offered the agency a chance to refresh current employees with an environment more in tune with the agency’s culture as well as room to grow in the future.
- Benefits of LEED certification include:
  - Tax credits will help offset the expenses associated with going green.
  - Increased productivity: One study by Greg Kats (2003) sampled 33 green buildings and suggested benefits of \$37 to \$55 U.S. dollars per square foot as a result of productivity gains from less sick time and greater worker productivity.
    - A recent survey of SA employees showed they valued green living and appreciate their employer’s efforts to reduce its impact on the environment.

### How is SA eco-friendly?

- When clearing out before the agency moved, SA made sure that whatever was not being taken to the new office was repurposed or donated to area nonprofits.
  - Ninety-five percent of what was left was donated to United Way agencies.
  - Upon moving into the new space, that which needed to be replaced was replaced with an environmentally responsible alternative (for example, the cubicles, which came from MaiSpace).

- All new lighting in the space is LED and energy-efficient. Sensors ensure lights don't stay turned on when employees aren't using a space.
- During the move, the agency reduced its paper files by creating electronic files and recycling all paper. In the new space, there are 20% fewer file cabinets holding client information.
- Electronic waste (computers) from the old space was sold in an employee auction or responsibly disposed of.
- In areas in the new office where carpet needed to be replaced, Interface Flor carpet made from recycled fibers was used.
- SA worked to green all aspects of the new space—including the restrooms, where low-flow fixtures, automated sensor sinks and Dyson Air Blade hand dryers cut costs and eliminated wasted resources.
- Where possible, building materials, such as a glass wall and steel beams, were sourced locally to avoid strain on the environment due to travel.
- When planning office layout, SA ensured all employees had at least a visual connection to the natural world. All cubicles and offices have a clear view of a window and plenty of natural light, which has been shown to increase productivity.