

Chambers Helping Small Business Go Green and Sustainable

Louisiana State University

April 2010



GREEN PLUS

PEOPLE.PLANET.PERFORMANCE.
Institute for Sustainable Development



CHAPEL HILL
CARRBORO

Chamber of Commerce

A Quick Introduction and My Motivation

Aaron Nelson, IOM

Founder and Senior Fellow, Institute for Sustainable Development

Executive Director, Foundation for a Sustainable Community

President and CEO, Chapel Hill-Carrboro (NC) Chamber of Commerce

The World is Going Green

- Individuals, Organizations, Marketing, Leadership,, Regulation

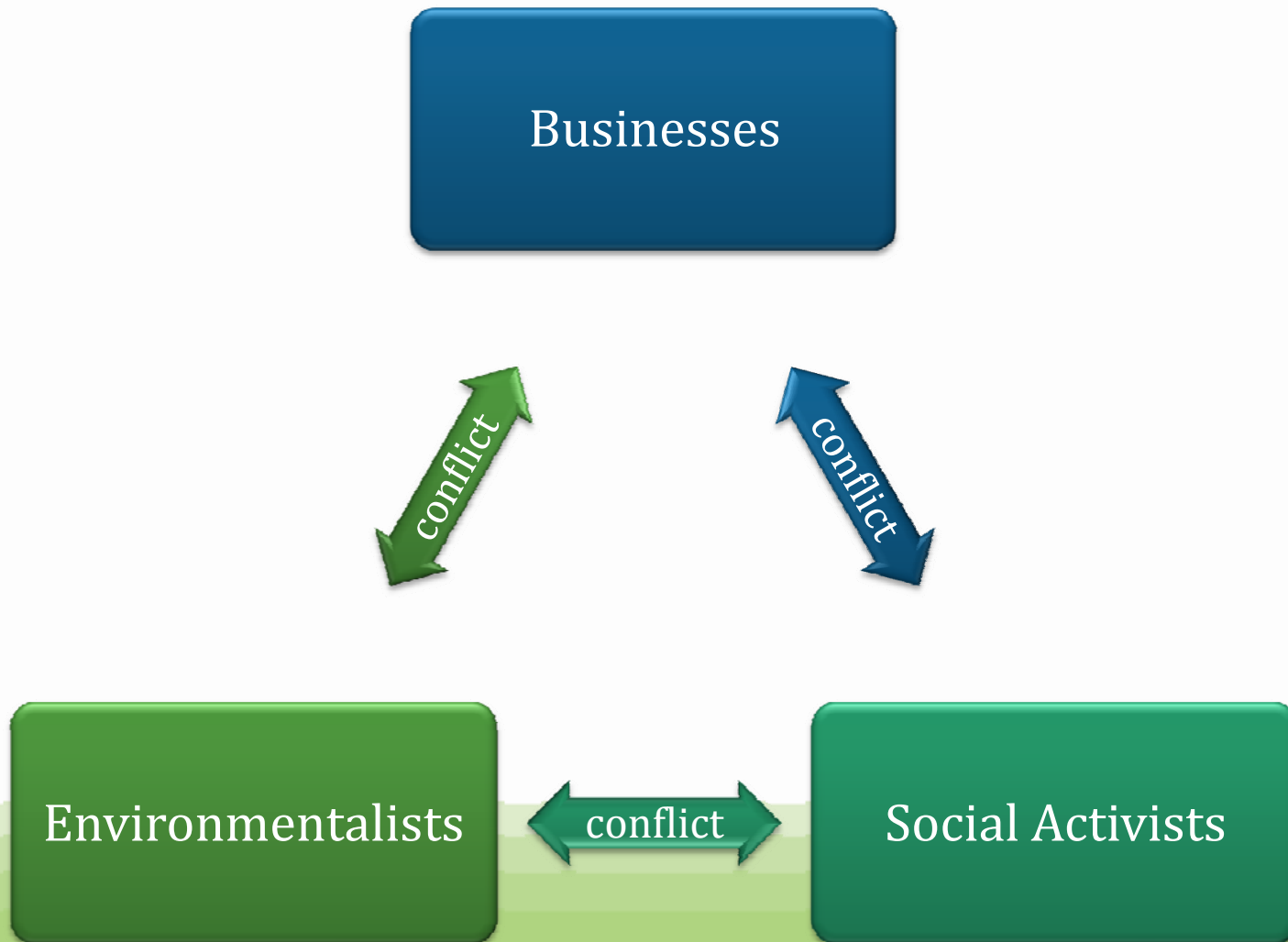
In recent business news...



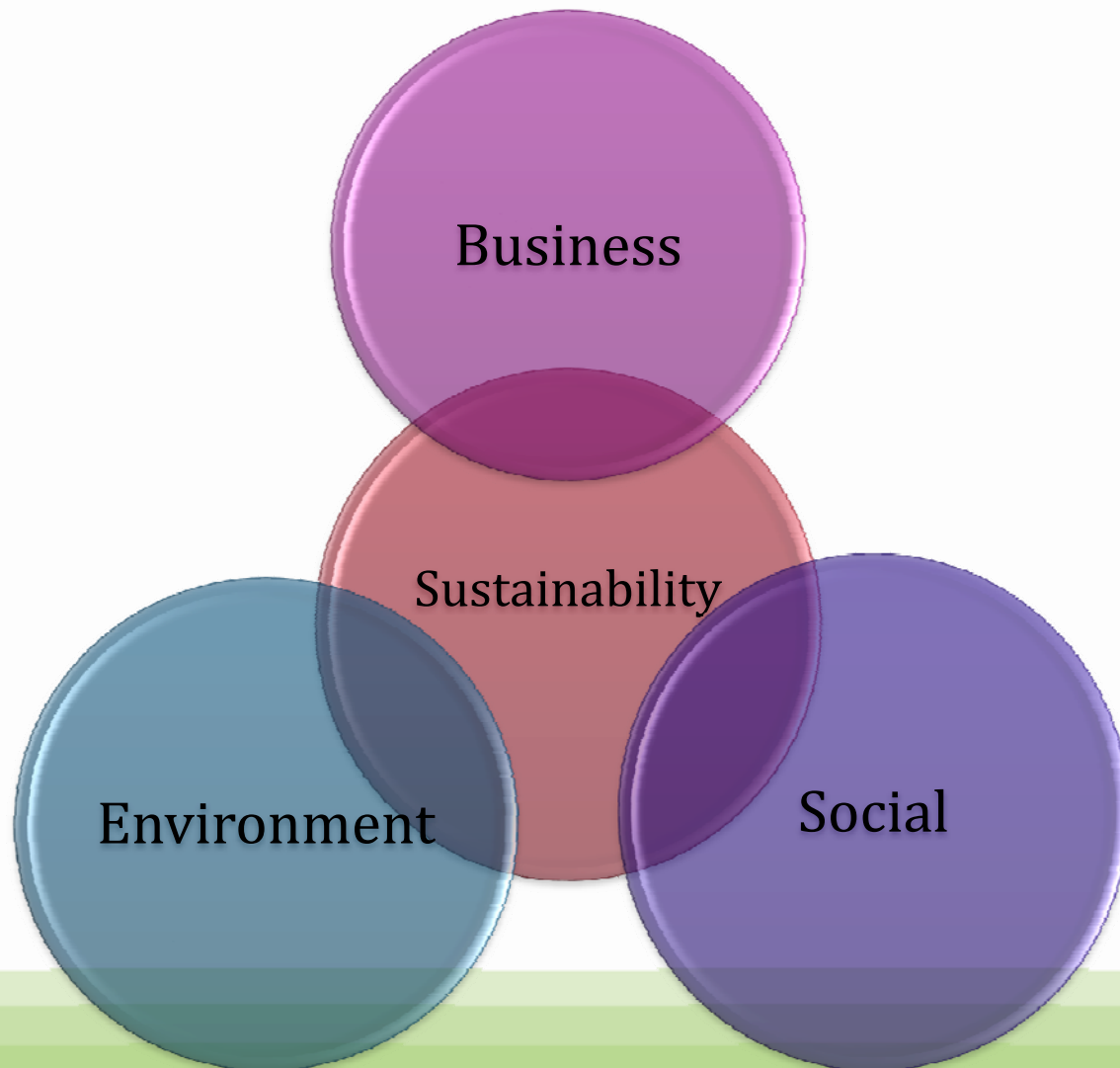
Green is Good...

- “Sustainable” is Better

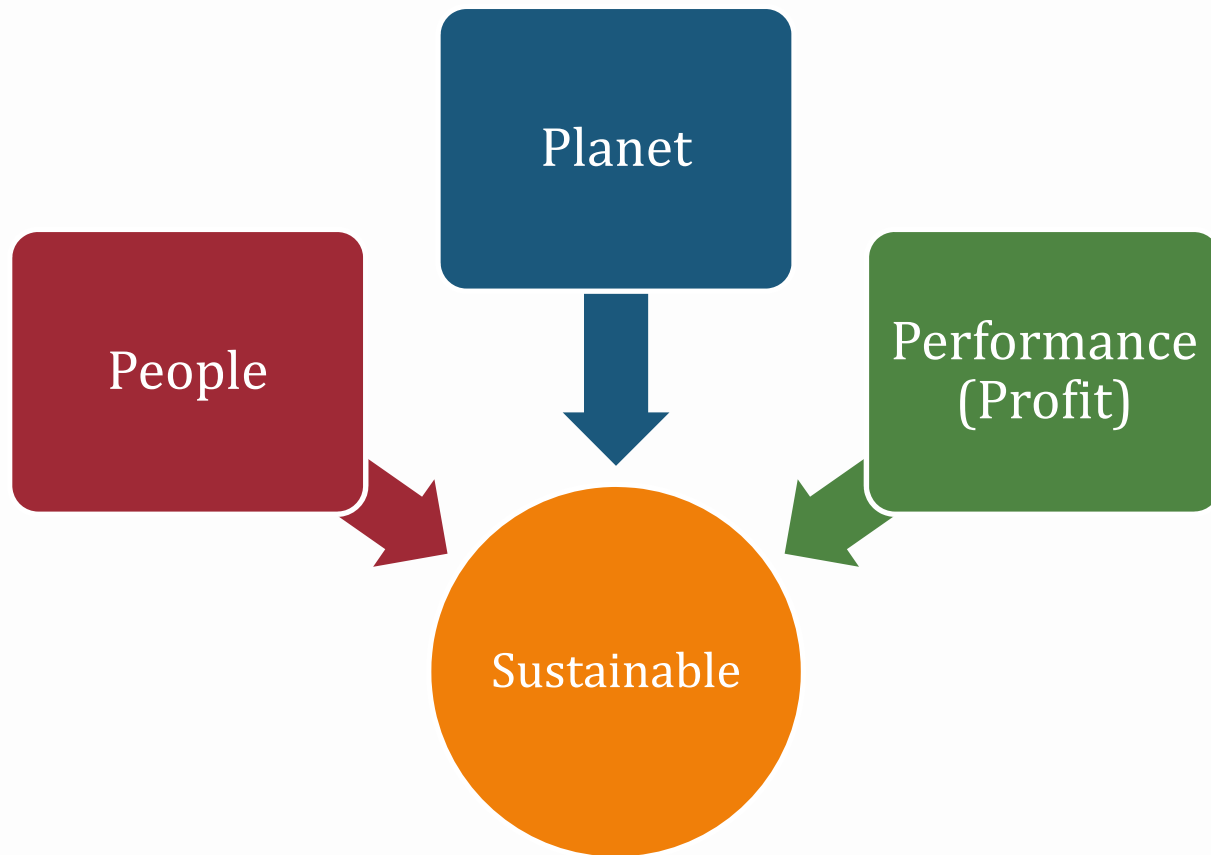
The Old Model - CONFLICT



New Model – An Intersection of Interests



New Model – An Intersection of Interests



Sustainable Definitions

Future
Oriented

Meeting the needs of the present without compromising the ability of future generations to meet their own needs (WCED)

Sustainable Definitions

Triple Bottom Line

Environmental
Stewardship,
Social Responsibility,
Economic Prosperity

3Ps

People, Planet, Profit

3Es

Environment, Equity,
Economy



Context

- Big Trends and Powerful Things
 - Capitalism
 - Global warming
 - Carbon trading
 - Self-interest
 - Peer pressure
 - Crazy Talk, not so crazy
 - Influence of a 13-year-old

Evidence and Examples

- Green, Energy Independence and Terrorism
- National Security, Economy and Sustainability
- Mongolia, Australia and Kansas City
- Wal-Mart, Subway and McDonald's

One of the biggest things to
happen in sustainability ...

***Happened A Few Months ago at
Wal-Mart***

At Wal-Mart ...

- Wal-Mart announced last week that it is working to manage its impact guided by three high-level, aspirational sustainability goals, which are as follows:
- 1) To achieve 100 percent renewable energy supply
- 2) To create zero waste
- 3) To sell products that sustain our resources and environment

- GreenBiz

Also at Wal-Mart

- Wal-Mart has asked all 100,000 of its suppliers and providers to fill out a 15 question questionnaire about their social and environmental sustainability.

According to the New York Times

- “The idea is to create a universal rating system that scores products based on how environmentally and socially sustainable they are over the course of their lives. Consider it the green equivalent to nutrition labels.” – New York Times

So what do small businesses think?

We surveyed 15,000 Chamber Members
Surveyed in NC, PA, OH surveyed
through local and regional Chambers

Survey of Chamber Members

87% of members believe their “business has a responsibility to protect the natural environment.” (60% have specific strategies to do so)

63% said customers were more or much more likely to “support a business that is known to have 'green' business practices” (34% were unsure)

Survey of Chamber Members

80% said they wanted to be “known by their community as a ‘green’ organization”

94% said they wanted to be known as a “successful business that is committed to its community and the environment.”

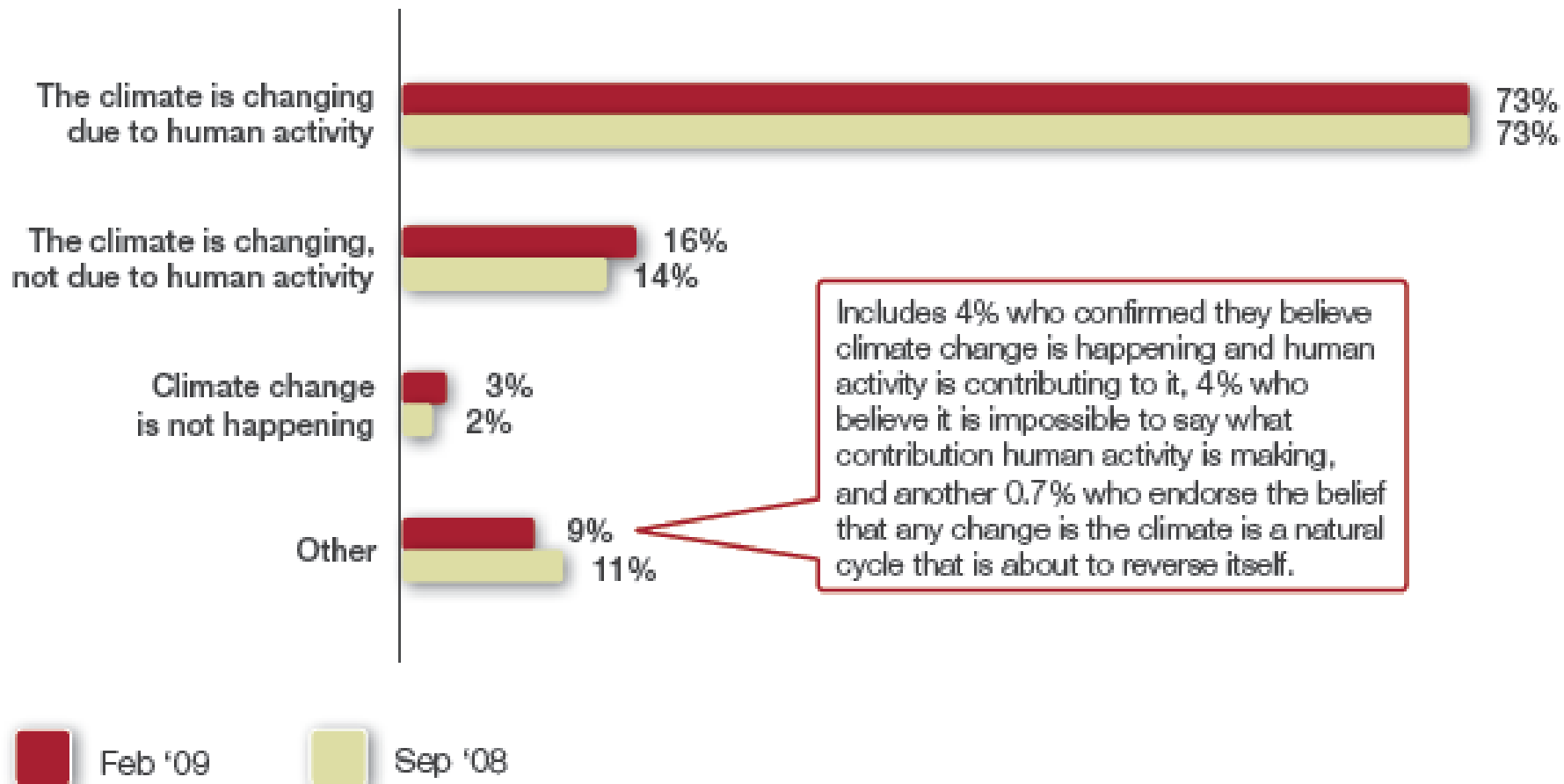
70% believe that “adopting sustainable business practices will make your organization more successful in the long run” (25% not sure)

Survey of Chamber Members

8% are aware of tools to assist with going green and sustainable?

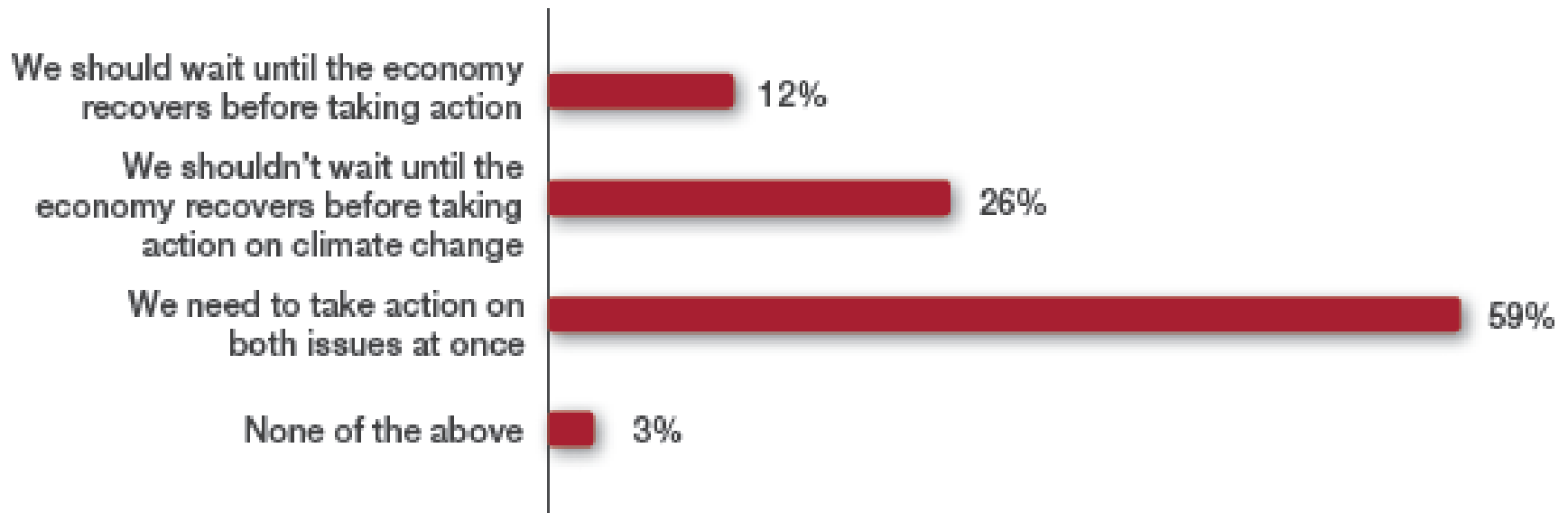
VECCI - Consumer Attitudes

Figure 2.6
Belief In Climate Change



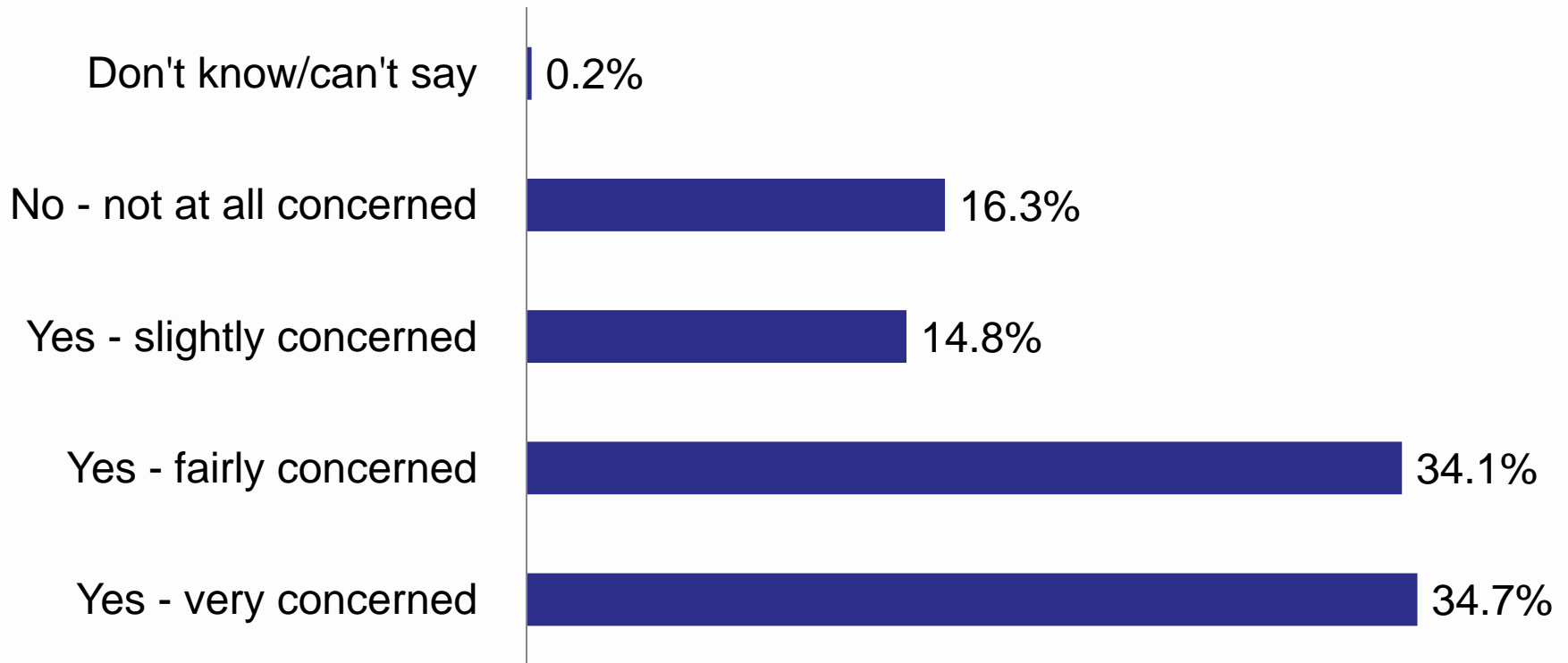
Consumer Attitudes

Figure 2.7
Climate Crisis And Economic Crisis



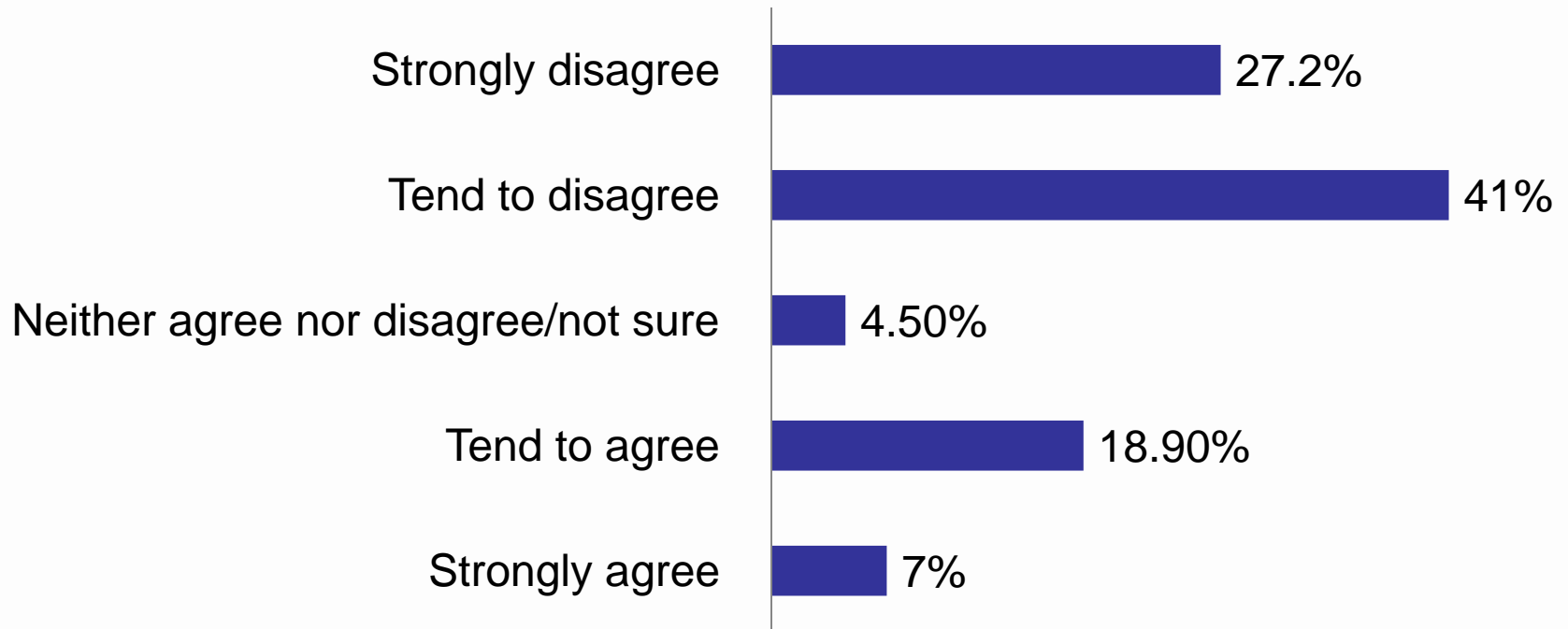
Business Attitudes

Concern About Climate Change



Business Attitudes

There's nothing my business can do about the environment.



Data Break

OK, are you ready?

Just a few more

Public Policy Polling/CapStrat

National poll of 923 voters

Conducted - July 6-7, 2009

Will you spend more?

53% will pay a little more for a green product, and
6% will pay significantly more for a green product

Source: Public Policy Polling/Capstrat

Priorities

When purchasing goods and services which of these are most important to you?

- 62% Quality
- 24% Price
- 10% Environmental Friendliness
- 4% Convenience

Source: Public Policy Polling/Capstrat

Decision Making

How important is being green and sustainable to your employer when making decisions?

- 24% Top Priority
- 32% Important, but not primary concern
- 31% One consideration among many
- 13% not a factor

Source: Public Policy Polling/Capstrat

Product Purchasing

When buying products or services, how important is the seller's commitment to sustainability?

- 54% Very Important
- 29% Somewhat Important
- 17% not important

That is

- 83% say its Somewhat or Very Important

Source: Public Policy Polling/Capstrat

A Deeper Dive

- Cleveland
- Chapel Hill
- Kansas City
- Victoria, Australia
- Mongolian National Chamber
- Green Plus™

Climate Prosperity Project.

- 2007 Rockefeller Brothers Fund Investment in partnership with business leadership organizations

“testing of the proposition that responding to climate change could represent not only an environmental imperative, but, in fact, also an extraordinary economic development opportunity”

- Green Savings
- Green Opportunity
- Green Talent
- Regional Approach

Climate Prosperity Project

- Key Objectives
 - Reduce Greenhouse Gas Emissions
 - Increase Energy and Financial Savings
 - Expand Business Opportunities
 - Grow Green Talent and Jobs

Climate Protection Partnership

- Kansas City Chamber
- Ford Foundation Fellowship in Regional Sustainable Development
- Paying it Forward to 100 Chambers



VECCI's Centre for Innovation & Sustainability Excellence



www.growmethemoney.com.au



www.carbondown.com.au

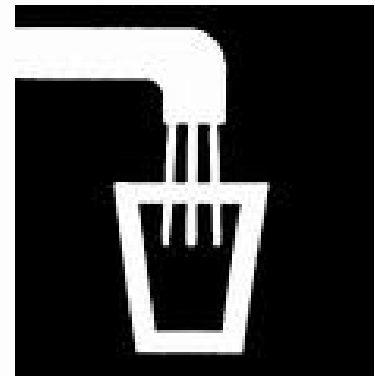
Savings of an Average Business



Over \$4,000

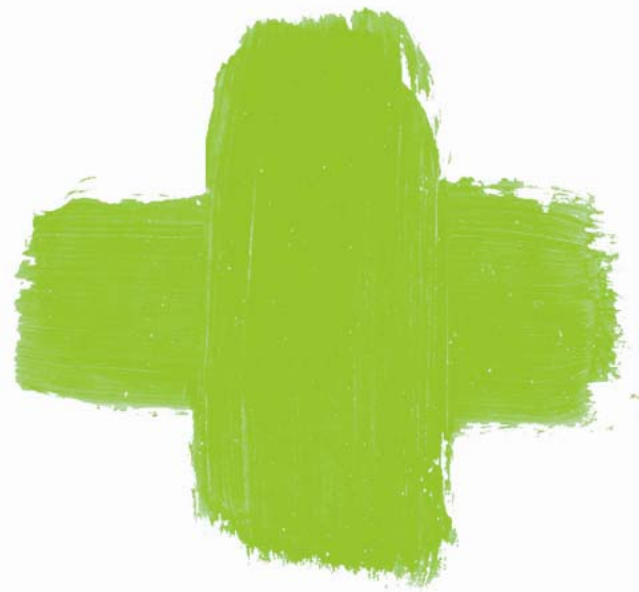


25 tonnes of
Carbon
Emissions



3.6 Mega
Litres of
Water





GREEN PLUS

PEOPLE.PLANET.PERFORMANCE.
Institute for Sustainable Development

www.gogreenplus.org

The Institute for Sustainable Development

- + Public-private partnership of chambers, trade associations and universities to promote sustainable enterprise
 - Duke Center for International Development
 - UNC Chapel Hill – School of Social Work and Center for Global Initiatives
 - Chambers of Commerce
 - GlaxoSmithKline & Lenovo
 - The Fenwick Foundation



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Duke
UNIVERSITY



CHAPEL HILL
CARRBORO

Chamber of Commerce



THE FENWICK
FOUNDATION



GlaxoSmithKline

lenovo

NEW WORLD. NEW THINKING.



The Institute for Sustainable Development

1. Connect academic research to the people, businesses and institutions of the communities we work
2. Apply global knowledge to regional challenges and opportunities.
3. Develop programs and tools to help small businesses make and save money by going green and sustainable



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Duke
UNIVERSITY



CHAPEL HILL
CARRBORO

Chamber of Commerce



THE FENWICK
FOUNDATION



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



CHAPEL HILL
CARRBORO

Chamber of Commerce



GREATER
Durham Chamber
OF COMMERCE

THE FENWICK
FOUNDATION

17 Chamber Partners
AR, CT, IN, IA, KY, MA,
NC, OH, SC, and PA,

Institute for
Sustainable
Development

Chambers of
Commerce

Professional
Associations

Businesses

Non-profits

Organizations

ACCE
CPA Societies
NC Rural Economic
Development Center

And Now a Video

Green Plus™



GREEN PLUS
PEOPLE. PLANET. PERFORMANCE.
Institute for Sustainable Development

- 90 Question assessment tool
- Educates, motivates and rewards small employers
- Provides affordable, easy to use information and advice for improving sustainability performance
- Gives access to a network of both specialists and business peers tackling similar issues

Green Plus™



GREEN PLUS
PEOPLE.PLANET.PERFORMANCE.
Institute for Sustainable Development

- Interdisciplinary graduate student counselors/consultants
- Rewards participants with branding and marketing support
- Positions Chambers and Associations as leaders on the subject of sustainability
- **Helps local businesses make and save money by going green and sustainable**

Green Plus Certification Tool



DIAGNOSTIC

The screenshot shows the homepage of the Green Plus Certification Tool. At the top left is the Green Plus logo (a green cross) and the text "GREEN PLUS PEOPLE.PLANET.PERFORMANCE. Institute for Sustainable Development". To the right is a search bar with "Search", "Register", and "Log out" buttons. Below the search bar is a navigation menu with links: Home, Certify, Directory, Blog, How To, Ask Us, Contact. A dark banner below the menu contains the text "certification - get started" and "PEOPLE.PLANET.PERFORMANCE.". A green bar below the banner says "Welcome back, Kirsten Hausman". The main content area features a flowchart with four steps: 1. Instructions (document icon), 2. Contact Information (person with @ icon), 3. Begin Survey (stethoscope icon), and 4. Progress Report (bar chart icon). Below the flowchart is a paragraph of text: "Welcome to the Green Plus certification tool. The icons above link to the respective portions of the tool. Please begin by reading the instructions and proceed by filling out additional contact information about your organization. The progress report can be used at any time to see which portions of the tool have been completed, and which remain." At the bottom of the page is a copyright notice: "© 2009 Green Plus" and a footer menu with links: Home, Directory, Blog, How To, Ask Us, Contact, Site Map, Register, My Profile.

- Test your company...

...at your own pace.



Specifics from Green Plus



- Performance
 - Planning (Business Plan, Succession Plan, Marketing Plan, Strategic Plan)
 - Performance (Investing in Capital, revenue growth, cash flow)
 - Practices (Employee Professional Development, Standard Accounting Principles)
- Planet
 - Energy
 - Water
 - Waste
 - Transportation
- People
 - Family Friendly Employment Practices
 - Civic Participation
 - Corporate Social Responsibility
 - Volunteerism

Green Plus Sustainability How to Guide

GREEN PLUS
PEOPLE PLANET PERFORMANCE
Institute for Sustainable Development

Home Certify Directory Blog How To Ask Us Contact

how to PEOPLE.PLANET.PERFORMANCE.

return to Planet

Contents

[Basic Information](#)
[Technical Assistance, Related Vendors, and Expertise](#)
[Glossary](#)

Getting Started

Tracking your business's energy usage is the first step towards managing the amount of energy you consume. Review your company's energy bills dating back at least a year. This will give you an idea of how much energy you use as well as becoming a starting point from which you can reduce your usage. From there, focus on reducing energy used when your business is closed (programming the thermostats, turning off and unplugging appliances, switching off power strips, and changing any lighting that must stay on to compact fluorescent or LED bulbs). Turn off elevators that are not in use at the end of the day.

Going Further

Considering that building are one of the highest consumers of energy, you can further reduce your usage by focusing on keeping the warm or cool air inside from escaping outside and vice versa. Install revolving doors or two sets of doors to keep temperature-controlled air inside the building. Get an energy audit of your business and take action on the problem areas. Intentionally purchase [energy efficient appliances](#) when an appliance needs to be replaced (or is more than 15 years old), look for the [Energy Star](#) logo when shopping for a new appliance. Install dimmers or sensors on lighting fixtures.

Advanced Steps

Consider your energy source, purchasing renewable energy from your provider or create your own. Retrofit your space or build a new building using LEED designs and a LEED certified architect. Install photovoltaic panels on your building or, considering local weather, install a device to capture wind power.

Technical Assistance, Related Vendors, and Expertise

- [Energy Star](#)
- North Carolina [Department of Energy and Natural Resources](#)
- U.S. Green Building Council - [LEED Education](#)

Glossary

[return to the top of the page](#)

capital improvements - betterment to a building or equipment, which extends its life or increases its usefulness or productivity.

energy efficient appliances - the planned management of energy to prevent waste and overuse, and to reduce consumption, incorporates costs and uses of energy, specification of energy-saving solutions, implementation of energy-saving measures, and verification of reduced consumption or cost savings to maximize the efficient use of energy resources. For more information about energy-efficient appliances, click http://www.energystar.gov/index.cfm?useraction=find_a_product, and for information about tax breaks for purchasing energy-efficient appliances, click <http://www.energy.gov/taxbreaks.htm>.

energy consumption - the amount of energy used within a business or home (i.e., gas or electricity).

energy consumption reduction efforts - eliminating or minimizing energy waste and reducing energy use.

measure and track energy consumption - collecting and tracking energy consumption information is necessary for establishing a baseline and managing energy use to establish how, when and where energy is being used. Organizations of all sizes can establish systems for gathering and tracking energy use data such as using online energy management tracking systems, reading your electric meter regularly, or simple monitoring of kilowatt-hour use (kWh) from monthly electricity bills. To calculate energy use or see a list of energy intensive users for your organization and compare it to similar organizations in your area, click http://www.energystar.gov/index.cfm?c=guidelines_guidelines_index.

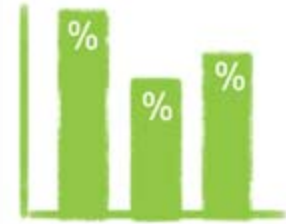
2009 Green Plus

Home Directory Blog How To Ask Us Contact Site Map Register My Profile

- Basic definitions
- Beginning, intermediate and advanced steps
- Links to national, regional and local resources
- Ask Us if you need more information



Sample Feedback



GREEN PLUS
PEOPLE, PLANET, PERFORMANCE
Institute for Sustainable Development

Organization Name: [REDACTED]
 Contact Person: [REDACTED] Email: [REDACTED] Phone: [REDACTED]
 Date Survey Completed: [REDACTED]
 Status: A [REDACTED], does not yet qualify for Green Plus Certification

GreenPlus Score Report - A Better Image Printing	Total %	Not Sure	N/A	No	Commit	Yes	Total Points	Score
PART ONE: Performance	25	0	0	2	6	17	17	68%
I Organizational Planning and Documentation	6	0	0	0	3	3	3	50%
II Financial Information	6	0	0	0	0	6	6	100%
III Human Resources/ Employee Effectiveness	10	0	0	2	1	7	7	70%
IV Future Planning	3	0	0	0	2	1	1	33%
PART TWO: Planet	30	0	0	8	4	18	18	62%
I Energy	7	0	1	2	3	1	1	17%
II Transportation	5	0	0	2	0	3	3	60%
III Water	7	0	0	2	1	4	4	57%
IV Waste Reduction & Green Purchasing	11	0	0	1	0	10	10	91%
PART THREE: People	30	0	1	3	5	21	21	72%
I Employees	8	0	1	1	0	6	6	86%
II Community Engagement	12	0	0	2	1	9	9	75%
III Awareness Building	10	0	0	0	4	6	6	60%
TOTAL	85	0	1	13	15	56	56	67%

NOTE: Some questions answered N/A by your organization may not be considered N/A for your organization according to Green Plus. In some cases, N/A answers may be converted to NOs or YESs based on the additional information you provided in the Comment boxes or the discretion of Green Plus experts.

GREEN PLUS
PEOPLE, PLANET, PERFORMANCE
Institute for Sustainable Development

Green Plus Summary Report: A [REDACTED]

OVERALLSCORE: 67%
Does Not Yet Qualify for Green Plus Certification

Your Strengths:

- 1) PERFORMANCE: Financial Information
- 2) PLANET: Waste Reduction & Green Purchasing
- 3) PEOPLE: Employees

Priority Areas for Improvement:

- 1) PLANET: Energy
- 2) PERFORMANCE: Future Planning
- 3) PERFORMANCE: Organizational Planning & Documentation

PERFORMANCE Overall Score: 68%

PLANET Overall Score: 62%

PEOPLE Overall Score: 72%

GREEN PLUS
PEOPLE, PLANET, PERFORMANCE
Institute for Sustainable Development

Specific Feedback on Questions Answered N/A

PLANET:

Energy

Q: 27 Has your organization invested to adapt/retrofit your space specifically to reduce energy consumption in the last two years?

Your Answer: N/A

GreenPlus Feedback: Your N/A answer in this case may not be valid. If your building currently implements all the energy consumption reduction efforts listed in the How To guide then your answer may still be considered n/a. However if your building does not currently apply all of these then Green Plus would consider your answer 'no' (or you may choose to commit).

Opportunities to Improve Your Score

Getting Started:

- 1) Work on addressing Performance, People, and Planet areas where you Commit to improve.
 - By converting all your "Commit" answers to "Yes" answers, your overall score will improve by 19 percentage points (from your current 67% to 86%) and you would be qualified to receive Green Plus certification.
 - In Performance, your score would change from 68% to 92%.
 - In Planet, your score would change from 62% to 76%.
 - In People, your score would change from 72% to 90%.

Going Further:

- 2) Identify "NOs" that you might be able to prioritize as target areas of improvement for the future--where a few easy actions could enhance your overall performance.
 - For example, under Planet (Energy), implementing two or more specific energy consumption reduction efforts (Question 31) might be a logical place to start, since you indicated plans to set written goals to reduce future energy consumption. See the [Energy section in How To guide](#) for a list of specific energy consumption reduction efforts.
- 3) Consult the How To Guide for additional suggestions for how to improve your organization in the areas of Performance, People, and Planet.

Green Plus National Directory



[Home](#) [Certify](#) [Directory](#) [Blog](#) [How To](#) [Ask Us](#) [Contact](#)

chapel hill restaurant group

PEOPLE.PLANET.PERFORMANCE.



Chapel Hill Restaurant Group

Website: <http://www.chapelhillrestaurantgroup.com/>

Sector: Accommodation or food service

Sustainability Certification: 2007 Sustainable Business of the Year (by the Foundation for a Sustainable Community) 2006 Large Business of the Year (by the Chapel Hill-Carrboro Chamber of Commerce)

Mailing Address: PO Box 7
Chapel Hill, NC 27514

Phone: 919.929.1262

Chapel Hill Restaurant Group has written 1 posts for Green Plus

Posts by Chapel Hill Restaurant Group

ISD Review



It can be a challenge to run a restaurant successfully while upholding high environmental standards. Chapel Hill Restaurant Group not only successfully runs five restaurants in the Triangle area, but manages to do it while consistently pushing the environmental and social standards of how restaurants can be run.

- CHRG has been referred to as the "Rock Stars of Recycling" by Blair Pollock - Solid Waste Manager - Orange County Landfill, for reducing solid waste by **60% in the last ten years.**

- In addition to recycling plastic, metal, glass, cardboard, and office paper, **CHRG gathers food scraps for composting, and collect all used**

- **cooking oils for use as Biofuels.**

- Working with the NC Coastal Federation, CHRG **collects and transports all their oyster shells from Squid's to the North Carolina coast**, where they are used to rebuild the state's oyster beds.
- The Chapel Hill Restaurant Group's latest property - MEZ Contemporary Mexican in the RTP- is **North Carolina's first LEED designed restaurant**. Owners estimate the building is well on the way to saving them substantial money, as the building is **using 40% less energy and 60% less water than their older, comparably sized restaurants.**
- Chapel Hill Restaurant group was named **2007 "Sustainable Business of the Year"** by the Foundation for a Sustainable Community.
- CHRG was an early entrant into the 'buy local' approach, starting over 25 years ago, and actively buys as much produce and as many food products as possible from local farmers.

2009 Green Plus .

[Home](#) [Directory](#) [Blog](#) [How To](#) [Ask Us](#) [Contact](#) [Site Map](#) [Register](#) [My Profile](#)

- Connect with other businesses interested in sustainability
- Share your own story
- Promote your services and products



Certified Green Plus



GREEN PLUS

PEOPLE.PLANET.PERFORMANCE.
Institute for Sustainable Development

Copyright 2009 Foundation for a
Sustainable Community

© 2008 Foundation for a Sustainable Community

The Goal



Improve the way that individuals and organizations engage their community and their environment and make them more successful for it

What is coming




- North American Sustainable Enterprise Awards (NASE)
- National Sustainability Fellow's Program (200 Applicants)
- AICPA Undergraduate Sustainability Challenge

Henderson's New Symbol Of Excellence



Introducing Green Plus, a cutting-edge consulting program through which medium and small businesses can both save money and make money.

Green Plus helps business owners ...

-  ... improve their business practices
-  ... aid the environment
-  ... enhance their image in the community



Green Plus is offered through the Henderson-Henderson County Chamber of Commerce. For more information, go to www.hendersonky.com or call 826-9531.

www.gogreenplus.org

Twitter:



Sustainable Community