

# Green Notes

## Clif Bar Aims to Keep Wrappers Out of Trash

BERKELEY, CA—Clif Bar has long been known for its efforts to lessen the company's carbon footprint, but it can be difficult to carry out its environmental ethos once its product transfers into consumers' hands. But that's about to change. Clif Bar has teamed up with TerraCycle to offer the nation's first program designed to reduce the number of energy bar wrappers ending up in the landfill. The program—dubbed the Wrapper Brigade—is not only designed to reduce the number of wrappers filling the trash, but aims to educate people about the benefits of reusing waste materials. Together the companies will donate two cents to charity for every used wrapper collected by individuals and organizations. The wrappers will be fused and woven into a strong material, which will be used to make backpacks, gym totes and other products. The items are expected to be available at major retailers by early next year. Clif Bar is sponsoring the program and TerraCycle is providing product collection and reuse expertise. Consumers or retailers that sign up at [www.terracycle.net/brigades](http://www.terracycle.net/brigades) receive four collection bags that hold 200 energy bar wrappers each. They can then mail the collection bags back to TerraCycle and designate the charity they want to support with their wrapper donation. All shipping fees are covered.

## Study Spurs Changes at Criterium Bicycles

COLORADO SPRINGS, CO—Criterium Bicycles co-owner Kay Caunt was stumped when a customer once asked her about the environmental footprint of an average bicycle. The customer wondered how many miles a rider would need to pedal to repay the planet for the energy costs of producing and selling a \$500 bike. Determined to find the answer, Caunt enlisted the Catamount Institute to research the topic at a cost of \$7,000. The response came back 18 months later in the form of a somewhat convoluted report, but Caunt was able to cull a few key points from it. For one, she learned that suspension forks and rubber tires had the biggest impact on the environment when it comes to the actual bicycle. One of the biggest surprises was learning that the lighting in her retail store played a huge role in the footprint of a bicycle, especially if it's sitting on the sales floor for several months. So Caunt spent \$6,000 retrofitting Criterium with fluorescent lights, a project which paid for itself in 10 months through energy bill savings. The study also got her thinking about longer-term initiatives for the shop. To start, she began offering a \$25 gift card to every customer whose cyclometer shows he or she pedaled 100 miles as an incentive for people who use the bikes they purchase from her. As for an answer to the customer's question, Caunt deduced from the data that someone would need to ride a \$500 bike 1,000 miles instead of driving to account for the environmental costs of manufacturing, shipping and storing the bike. "Then you're dead-even," she said.

## Shop Launches 'Lean and Green' Campaign

HALES CORNERS, WI—Wheel & Sprocket is fattening up its environmental efforts this year with a new "Lean and Green" marketing campaign. The premise behind the campaign isn't exactly new for the 25-year-old shop, but rather it will build on the company's long history of partnerships with local corporations. Through "Lean and Green," Wheel & Sprocket will work with human resources departments at local companies to devise different incentives to get their employees to be more active by cycling. Wheel & Sprocket has been working with local companies for about 15 years on various helmet safety programs, health fairs and bike repair clinics. The new marketing campaign is an extension of that advocacy program, said shop owner Chris Kegel. "I think people look to bike shops to be a good example. We have an obligation to be a little more green, a little more cutting edge than the average corporation or average small business," Kegel said. Kegel said Wheel & Sprocket will include consumers in the campaign later this year.

*Do you have some green news? Contact Nicole Formosa at [nformosa@bicycleretailer.com](mailto:nformosa@bicycleretailer.com) to be included in the column.*