

Sustainable Landscapes Program

Audubon Lifestyles



Everyone has responsibilities for the future of our planet. This includes responsibilities at home, work and in society in general. It is incumbent on each of us to take positive actions toward the common goal for being socially, environmentally and economically responsible where we live, work and recreate.

What Are the Benefits?

When landscapes require excessive amounts of water, energy, labor, and other resources, environmental and economic costs outweigh many of the natural benefits of urban landscapes. In contrast, sustainable landscapes feature healthier, longer-lived plants that rely less on chemical pesticides and fertilizers, minimize water use, and reduce waste generation and disposal. They also require less maintenance and alleviate groundwater and air pollution problems.

What is an Audubon Lifestyles Landscape?

An Audubon Lifestyles Landscape can be a front yard, a community common area, municipal landscape, or any area of land that is managed by using practices that preserve limited and costly natural resources, reduce waste generation, and help prevent air, water, and soil pollution. The goal is to minimize environmental impacts and maximize value received from dollars expended.

Using Sustainable Practices

Sustainable landscaping practices incorporate beautiful plants, shrubs, and trees and reduce maintenance costs while at the same time protect the environment. Using sustainable landscape maintenance practices also makes good business sense. Using Audubon Lifestyles Landscape techniques will reduce resource depletion, waste generation, and pollution problems while also improving the health of the landscape in an aesthetically pleasing and cost-effective manner.

Audubon Lifestyles

At its core, Audubon Lifestyles is an organization based in the Principles for Sustainability. We believe that the most natural way to achieve success and to foster sustainability is by working to balance the triple bottom line of people, profit, and planet. We operate with the main purpose of benefiting society, while offering professional and sustainably based programs, products and services.

Our Mission

Audubon Lifestyles assists people in how they live, work, play, stay and learn to promote sustainable living and lifestyles.

Our Vision

To be a sustainable leader assisting people who are looking for sustainable solutions for life and business that are reliable, practical, and efficient.

The Audubon Lifestyles Landscape Program provides direction, technical assistance, public attention, and national recognition for landscapes that incorporate conservation techniques for home yards, commercial properties, municipal landscape areas, community common areas and more.

The Program also provides an opportunity for landscapers and landscape companies to have their company, and their managed properties individually recognized through certification.



Role of Landscape Managers

Landscape contractors and site managers can play an active role in efficiently managing resources, reducing waste, and preventing pollution. With forethought and planning, they can maintain and design “sustainable landscapes” and make them cost-effective and environmentally sound.

What Are Sustainable Landscapes?

Sustainable landscapes are managed by using practices that preserve limited and costly natural resources, reduce waste generation, and help prevent air, water, and soil pollution. The goal is to minimize environmental impacts and maximize value received from dollars expended.

An Audubon Sustainable Landscape Encourages...

Building Healthy Soils

Healthy soils are essential in urban landscapes. Organic matter additions (compost or humus) can transform poor soils into a fertile growth medium that supports healthy plant growth while reducing water and fertilization requirements. Healthy disease- and pest-resistant plants improve landscape appearance and increase property values.

Using Fertilizer Efficiently

Applying precise amounts in a timely manner will reduce growth, diminish the potential for pollution, and promote healthy disease- and pest-resistant plants. Fertilize according to the needs of the species planted. Use slow-release or organic-based formulas based on nutrient needs as verified by soil testing. This will reduce growth spurts that increase the need for pruning and mowing.

Using Mulch

Use shredded or chipped plant materials with an appropriately high wood content as a mulch cover over the soil in planting beds and other bare areas in the landscape. Mulch will insulate plant roots, reduce weeds, minimize water loss, and control erosion, dust, and mud problems. Decomposition of mulch helps condition the soil and adds nutrients.

Irrigating Efficiently

Overwatering aids rapid plant growth and runoff adds to groundwater pollution. Use water-efficient irrigation systems, such as drip or low-output sprinkler heads, that deliver a precise volume of water to plant root zones. Develop watering schedules based on historical or actual weather data. Use soil probes to monitor soil moisture before watering.

Pruning Selectively

Excessive and haphazard pruning of shrubs and trees is wasteful and unhealthy. Pruning should be limited to maintain natural growth patterns. Hedging, topping, and shearing of landscape plants into formal shapes only encourage excessive new growth. Using natural pruning techniques at the proper season will promote healthier plants and also reduce “suckering” and stabilize growth.

Practicing Pollution Prevention

Landscape managers are encouraged to use Integrated Pest Management (IPM) to reduce use of chemical pesticides and herbicides. These chemicals can eventually make their way off-site and contribute to nonpoint source pollution (pollution not traceable to a single location). Increased use of non-motorized equipment will also reduce emissions and noise pollution.

Retrofitting Inefficient Landscapes

As established landscape sites age or grow beyond their intended use, they must be redesigned to integrate resource efficiency, site function, and aesthetics. Reduce turf areas and establish new landscape plantings with more low-maintenance and drought-tolerant plants. Irrigation systems must undergo retrofits and depleted soils enriched to save water and promote healthy plant growth.

Learn more about specific requirements of gaining Certification in the Audubon Lifestyles Sustainable Landscape Programs by visiting: www.audubonlifestyles.org/programs/landscapes.html

The Business Benefits of Sustainability

Increased Revenue

Customers may force a response from your company by issuing RFPs that give preference to bidders with environmental management systems. In other words, "greener" products and processes may be required in order to maintain or grow market share.

Reduced Costs

A simple equation: less waste equals lower costs. In the short term, if your business wastes less – whether it's energy, water, paper, or materials – it's going to save you money.

Enhanced Reputation, Brand and Market Value

If your company is viewed more positively by community groups, prospective customers, partners, distributors, activists and watchdog organizations, you will command greater market share and experience a freer "social license to operate" (i.e. the broad, tacit approval of society to conduct your business activities without interference).

Risk Mitigation

If your company is not currently subject to environmental regulations or required to report environmental impacts, it probably will be soon. And your company could be subject to lawsuits brought by individuals or watchdog groups who claim your practices are harmful or negligent.

Gain Recognition and a Marketing Advantage by Becoming an Audubon Lifestyles Platinum Member

The only way to participate in the Audubon Lifestyles Landscape Program is to first become a Platinum Member of Audubon Lifestyles.

Benefits of Platinum Membership include:

- Ability to use the Audubon Lifestyles Platinum Logo on all of your Marketing, Sales and Promotional Materials
- The Ability to use Audubon Lifestyles Landscape Signs on your customers landscapes who gain Certification as a Sustainable Landscape
- As an added benefit, we will waive the first year Platinum Membership Registration fee (a \$250 value per customer) for all of your customers who wish to pursue Certification on their landscape. Your customers would need only pay applicable certification fees, and maintain their annual membership.
- You and your commercial customers will be listed on the Audubon Network for Sustainability as Platinum Members. Your Listing will include your business logo, a reciprocated link back to your website, your contact information, maps and address information, and a complete business profile description.
- We will co-author and submit a Press Release announcing your participation as a Platinum Member, and will distribute it through our network of media outlets nationwide
- Platinum Membership is the first step in becoming Certified by Audubon Lifestyles and earning additional designation from the International Sustainability Council. Once you gain Certification (certification is optional) for your business, you will also gain a separate listing on The International Sustainability Council's website
- The Platinum Member Packet includes: Multiple Audubon Lifestyles vehicle and front door stickers, a computer mouse pad, a co-written thank you letter from ISC/Audubon Lifestyles and Platinum Level Certificate for framing and display in your office.
- A Subscription to SustainAbility Newsletter
- Access to Audubon Lifestyles Premium web services include: interactive member forums, uploading business news items, joining interest groups, sharing photo gallery items, and more.
- The knowledge that you are contributing to helping Audubon Lifestyles and the International Sustainability Council to continue in our mission in promoting sustainable landscaping on a global scale, and receive the recognition that you are doing just a little bit more than your competitors!



Please join with us today and make a positive contribution toward being socially, environmentally and economically responsible where you live, work and recreate.

Learn more about the benefits of membership by visiting: www.audubonlifestyles.org/join.html

Take the first Step and Join Today!

Only Platinum ISC/Audubon Lifestyles Members can participate in the Audubon Lifestyles Sustainable Landscapes Program. Platinum Membership provides a number of online resources to assist with sustainable living.

Building a network unlike any seen before, Audubon Lifestyles and the International Sustainability Council (ISC) have partnered to create a unique membership opportunity.

ISC/Audubon Lifestyles Membership was created to help foster sustainability by working with, and providing educational resources to individuals, businesses, organizations, universities, government entities, municipalities, communities, neighborhoods, and virtually anyone seeking assistance in balancing the triple bottom line of people, profit, and planet. Our ability to reach our organization's mission and vision depends on your participation.



**PLATINUM
MEMBER**

Audubon Lifestyles Platinum Membership Registration

Audubon Lifestyles
 Landscape
 Registration &
 Application

Complete and mail/fax the
 Audubon Lifestyles Landscape
 Platinum Member Registration
 form and include registration fee of
 \$250 to:

Audubon Lifestyles
 35246 Us Hwy 19 #299
 Palm Harbor, FL 34684

Or email or fax to:

(P) 727-733-0762

(F) 727-683-9153

info@audubonlifestyles.com

www.audubonlifestyles.com

Contact Name _____

Commercial Business Name _____

Address 1 _____

Address 2 _____

City, State, Zip _____

Country _____

Phone _____

Fax _____

Email address _____

Website Address _____

PLATINUM MEMBERSHIP IS \$250 for the first year, and \$100 annually thereafter



Name on Credit Card _____

Credit Card Number _____ Exp. Date _____