

PHILADELPHIA'S GREEN BUSINESS WEEKLY UPDATE

# GREEN



## Green to the Core Firm Looks Beyond Products & Services to Green Operations

by Nick Frontino

**R**e:Vision Architecture, a Philadelphia-based architecture, planning, and consulting firm founded in 2002 by Jennifer Rezeli and Scott Kelly, is widely recognized as a regional forerunner in sustainable design and development. With an active hand in numerous groundbreaking green developments, including the first LEED-NC project in the Delaware Valley, the first LEED-Homes projects in Pennsylvania, and the first LEED Platinum project in the state, Re:Vision consistently has made good on its stated goal of re-visioning and restoring the balance between natural and built environments. But for Rezeli and Kelly, the vision of sustainability extends further than the products and services that their company offers. They have taken care to interweave the principles of environmental stewardship and social responsibility into Re:Vision's daily operations and office culture.

When it comes to environmental stewardship, Re:Vision's Manayunk headquarters is ahead of the curve. The space features a radiant heating system, water saving features, showers for bike commuters, and interior bicycle storage. Most significantly, the office reuses an existing building. Rezeli points out that "where to build is one of the most important decisions for a green project, and we want to actively support green projects that don't sprawl over green fields." To this end, Re:Vision gives clients a discount for projects on infill properties or brownfields.

Beyond the physical environment, Rezeli and Kelly have taken care to institute formal office policies that encourage genuine consideration for social responsibility. An extensive recycling program in the 15-person office has reduced Re:Vision's trash output to less than five gallons per week. In an effort to contribute to the local community, Re:Vision's purchasing policy encourages commerce with local businesses. The firm also participates in the Philadelphia's "Home Buy Now" program to subsidize homeownership for employees who live close to work. Above all, Rezeli and Kelly do their best to make sure employees feel comfortable at work. Pet-friendly policies and a flexible dress code help to eliminate psycho-



logical constraints that inhibit productivity in many offices.

Such comprehensive dedication to sustainability has earned Re:Vision recognition from Berwyn-based non-profit B-Lab, which registers and certifies socially responsible companies based on the results of a survey analyzing social and environmental performance. Re:Vision is registered with B-Lab as a "Founding B-Corporation."

For her part, Rezeli is happy to have carved out a sustainable niche in the world of for-profit business. In reflection, she says, "I spent the first decade of my career in the non-profit sector because I thought that's the only place you go could go to make a difference. Since then, I've discovered socially responsible businesses, where you're expected to bring your values to work with you; where you didn't need to have one work life and a separate volunteer life." She hopes that Re:Vision will allow others to make the same discovery.

For more information, visit [www.revisionarch.com](http://www.revisionarch.com)

### Monthly Editorial Focus:

- July - Waste
- August - Transportation

### CALENDAR of EVENTS

#### GREEN HOME BASICS

Tuesdays and Thursdays, July 15, 17, 22, & 24, 2008  
(Four Sessions) 6:00 - 9:00 pm  
Engineering and Design Institute at Philadelphia University-4145 Station Street in Manayunk

Want to 'green' your home? Learn about green design and how to identify green-washing. Have fun with a hands-on analysis of your home or project. Discover how to lower your utility bills and live more comfortably in a healthier home!

#### LEED for New Construction Technical Review Workshop

Thursday, July 24th  
Philadelphia, PA  
For more info: [www.dvgbc.org](http://www.dvgbc.org)

#### LEED 101 - Getting Started with Green

Thursday, July 31st  
Coopersburg, PA  
For more info: [www.dvgbc.org](http://www.dvgbc.org)

#### Meet me in a Minute! Networking Event

Wednesday, August 6th; 6-8pm  
Arcadia Boutique, 819 North 2nd Street, Philadelphia  
For more info: [www.sbnphiladelphia.org](http://www.sbnphiladelphia.org)

#### SBN Members Picnic and Farm Tour

Saturday, August 23rd; 12pm - 4pm  
Inverbrook Farm, 345 Lambortown Road  
West Grove, PA 19390  
For more info: [www.sbnphiladelphia.org](http://www.sbnphiladelphia.org)

#### Helpful Links:

Delaware Valley Green Building Council  
[www.dvgbc.org](http://www.dvgbc.org)  
Sustainable Business Network of Greater Philadelphia • [www.sbnphiladelphia.org](http://www.sbnphiladelphia.org)  
Pennsylvania Environmental Council • [www.pccpa.org](http://www.pccpa.org)  
PennFuture • [www.pennfuture.org](http://www.pennfuture.org)

For sponsorship information, contact Jasmine Rea at 215-238-5130 or [jrea@bizjournals.com](mailto:jrea@bizjournals.com)

Are you living in a GREEN home?

green home [grɛn hōm] n:1. A place to live that saves energy, costs less to operate and maintain, is healthier, more comfortable, more durable, and has less impact on the environment. 2. a really smart idea!

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Building GREEN From The Inside Out.

"The big question used to be: How much does having a green building cost? Now, the question is: How much does NOT having a green building cost?"

- Matt Shehan  
Project Manager  
LEED AP

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GREEN IS ALWAYS IN STYLE.

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