



## Maryland Green Registry MEMBER

The Maryland Green Registry promotes and recognizes sustainable practices at organizations of all types and sizes. Members agree to share at least five environmental practices and one measurable result while striving to continually improve their environmental performance.

# GEICO

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Insurance Company  
Member since September 2011

## Management And Leadership



### **Environmental Team**

*We have a Corporate Green Steering Committee which was established to provide direction and guidance in the formation of the company's effort to promote environmental sensitivity. This committee meets monthly and includes a Senior Vice President, Vice President of Human Resources, Vice President of Public Affairs, Vice President of Communications, Assistant Vice President of Real Estate and Assistant Vice President of Underwriting. Regional green committees, which meet regularly, have been established to make recommendations and otherwise assist the Steering Committee by raising associate awareness about the relationship between GEICO practices and the environment, and by evaluating opportunities to reduce and mitigate the company's environmental effects by conserving energy and water, reducing vehicle fuel consumption, reducing reliance on paper, increasing recycling, promoting environmentally sensitive purchase policies, and educating staff on environmental sensitivity in the workplace. In addition, intranet sites have been created to communicate green initiatives and accomplishments to all associates, and to let associates know how they can get involved.*



### **Environmentally Preferable Products and Services**

*We continuously move toward paperless operations, conducting as much of our business online as possible. Since we began offering Paperless Billing, Paperless Policy and automatic payments, over 810,000 customers have signed up for these options, saving over 2,080,000 pounds of paper. In addition, GEICO participates in an environmental and safety training program which it requires*

*selected auto body repair shops to pass. This practice has earned us a prestigious CCAR "Stewardship Award," having "set the standard for the insurance industry in promoting environmental and safety awareness for auto body repair facilities."*

**Environmentally Preferable Purchasing**

*Almost 22% of the paper we purchase and use is FSC and/or SFI certified, while approximately 64% of the paper we purchase contains between 10 and 30% post-consumer recycled fiber. Our lighting purchases consist of energy efficient products such as LCD bulbs, compact fluorescent and T8 fluorescent lamps. We also purchase Energy Star rated equipment and LCD flat panel monitors.*

**Waste**

**Solid Waste Reduction and Reuse**

*We maintain a warehouse with previously used workstation components which all of our regions pull from, thus greatly reducing the need to order new furniture. We also reuse copy paper boxes and other cardboard for packaging & shipping purposes, make notepads out of obsolete insurance forms, and reuse/recycle wood pallets. For a reduction in paper use, in addition to our paperless billing and policy option for customers, we have set our printers to print double sided and are promoting a "think before you print" campaign among associates. For in-house items that must be printed, we encourage the use of the Century Gothic font which uses up to 30% less ink.*

**Recycling**

*We recycle paper products, plastic, cans, glass bottles, fluorescent lights, electronic waste, toner cartridges, batteries, construction waste (concrete, lumber, etc.), and electronics. In 2012, our Maryland facilities have recycled:*

*734,485 pounds of mixed paper  
34,020 pounds of mixed recyclables  
10,000 pounds of cans/ bottles*

**Energy**

**Energy Efficiency**

*We have replaced older lighting systems in our buildings with new, high-efficiency lighting, supplemented with dimmers and motion-sensing activators in*

*enclosed offices and conference rooms. Lights are powered down after hours and on weekends.*

*We are changing the servers used in all regions and the Plaza to "virtualized" servers; these will allow multiple physical servers to be downsized into fewer servers, reducing power consumption. In addition we are replacing data center equipment with Energy Star rated equipment. We are also replacing CRT monitors with LCD flat monitors and encouraging associates to turn off monitors after hours. With the help of LogonCop, an internally created software application, all associates' computers are automatically powered down during idle time, which alone has saved more than 8.5 million kWh since implementing this procedure.*

*We have established a policy to eliminate multiple personal appliances in individual workspaces, and provide community pantries with Energy Star rated appliances. We are also in the process of upgrading cafeteria and commercial kitchen equipment to more energy efficient products.*

*In our headquarters building in Maryland, we reduced electricity usage by 17.9% between the first quarter of 2008 and the first quarter of 2012, a reduction of 659,996 kWh for the quarter.*

## **Transportation**



### **Employee Commute**

*As an incentive to use public transportation, we offer subsidized fares for metro/bus riders, and we are located within 1/10 of a mile from a metro station. 341 associates currently take advantage of this benefit. We also have van pools available for associates who live in the same general areas. This year we have increased the number of van pools from 8 to 13, and currently serve 138 associates. In addition, we offer free parking and reserved parking spaces for carpoolers, of which there are 167. For associates who bike or walk to work, currently at least 9, we have bike racks and showers available. Zipcar discounts are available for occasions when a car is required by any of these associates.*

*These incentives and benefits are promoted to each associate during their orientation session, during green educational events, as well as on the "Think Green" page of our in-house website. 29% of our associates in Maryland currently take advantage of these programs for a total annual reduction in miles travelled of approximately 7,020,500 miles, and these numbers are continually increasing.*

**Fleet Vehicles**

*The GEICO fleet management division has found several ways to reduce the company's carbon footprint and save the company money. Over the last few years, GEICO has purchased 78 flex-fuel vehicles and 16 hybrids. In addition, switching from 6-cylinder to 4-cylinder vehicles has allowed us to get more fuel mileage, thus purchasing less gas and producing fewer CO2 emissions.*

*Of the more than 2,400 fleet vehicles, 65 percent are 4-cylinder, flex-fuel or hybrid. This change has helped save the company more than half a million dollars. We have also started to extend the life of vehicles by replacing them at 100,000 miles instead of 85,000. By replacing the vehicles at 100,000 miles, on average we extend the vehicle life 7 months, from 41 to 48 months.*

**Water**

**Water Conservation**

*We are upgrading all restrooms in the building. We are replacing the 2.5 gallon urinals with the 1/8 gallon urinals. We are also replacing the 3.5 gallon toilets with 1.6 gallon toilets. In addition, we are replacing sink faucets with touch free fixtures, ensuring that water is not running when the sinks are not in use.*

**Profile Updated April 2013**



*Help build a greener, more sustainable Maryland through voluntary practices that reduce environmental impacts and save money.*

*Learn more at [www.green.maryland.gov/registry](http://www.green.maryland.gov/registry)*

