



Training 130: Creating Business Value from a Culture of Sustainability

Course Instructor:

Nancy Goshow, AIA, LEED AP

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Co-Chair of WIPP's Energy & Environment Committee



- The Voice for Women in Business in our Nation's Capital.
- National nonpartisan public policy organization representing over half a Women Business Owners including over 49 business organizations.
- Advocates for and on behalf of women and minorities in business.
- Thirty-one local Instant Impact teams across the country engaging with legislative officials and the business community to advocate for Women Business Owners million.

www.WIPP.org



The E3 Program

*National program from WIPP's
"Women, Money and Opportunity: Powered by WIPP" series.*

*The E3 program is designed to educate entrepreneurs on
how energy and environmental issues affect business
and the opportunities they present.*

www.EntrepreneursAndEnergy.com



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Creating Business Value from a Culture of Sustainability

***“Nothing is as powerful as
an idea whose time has come.”***

-- Victor Hugo



ENTREPRENEURS ENERGY & ENVIRONMENT

- Framework for Innovation, Integration & Implementation of Sustainability
 - *Land Use, Habitat, Ecosystems*
 - *Transportation & Mobility*
 - *Energy & Water Conservation*
 - *Waste Reduction*
 - *Green products*
 - *Indoor Environmental Quality (IAQ)*
- GHG and Carbon Footprint
- Strategic Sustainability Planning
- Create a Culture of Sustainability
- Implement A Sustainability Plan
- Green Procurement





Framework for Sustainability: Sustainable Sites

- Careful Site Selection and Site Management
 - Protect nearby ecosystems and waterways
 - Reduce and prevent light pollution, “heat island effect” and construction activity pollution
- Encourage careful use of the land and native habitats





Framework for Sustainability: Transportation Initiatives





Framework for Sustainability: Water Efficiency

- Encourage efficient use of fresh water (potable)
- Reduce fresh water use for:
 - indoor plumbing uses
 - wastewater
 - landscaping





Framework for Sustainability: Energy & Atmosphere

- Optimize energy performance
- Install on-site renewable energy
- Minimize refrigerant use
- Measure and verify energy performance
- Encourage the use of green power





Framework for Sustainability: Waste Reduction

- Store and collect recyclables
- Reuse materials
- Use products with recycled content
- Use regional materials





Framework for Sustainability: Green Products

- Use low emitting materials
- Cradle to Cradle





Framework for Sustainability: Indoor Environmental Quality (IAQ)

- Improve air quality
- Increase building ventilation
- Increase and monitor supply of outdoor fresh air
- Eliminate indoor chemical pollution
- Use lighting control systems
- Design systems for thermal comfort
- Outside views/light





GHG & Carbon Footprint

- What is it?
- Carbon trading
- Offsets
- Calculating





Strategic Sustainability Planning: Mindset to Create a Culture of Sustainability

- Passion
- Attitude
- Willingness
- Drive





Human Resource Programs

- Use your greatest resource—your employees!
- What is their passion?





Create a Culture of Sustainability

- A greater greener future
- Delegation & Collaboration
- Green Task Force
- Communication
- Accountability & Flexibility
- New ideas
- Sustainability Conversation



Implementation of a Sustainability Plan

- Set Sustainability goals
- Strengths & Ambitions
- Prioritize
- Path
- Get going
- Evaluate progress
- Tweak strategy
- Network of green champions





Goshow Goes Green

- Offices
- Triple Bottom Line
- New clients/new projects
- Strengthen recruitment & retention
- Future focused strategy



Takeaways

- Green is about our health
- Green is about the health of our planet
- Develop a Sustainability Plan
- Reduce your Carbon Footprint
- Reduce, recycle, reuse, protect
- Include employees
- Integrate sustainability plan into business plan
- Focus your brand on sustainability



Questions?



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Programs Powered by WIPP:

WIPP presents the *Women, Money and Opportunity* series, which combines policy, resources, and the wealth of knowledge within the WIPP community to educate women business owners. *Women, Money and Opportunity* programs employ webinars, events and tools to accomplish its educational endeavors of advancing and supporting women-owned firms.



Give Me 5
WIPP Gateway Program for Federal Contracting
www.GiveMe5.com



Women Accessing Capital
WIPP Gateway Program for Securing Funding
www.WomenAccessingCapital.com



Entrepreneurs, Energy & Environment (E3)
WIPP Gateway Program for Opportunities in
Energy & Environment
www.EntrepreneursandEnergy.com



Get Involved!

- Energy & Environment, Procurement & Healthcare Committees
 - Local Instant Impact Teams
- Weekly Policy Updates Relating to Your Business

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Questions? Contact WIPP Staff

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