

Discover the Wonders of Hong Kong

It's closer
than you
think.

2008 World
Credit Union
Conference

July 13-16, 2008

WOCCU



World
Council
of Credit
Unions

Co-Hosted by



In Cooperation with



Register at www.woccu.org/HongKong08

NEWS

Boulder Valley CU Takes 'Green' to Heart

By MYRIAM DIGIOVANNI
CU Times Senior Staff Reporter

BOULDER, Colo. — When it comes to green living a little goes a long way. It is the lesson Boulder Valley Credit Union learned since making the decision to be an eco-conscious credit union this past July.

"Our eco-friendly efforts are to take a first step to further our culture of environmental responsibility within the communities we serve. We encourage our members to take that step with us in order to reduce the footprint we leave on our environment," said BVCU President/CEO Rick Allen.

According to BVCU Public Relations Manager Steve Carr, the move has helped the credit union become the first financial institution in Boulder to fully embrace the "Going Green" ideology. BVCU has also recently been certified by Partners for a Cleaner Environment through Boulder County and by Eco-Cycle as a zero waste facility.

"This isn't some novelty promotion or any sort of 'greenwashing' where some companies promote a green service but don't practice what they preach internally," said Carr. "We did this because it is just the right thing to do for the environment and our community. It is how we want to run our business."

The credit union turned to local recycling firm EcoCycle for education on what being green really means. In addition, together they looked into every aspect of BVCU's business to determine what steps could be taken to limit its negative impact on the environment. From purchasing eco-friendly lighting, paper supplies, and office equipment to printing all marketing materials on recycled paper the internal focus is to be a truly eco-friendly business. Not only do employees recycle and conserve energy wherever possible, BVCU also recently installed solar panels and energy efficient windows in its largest branch facility. It is an ongoing commitment and learning process says Carr.

With a focus on being a resource locals can turn to for eco-friendly living, BVCU launched www.WeCareColorado.com. The site promotes the credit union's eco-efforts and eco-partnerships and serves as an information resource center for interesting eco-facts and energy saving tips.

"The Web site tells our members and onlookers about what we are doing and passes on useful facts and figures we've learned along the way," said Carr. "It really is the little things we can do that can over time make a big difference. For example one recycled aluminum can is able to power a television for three hours. Also if every American replaced just one incandescent lightbulb in their home to CFL bulb it is the equivalent of taking 800,000 cars off the road. Just one lightbulb— to us that was a remarkable statistic that really drove home that this is absolutely the direction for our credit union."

He adds that the buy-in from staffers has been wonderful and they constantly send their energy savings ideas to a dedicated e-mail address green@bvku.org.

Eco-Conscious CU/[wecarecolorado.com](http://www.wecarecolorado.com) logo stickers can be spotted throughout the branches and main headquarters. Carr says it is a way to raise eco-awareness and generate discussions about what each person can do today to start making a difference.

In addition to its internal efforts the credit union also proactively works with its members to help them "Go Green" by offering discounts on loans for purchasing fuel-efficient vehicles and installing solar panels on their homes. BVCU staffers also serve as a resource for discussing other home improvements that can help members save on energy costs and reduce their overall impact on the environment.

New BVCU members also receive a free energy-efficient light bulb to help them make an immediate positive impact on the environment.

"We're not saying we have all the answers or that every person should have solar panels on their roofs but it all starts with one small step," said Carr. "To us our entire organization making this commitment is the right thing to do. It goes beyond the cost of doing things here and there—it is simply who we are."

—mdigiovanni@cutimes.com

Better Banking. Naturally.

eco efforts eco offerings solar monitoring eco partners eco resource center

Boulder Valley Credit Union's "Green" efforts are based upon programs designed to further our culture of environmental responsibility within the communities we serve. We are seeking to promote and encourage our members, partners, and other financial institutions to help reduce the footprint we leave on our environment. **Better Banking. Naturally.**

every new member receives a FREE energy-efficient light bulb

every household in service has changed one bulb to a CFL bulb