



# Greening Business: An Engine for Green Job Creation



# Agenda

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- Introduction of SB NOW and Eco-Coach
- Business Case for Going Green
- Advantages of Assessment & Certification
- Preliminary Eco-Assessment Description
- Certification Description
- Phase 1 of Pilot: Downtown DC Business Improvement District (DC BID)
- Participation in Phase 2 of the Pilot Program
- Next Steps

# SB NOW Introduction

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- Educational programming and business networking 501(3)c non-profit organization founded on Corporate Responsibility principles and promoting the inter-relationship of the Triple Bottom Line: Planet, People, and Profit
- SB NOW's origins...started of all places in Afghanistan

# SB NOW

- Formed in 2004 to meet two growing sustainability needs in the Greater Washington Community:
  - Provide a network and educational platform for sustainable businesses and organizations; and
  - Help businesses and organizations become sustainable; this led to the partnership with SB NOW member Eco-Coach to begin creating “Certifiably Green” - The Essential Guide to Greening and Certifying a Sustainable Business or Organization two years ago.

# SB NOW Membership

- Well over 300 members. Membership has doubled since June 2008.
- Growing at a rate of 600% per month
- Businesses of all sizes; non-profits, governmental entities, for-profits in various sectors.
- Examples of membership companies/organizations include: Akridge, Guest Services, Cadmus Group, Calvert Group, Clean Currents, Geothermal Options, Haworth, BetterWorld Telecom, Got Green Energy?, Atayne, Cardinal Bank, Smith Barney, GGA Architecture and Engineering, Eco-Artware.com, CitiDC, Standard Solar, Steptoe & Johnson, Calvert-Jones, Inc., Kimpton Hotels, The Willard Hotel/Hotel Intercontinental, MOM's Organic Market, Downtown DC BID; MD,VA,DC Solar Industries Assn., Responsible Purchasing Network, Green Clean, Gifford's Ice Cream & Candy, Bethesda Green, William Penn House, Eco-Print, & Big Bad Woof.

# Eco-Coach, Inc.

- DC-based environmental sustainability consultancy founded in early 2006
- President is LEED Accredited Professional and sits on the Board of Directors of the Green Building Institute
- Recently co-authored book, *Sustainability 101: A Toolkit for your Business*
- Business mission is to provide services and tools to help businesses and individuals identify and lower their environmental impact
- Work with a talented network of consultants with expertise in various aspects of sustainability

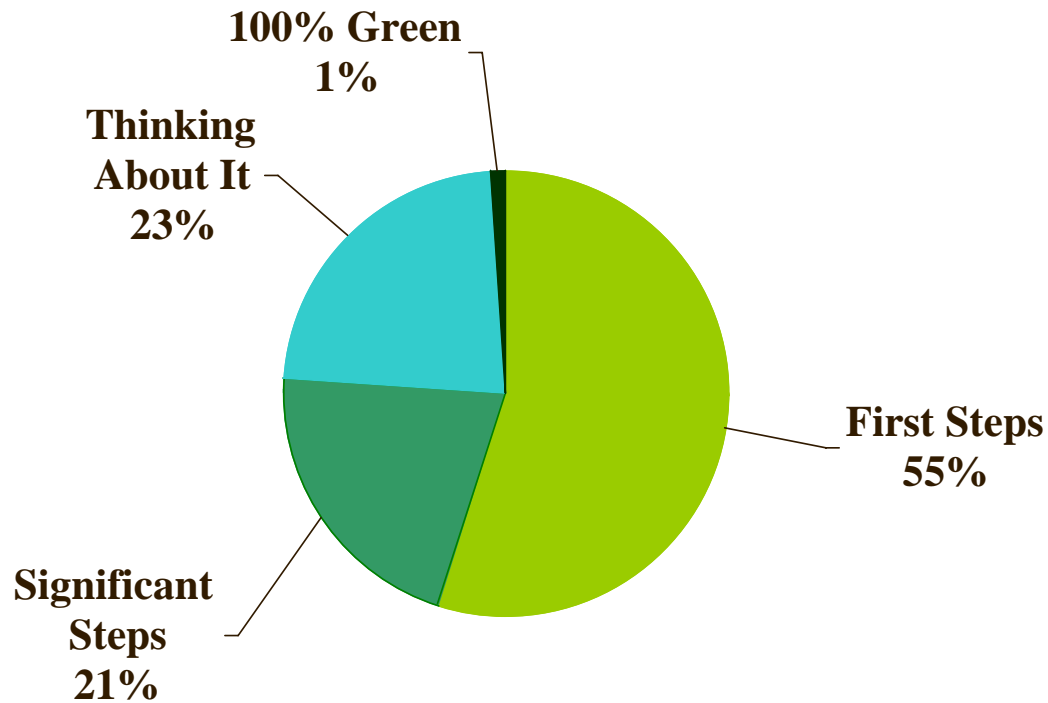
# Eco-Coach Clients

Eco-Coach's clients range from Fortune 500 companies to independently-owned businesses to non-profit organizations. Though many of our clients are based in the Greater Washington, DC Metropolitan area, we work with businesses throughout the country. Some clients include:



# Companies are Going Green

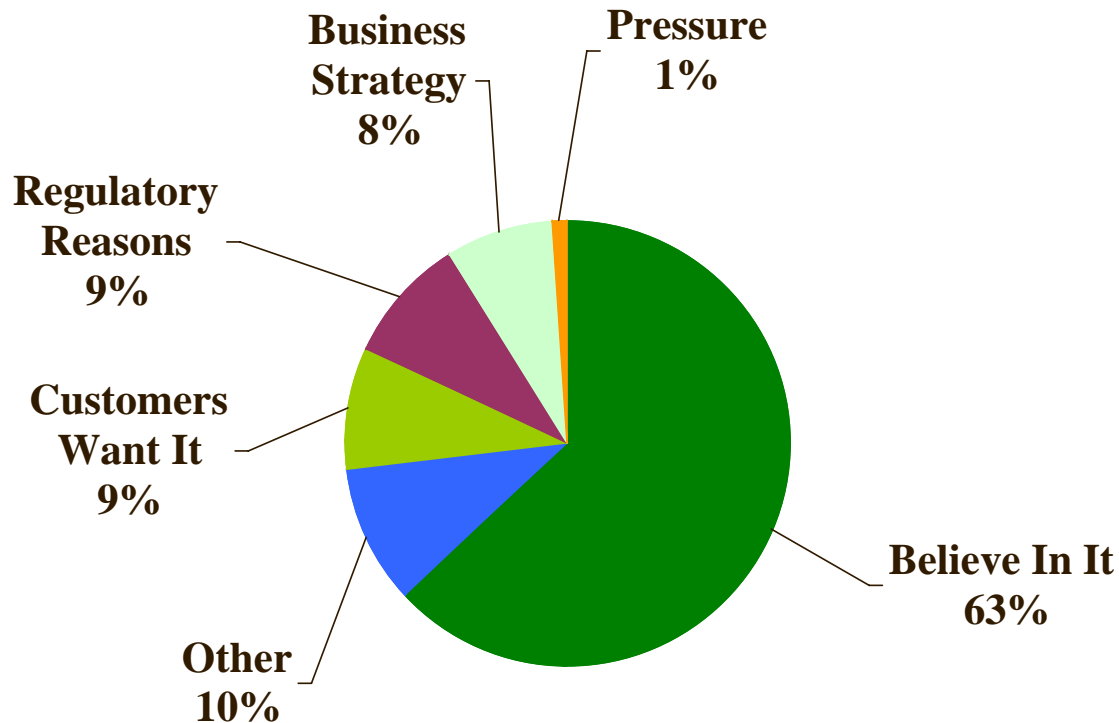
How 'Green' is your company today?



Source: 2007, Rackspace Managed Hosting

# Companies are Going Green (continued)

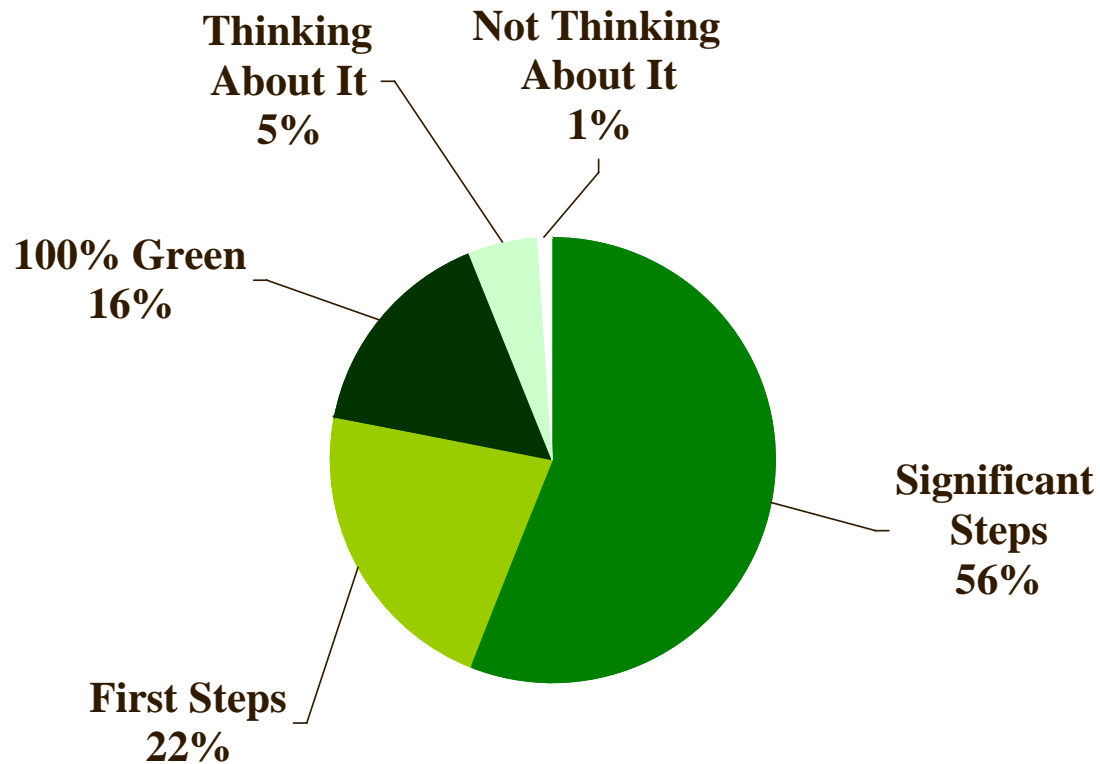
## Why go Green?



Source: 2007, Rackspace Managed Hosting

# Companies are Going Green (continued)

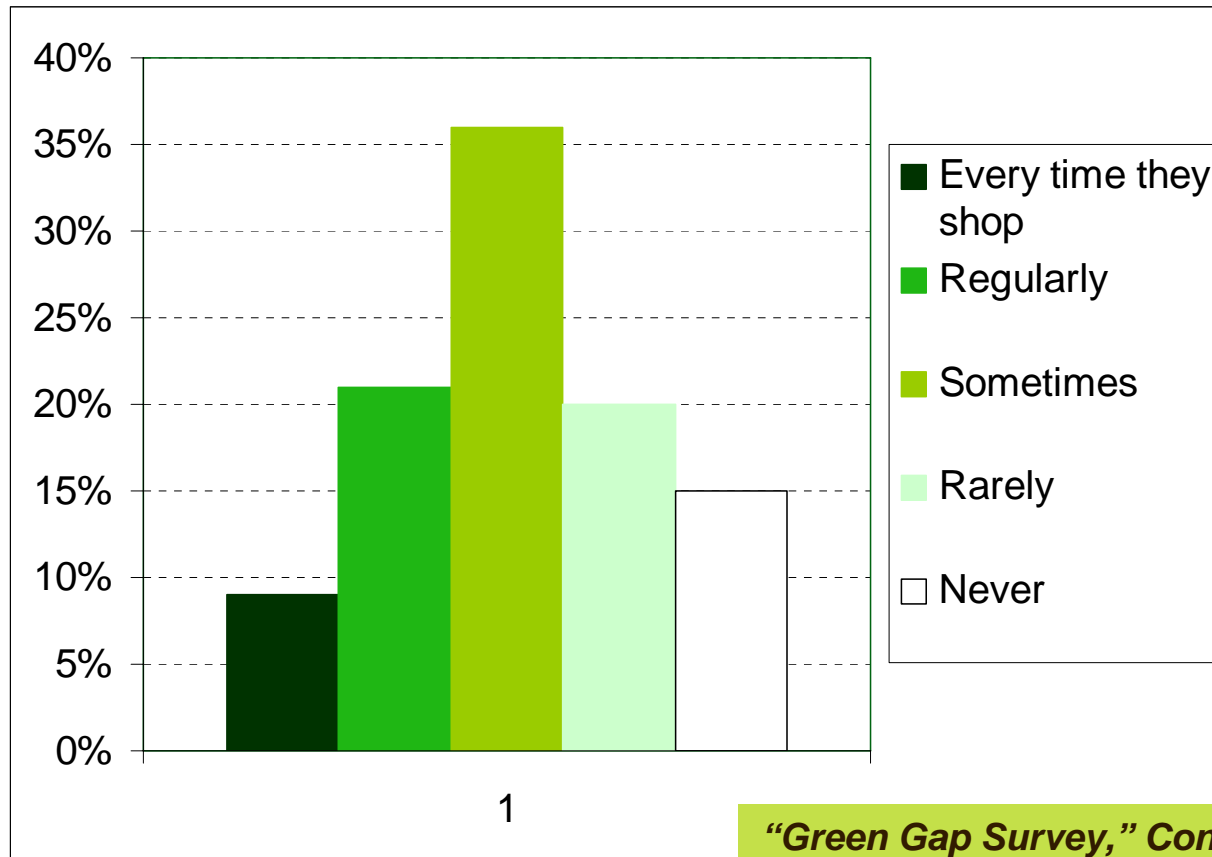
How 'Green' do you expect to be in 5 years?



Source: Rackspace Managed Hosting

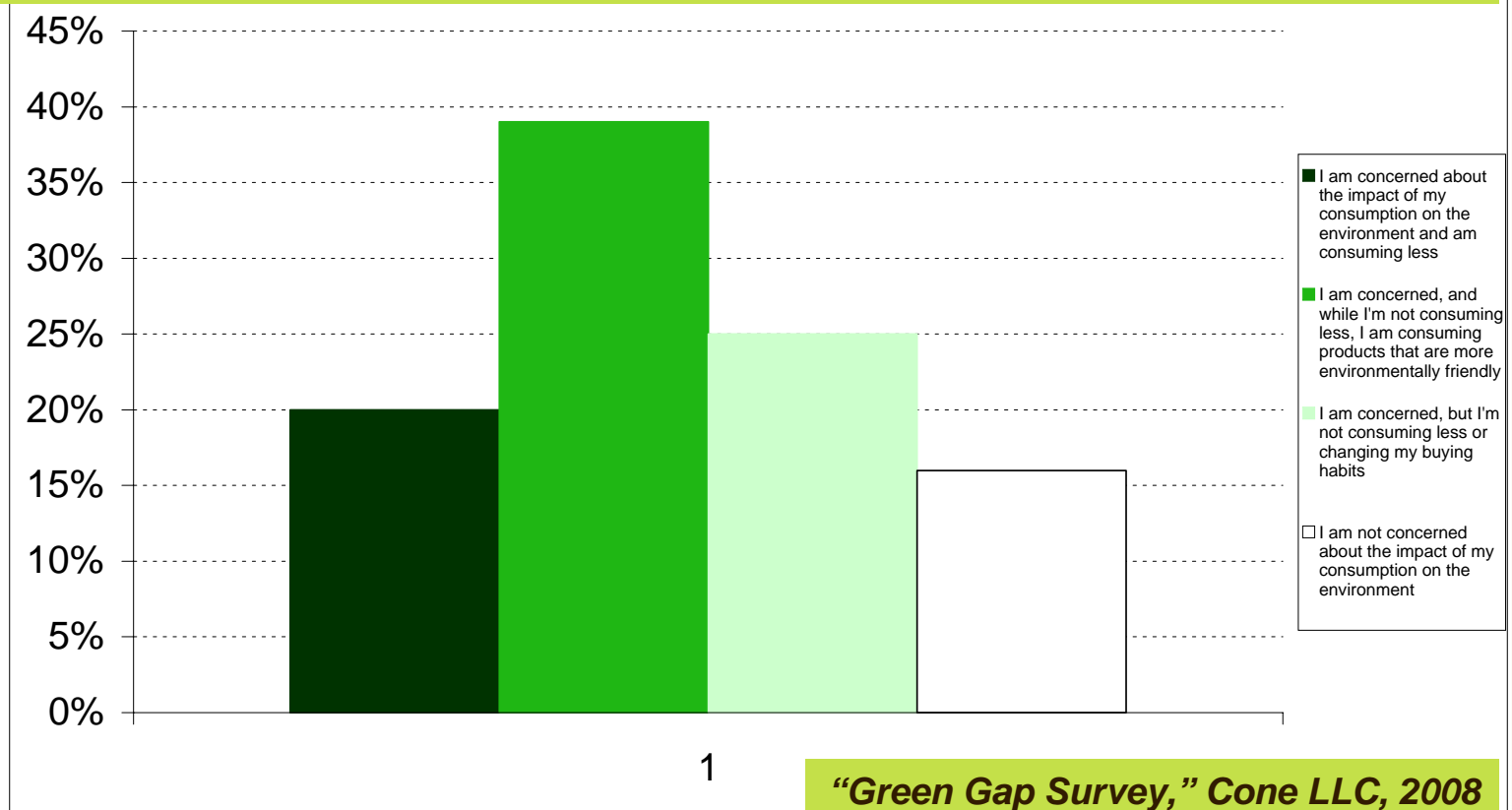
# Consumers Increasingly Expect Companies to be Green

Americans consider the environmental impacts of their purchasing



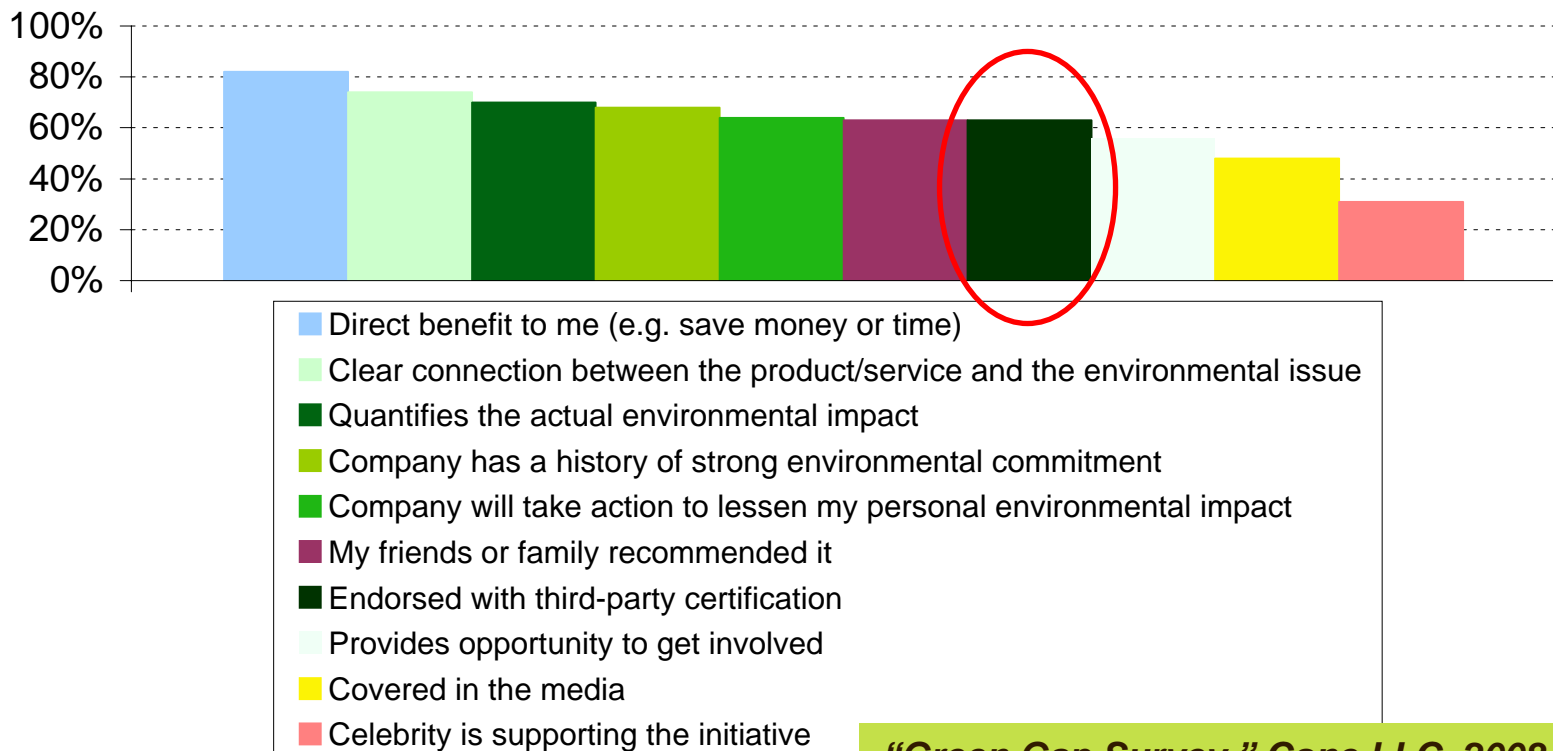
# Consumers Increasingly Expect Companies to be Green (continued)

## Americans' personal behavior as it relates to the impact of their consumption on the environment



# Consumers Increasingly Expect Companies to be Green (continued)

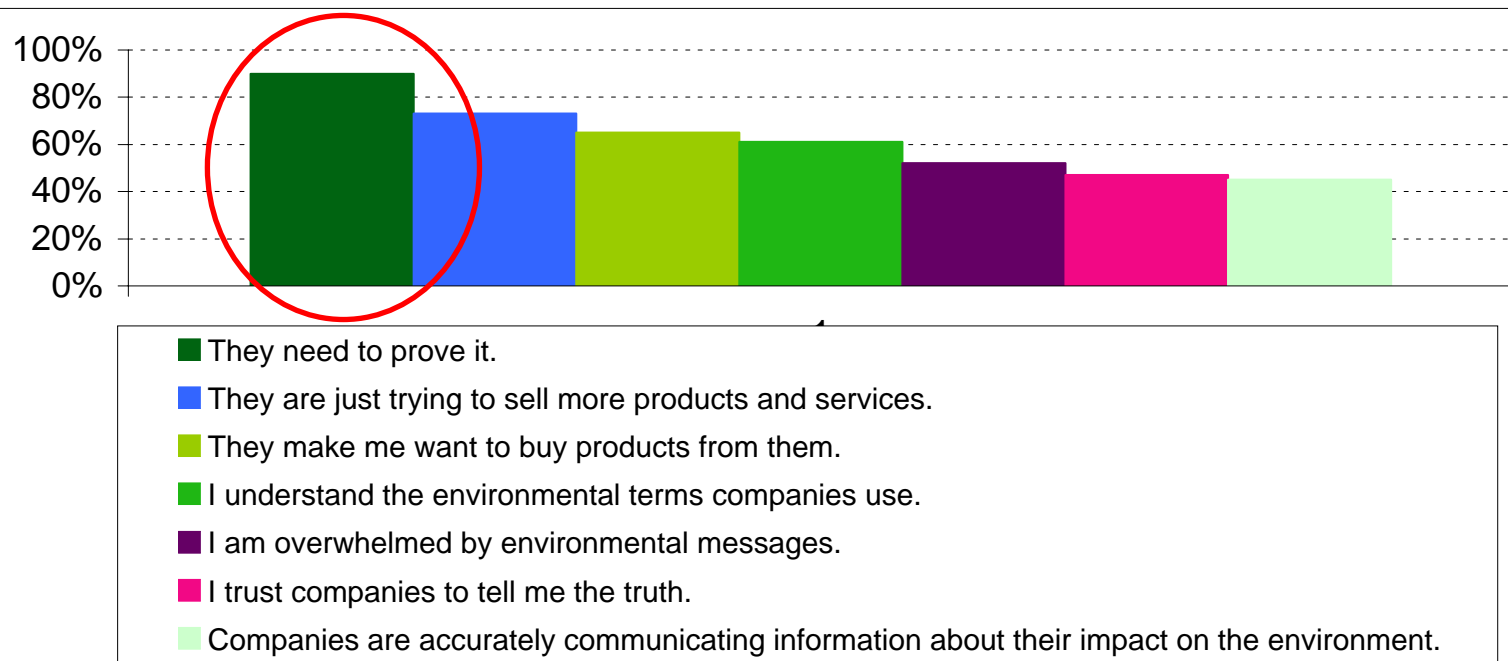
## Factors influencing Americans' purchase of environmentally friendly products/services



*"Green Gap Survey," Cone LLC, 2008*

# Consumers Increasingly Expect Companies to be Green (continued)

## Americans' beliefs about companies' Green messaging



*"Green Gap Survey," Cone LLC, 2008*

# Importance of Going Green: Profit



- Reduced energy bills
- Reduced water utility bills
- Improved brand image
- Reduced insurance costs and liability risks

- Reducing energy consumption and improving efficiency can result in savings of up 15-30%.
- Swiss RE, one of the world's largest re-insurers, is threatening to deny coverage to organizations that do not have a plan in place to reduce greenhouse gas emissions.

# Importance of Going Green: People



- Decreased staff absenteeism and improved health
- Increased productivity
- Increased retention
- Attract top talent

- The estimated potential annual savings and productivity gains from better indoor environments in the US are:
  - \$6 billion - \$14 billion from reduced respiratory disease
  - \$1 billion - \$4 billion from reduced allergies and asthma
  - \$10 billion - \$30 billion from reduced "sick building" syndrome symptoms
  - \$20 billion -- \$160 billion from direct improvements in worker performance unrelated to health

– *Lawrence Berkley National Laboratory*

# Importance of Going Green: Planet



- Reduce carbon footprint
- Conserve nonrenewable resources
- Minimize or eliminate contribution to chemicals in water and soil
- Decrease waste going to landfills

- Buildings in the US account for 40% of all energy use and greenhouse gas emissions
- Small businesses account for half of all commercial and industrial energy consumption

– *Center for Small Business and the Environment*

# Importance of the Preliminary Eco-Assessment

## Preliminary Eco-Assessment

- Allows an organization to gauge their current state of “Green” as a baseline to build organizational sustainability efforts.
- Provides specific recommendations and coaching on how to move toward Green Business Certification.

# Importance of Certification

## Certification

- Sets verifiable benchmark standards for businesses to evaluate their own sustainability performance; the sustainability performance of their competitors; and for consumers to evaluate a business/organizations' sustainability performance.
- Creates consumer confidence in a business/organization's Greening initiatives. Prevents/minimizes Green washing.

# Green Business Certification Details

- 6 categories of evaluation:
  - Water Conservation and Quality
  - Energy Efficiency and Climate Action
  - Environmentally Friendly Procurement
  - Waste Reduction and Recycling
  - Pollution Prevention
  - Training & Education
- Opportunity for innovative measures
- Tips, background information and samples provided

# Green Business Certification Details (continued)

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- 4 potential levels of certification:  
Allowing for evolving standards and organizational development (from lowest to highest):
  - Green Advocate
  - Green Steward
  - Green Guardian
  - Green Pillar
- Two-year certification

# Pilot Phase 1: Downtown DC Business Improvement District – A Closer Look

## Preliminary Eco-Assessment Results

Results of Downtown DC BID's Preliminary Eco-Assessment	Total Possible Points	Achievable Points	Easy Points to Gain	Total Potential Points
Water Conservation and Quality	5	4	1	5
Energy Efficiency and Climate Action	54	31	0	31
Environmentally Friendly Procurement	48	9	6	15
Waste Reduction and Recycling	28	16	0	16
Pollution Prevention	10	3	1	4
Training and Education	27	23	2	25

Grand Total Potential Points: 96 out of 172

Certification Level: **Green Steward** (86 required for Green Steward)

# Pilot Phase: Role of the Downtown DC BID

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## Preliminary Eco-Assessment and Certification Programmatic Roll-Out

- Downtown DC Leadership Paper – A Holistic Civic Sustainability Program.
- Marketing to 8,000 members of Downtown DC BID.
- Promoting it to other BIDs in DC and surrounding communities for adoption. AOBA also becoming an implementation partner.
- Promoting this as the model assessment and certification program to BIDs across the United States for their adoption and implementation. Also, there is consideration to be partnered with BOMA.

# Recent Media

## REAL ESTATE **BISNOW**

WASHINGTON

Thursday, December 11, 2008

### GREEN PARTY!



Only one entity **in the world** is certified green by our friends at the **Sustainable Business Network of Washington**, after their holiday party Wednesday doubled as an announcement that the **Downtown DC BID** is first to achieve their **Green Steward** level. The party at **Haworth's East End LEED-Gold showroom** was green itself, with recyclable **bamboo silverware** and food from **Organic to Go**. This announcement is a big deal for DC, so we'll elevate our discourse and **dispense with the jokes**. (Don't worry, before dispensing, we'll separate them into glass and plastic.) "SB NOW" is rolling their certification out in a **pilot program**. Phase II ends next April when they hope to certify nine more, including **Cardinal Bank, Akridge, Washington Gas, and AARP**. Above, organization chair **John Friedman** and director **Pam Skarda** honored DC BID's **Scott Pomeroy**, center. You can see the BID's green behavior on display this month at their **Downtown Holiday Market** (Dec. 5-23 on F Street near the **Verizon Center**). The 97 local vendors use energy from generators powered by **locally sourced bio-diesel**.

Friday, December 12, 2008

## BID Gets SB NOW Green Operations Seal of Approval, by Vandana Singha

### The Downtown D.C. Business Improvement District is now certifiably green — and it has the stamp to prove it.

The BID is the first organization to win a green seal from the [Sustainable Business Network](#) of Washington, a D.C. nonprofit that has been developing a new certification process for green operations for the past two years.

SB NOW is signing up nine more test subjects for its certification program, which focuses on everyday business practices. It plans to launch the program across the region next spring and, ultimately, take it national. The group is creating scorecards, point systems and on-site inspections — a la the [U.S. Green Building Council's](#) Leadership in Energy and [Environmental Design](#) standards for buildings — to quantify and verify companies' claims of "going green," certifying those that make the mark and differentiating them from mere "greenwashers."

"That's what the business community is really hankering for," said Pam Skarda, executive director of SB NOW. "Some structured guidance."

Indeed, SB NOW is modeling its concept on the highly regarded LEED program, with a four-tiered rating system that will assess daily operations in retail, wholesale and office environments for practices such as the use of toxic-ink pens and low-flow toilets.

Already, more than 80 area businesses are on SB NOW's waiting list to get certification for green operations, and the organization is extending the second phase of its pilot test to nine of them. Washington Gas, [Calvert Group Ltd.](#), the [American Association of Retired Persons](#) and tech company Community IT Innovators embarked on the certification process last month. Next month, George Washington University, Cardinal Bank and development company Akridge join the group, while SB NOW is in discussions to recruit two more. The pilot process called for the Downtown BID to step up its eco-friendly activities. It had to use things like 100 percent recycled copier paper as well as power-saving servers and computer monitors to attain its new Green Steward status, the second of four levels under the draft certification program.

But the BID's experience also illuminated one of the program's gaps. SB NOW learned that building owners and tenants need their own sets of guidelines.

"That was really one of the early challenges in looking at the guidelines — what was under our control," said Scott Pomeroy, Downtown BID's environmental programs manager. "We can work with our property owners and property managers, but if it's not under your control, then even the best intentions aren't possible."

While the BID is still evaluating how much it has spent and will save from the changes, the organization did refer SB NOW to Washington Gas and plans to urge its 8,000 members to undergo the process themselves when it becomes publicly available next year.

Though, at that point, resources become an issue for SB NOW, which has five people on its staff, including Skarda, to conduct the third-party on-site inspections of the pilot companies before they can receive certification.

She expects to need up to 95 inspectors/certifiers next year, either on staff or as paid consultants, to meet demand.




Skarda is leaning on foundations and corporate sponsors to provide the \$150,000 the group believes it will need by the launch to pay for a new Web site, online guidebooks and application forms. She figures that so far SB NOW has carved \$100,000 out of its own budget for the program.

That need multiplies if the program spreads nationally. Skarda said last month she received a phone call from an environmental consultant for Target Corp., saying the retail giant was interested. Then comes the question of certifying the certifiers. And keeping a watchful eye on the successfully certified to ensure they don't regress. While the nonprofit plans to conduct inspections to renew certifications every two years, Skarda said SB NOW is also considering a system in which a company's customers and employees can register complaints when it violates the certificate in the meantime.




# Contact Us

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