

# CASE STUDY

Nov 2017



COOLCALIFORNIA CLIMATE LEADER

## Uptown Studios Sacramento, CA

Social Marketing with a Flair for Sustainability



*Uptown Studios staff, being presented the Climate Leader Award by Jose Bodi-Pomemba, a manager at SMUD, and Richard Corey, Executive Officer of the California Air Resources Board (CARB).*



*Uptown Studios converted an old warehouse space into a modern, energy efficient workplace.*

Uptown Studios, a Sacramento-based business specializing in marketing services (website design, social media management and training) is getting creative not only with their services, but also in their efforts to reduce their carbon footprint. In September 2016, the business relocated to a green building with energy-efficient lighting and appliances, as well as low-flow toilets and faucets. This energy efficient building design now serves as a model for the surge of up-and-coming businesses this neighborhood is experiencing.

Uptown Studios is working with City of Sacramento to install bicycle racks in front of their building to better support the bike commuter community. Uptown Studios recycles its compost through the Green Restaurants Alliance Sacramento (GRAS), a local composting collaborative. They have added low-water-use to the front of the building using compost from GRAS, turning local restaurant food waste into healthy plants.

Aside from building improvements, the Uptown Studios team regularly discusses new and creative ways to reduce their carbon footprint by reducing their energy consumption and waste. As a result of these brainstorming sessions, the team has cut out single-use kitchenware by switching to glass

## BUSINESS SNAPSHOT

Uptown Studios strives to incorporate sustainability into every part of their service by regularly engaging their employees and implementing green business practices.

### Sustainable practices:

- Reusable kitchen supplies
- Encourage employees to use public transit or bike
- Composting with Green Restaurants Alliance
- Utilize drought tolerant landscaping

### Facility Renovations:

- Low-flow faucets and toilets
- Installed bike racks
- Installed drought tolerant landscape



plates, mugs, and cloth towels. Staff are encouraged to commute by bike, walking, or public transit and now over a third of Uptown employees choose this option. Through these efforts, Uptown Studios has created an environmentally conscious work culture that is fun and provides employees with workplace satisfaction.



*Energy efficient LEDs illuminate Uptown Studios' creative workspace.*

Most importantly, the Uptown Studios team is using day-to-day client interactions to share their eco-minded actions with the surrounding community. Staff have found that simply recommending that clients opt for digital alternatives, or minimize the number of prints they need, can go a long way.



*Uptown Studios team biking around town.*

***"We are highly motivated to create change in our community by example"***

- Tina Reynolds, Uptown Studios



## CONTACT INFORMATION

Tina Reynolds

Owner

2415 23rd Street

Sacramento, CA 95818

916-446-1082

Tina@uptownstudios.net

<https://uptownstudios.net/>

Also check out

Green Restaurants Alliance Sacramento

<http://www.grasacramento.org/>