



WaterSmart Business Program
Recognized for Wise Water Management
GEICO

“As a fan of planet Earth, GEICO is committed to being environmentally responsible.”

The above statement is from the company’s web site. This commitment is demonstrated throughout its branches and the Tucson location is active in promoting resource conservation practices. Through involvement with [Tucson Clean & Beautiful](#) and a Green Seminar, GEICO management became aware of the [Green Business Certification Program](#) from the City of Tucson’s [Office of Conservation and Development](#).



One component of this certification is to evaluate water use and implement strategies for conservation and efficient usage. GEICO leases a 113,000 square foot, 2-story, 3-building property for its 875 employees. Its business operation is 7 days a week from 5:30 a.m. to 11:30 p.m. All its water use takes place indoors.

GEICO’s overall water consumption is moderate, given its large number of employees. This achievement is certainly related to the installation of high-efficiency plumbing-related products in the company’s break rooms and bathrooms, two areas where water is used regularly and often.



During the water audit for the Green Business Certification, it was noted that Tucson Water conservation materials for landscaping and plants were in the employee lunch/break room. GEICO management actively involves everyone in promoting wise water use, as well as efficient energy practices and onsite recycling. Its commitment to being green and staying green and its community involvement demonstrate that GEICO also works outside its office walls.