



# Community Grants Program

New York State Pollution Prevention Institute (NYSP2I) provides financial and technical support for projects that raise awareness and understanding of pollution prevention practices and lead to implementation at the local level

## Green Buildings, Green Cities: Waste Prevention

### GreenHome NYC

PO Box 1052, JAF Building

New York, NY 10116

Website: [www.greenhomenyc.org](http://www.greenhomenyc.org)

# GreenHome<sup>NYC</sup>

### *Project Description*

GreenHome NYC developed, promoted and conducted an informative forum addressing: waste prevention, energy efficiency and the use of non-toxic, recycled and reusable building materials in construction and renovation in New York City and Buffalo. GreenHomeNYC filmed the New York City forum for viewing online and produced short video clips of forum speakers relaying helpful tips to “Go Green” in building design, construction and renovation.

### *Project Results*

- 500 promotional flyers were created and distributed at 109 venues in NYC. 3,595 individuals received emails about the forums and 17,000 building owners received calls promoting the event
- Two forums were held to promote waste prevention, energy efficiency and the use of non-toxic, recycled and reusable building materials
- 79 individuals attended the NYC Forum, 37 individuals attended the Buffalo Forum
- Three (3) videos were produced, promoted to over 3,000 individuals and viewed by over 500.
  - Top 10 Energy Efficiency Tips for Green Building  
<https://www.youtube.com/watch?v=2IFwGTLX9vY>
  - Top Ten Green Materials Tips for Green Building
  - Top Ten Waste Reduction Tips for Green Building



Follow-up survey results: 97% found the information useful, 90% were inspired to learn more, 96% were likely to implement one or more tip, and 87% were more likely to implement after they attended the forum or watched the video

***In total, this project provided outreach about GreenHomeNYC and pollution prevention strategies to 23,340 individuals and directly distributed informational materials to at least 1,907.***

R·I·T

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