

e2 Business for: Restaurants

What is the e2 Business Program?

Salt Lake City's e2 Business program is dedicated to helping Salt Lake's business community run in a more environmentally and economically sustainable manner. Nearing 100 members, the e2 Business program is an excellent way for like-minded businesses from all sectors to share ideas, make connections and receive advice from Salt Lake City's staff experts.

"I commend Salt Lake City's current e2 Businesses for contributing to a more environmentally and economically vibrant Salt Lake City. I encourage more businesses to enroll in Salt Lake City's e2 Business program and take a proactive role in implementing sustainable policies that will ensure a better quality of life for our community now and in the future."



*-Ralph Becker
Mayor of Salt Lake City*

Why is environmental and economic sustainability important?

By making changes to your everyday business practices, not only can you relieve some of the pressure your business puts on the environment, but your business can reduce operation costs and become more competitive.

How will e2 Business benefit my business?

As a restaurant, a large percentage of your environmental impact is a result of your energy and water usage, along with employee transportation and waste production. As an e2 Business you will receive a variety of benefits:

- Assistance from Salt Lake City staff who will identify opportunities to reduce overall operating costs and address each of these impact areas
- Support from member businesses in your sector that have been successful in reducing their impact and have volunteered to assist new businesses in doing the same
- Networking opportunities during e2 Business events
- Periodic e2 Business newsletters to keep you up to date on events and opportunities
- Discounted advertising in ReDirect Guide and Catalyst Magazine

Who is eligible to become an e2 Business?

All Salt Lake City businesses are eligible to apply to the e2 Business program. Any business willing to make a good-faith effort to continually reduce its environmental impact will be accepted into the program.

How do I become an e2 Business?

Simply fill out the application and submit it by email or regular mail. The application can be found online at <http://www.slccgreen.com/pdf/e2BusApp2009.pdf>. Electronically submitted applications save paper and expedite the application process!

How much does it cost?

Nothing. Salt Lake City's e2 Business program is entirely funded and managed by the city. Participation is free to any business located within Salt Lake City limits.

e2 Business profile: Squatters Pub and Brewery



147 West Broadway
Salt Lake City Utah

Squatters' Company Sustainability

In 2006 Squatters created a new position within the company to manage new business opportunities and maintain the course that they have chosen. James Soares currently fills this position, Director of Environmental and Social Responsibility, and works with everyone in the company to research, investigate and implement new policies and procedures.

Recent Successes:

Peter Cole and Jeff Polychronis decided it was time that Salt Lake City had a microbrewery of its own and established Salt Lake Brewing Co., L.C in 1989. Better known as Squatters, it currently consists of three Pubs in Utah and employs over 250 people. From the beginning, environmental stewardship has been a priority. As a result, Squatters has frequently been recognized for taking a proactive role in reducing its environmental impact.

Since 2004, Squatters has received the Environmental Company of the Year Award from the Recycling Coalition of Utah and the Pollution Prevention Award from the Department of Environmental Quality. In 2006 the Utah Water Conservation Forum bestowed their Annual Conservation Award to Squatters for reducing their water consumption by 35%, reflecting a savings of 849,120 gallons of water per year.

Squatters expanded its recycling programs which allowed it to reduce the quantity of its non-recyclable waste and ultimately reduce the size of its bins and the frequency of waste pickups. These actions resulted in the following annual savings:

- 12 tons of waste diverted from landfills
- \$3396.60

Squatters installed four waterless urinals resulting in the following annual savings:

- 165,000 gallons of water
- \$1000

Squatters conducted a lighting survey and replaced 35 low efficient lights with CFL bulbs resulting in the following annual savings:

- 24,064 KW/h of electricity
- 50,534 lbs. of CO2
- \$1804.80

“By embracing the simple strategies of the e2 Business program we have been able to reduce our fixed costs through purchasing locally and gain some control of our variable costs by applying straight forward principles from the e2 application. Since joining the e2 Business family we have redefined our Restaurant as an environmentally and socially responsible business committed to people, planet and profit.”

-James Soares
Squatters Director of Environmental
and Social Responsibility



CONTACT US:

Salt Lake City Corporation
Division of Sustainability and the Environment
(801) 535-6438 bridget.stuchly@slcgov.com

