

April 2011

GREEN LIVING AZ ASKED OUR LOCAL COMPANIES “What are your sustainable goals for 2011?”

Blue Cross Blue Shields of Arizona

Blue Cross Blue Shield of Arizona (BCBSAZ) is committed not only to providing the best value in health insurance and improving the life of Arizonans, but also to preserving Arizona's environment.

Moving forward, BCBSAZ has a number of sustainability projects in the works. The company is retrofitting parking garage lighting from its current fixtures to a Hi-Lumen long-life fixture, which will save BCBSAZ 85,634 kWh a year.

BCBSAZ is also embarking on a solar panel project aimed at reducing energy use by 15 to 20 percent annually.



An Independent Licensee of the Blue Cross and Blue Shield Association

Desert Star

Educate! Lead! Educate! Lead! As a green builder, we're in an awesome position to help Phoenix go green. In 2011, we are on constant lookout for ways to do so. For example, at El Chorro Lodge, we placed an interactive energy monitor in the lobby so guests can see the savings achieved by our green renovation of this now LEED Gold-certified project. With one monitor, we're educating thousands of people every year. In 2011, we also vow to remain educated on the latest green building technologies. We promise our clients a “whatever-it-takes” support system, and lead them in bringing their sustainable home and work environments to reality. Last but not least, we're committed to Arizona State University, where DSC Sustainability Programs Manager Jeremy Meek is now adjunct faculty, creating real-world lessons that will shape tomorrow's green build leaders and the future of our great industry.



Children Inspire Design

Our goal is to change the world by teaching children about global responsibility, eco-mindedness, and that we are all part of a global community.

Environmental responsibility has to be second nature for our children. They can't think that it's a shift or a change, but instead, grow up to think, “That's just the way things are.”

Creative recycling is at the heart of every one of my products. Every image literally starts out as a pile of scrap papers from old magazines and other post-consumer paper sources. This year I am committed to expanding my product line into adult decor called Fresh Words Market [freshwordsmarket.com], and proceeds from that company along with CID's will continue to help fund PEACE (protection, education, animals, culture and environment), an initiative that works with communities in Mexico to provide holistic education that enables people to improve their lives. This effort lifts these families from a life of poverty to prosperity, giving them the hope and freedom. It also teaches them about the power of recycling in their own communities and the value of global stewardship.

