



Training 101: Environmental Business Opportunities and Challenges

Course Instructor:

Beverly Alkire

Founder & Chief Environmental Officer of Green
Consultants

& Member of WIPP's Energy & Environment Committee



- The Voice for Women in Business in our Nation's Capital.
- National bipartisan public policy organization representing over half a million 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.

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



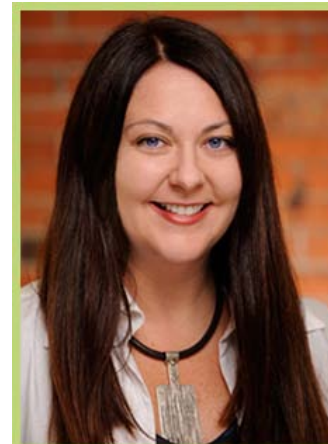
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Beverly Alkire

Green Consultants Founder
and Chief Environmental Officer



Course Goals

Greening your business provides opportunities to improve your bottom line while making a difference.

In this webinar, you will:

- Understand the basics of sustainability
- Discover opportunities to increase profitability
- Learn a pathway to implement a sustainability program and leverage resources to get there



What is a Sustainable Business?

Sustainable businesses fulfill their financial obligations while protecting the environment and operating in a way that is socially responsible.



Profits



Planet



People



Sustainable Business – Why?

Sustainable business is smart business for small business

1. Improve profitability and minimize costs
2. Increase sales
3. Retain, motivate and attract talent



Improve Profitability

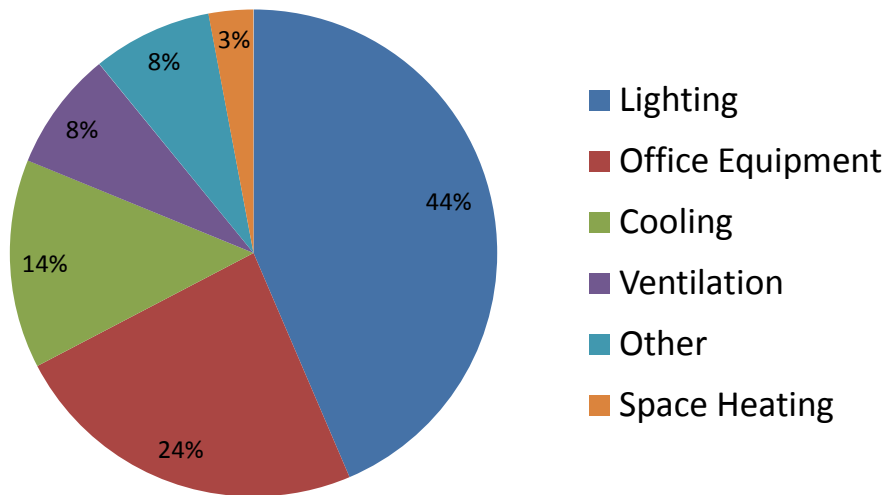
- Every dollar saved through a sustainability initiative is a dollar of profit
- If your business operates at a profit margin of 5%, you will need \$10,000 in sales to earn \$500 in profit
- Start with low to no cost changes





Improve Profitability – Reduce Energy Usage

Electricity Use in Office Buildings



- Baseline measurement
- Free energy audits
- Federal and local incentives
- Light bulb replacements to CFLs
- Occupancy sensors
- Energy saver settings
- Energy Star rated equipment
- HVAC, building & equipment maintenance



Improve Profitability – Waste and Water Reduction



Reduce, Reuse and Recycle

- Recycling
- Paperless
- Travel
- Packaging
- Shipping
- Marketing
- Purchasing
- Disposable items
- eWaste
- Composting
- Cleaning products



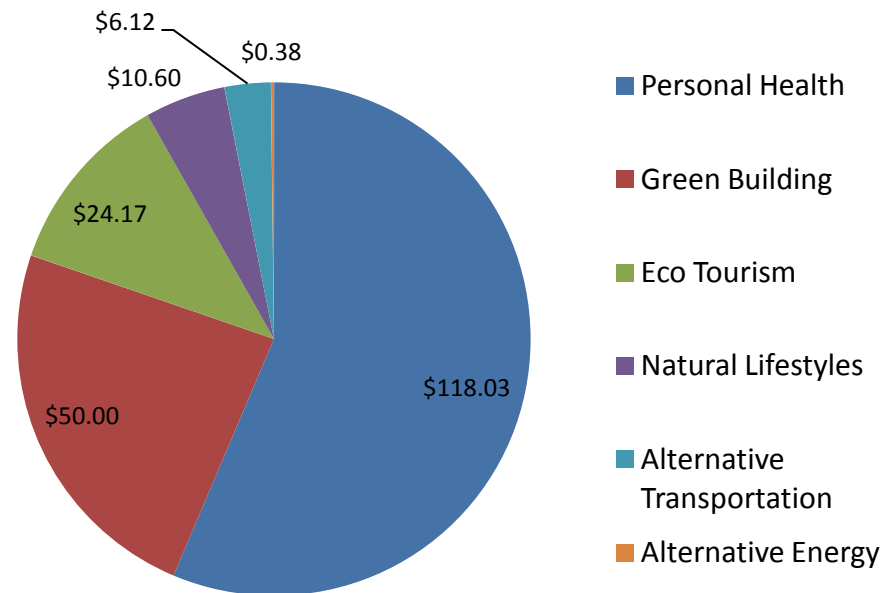
Minimize Water Use

- Eliminate bottles
- Use water saving fixtures
- Fix leaks
- Insulate water heaters
- Practice green landscaping



Address Customer Requirements – B2C

Lifestyles of Health and Sustainability (LOHAS) \$209 Billion Market





Address Customer Requirements – B2C

Environmentally Preferable Purchasing (EPP) helps the federal government "buy green," and in doing so, uses the federal government's enormous buying power to stimulate market demand for green products and services.

Environmentally Preferable Purchasing (EPP)

U.S. ENVIRONMENTAL PROTECTION AGENCY

Search: All EPA This Area

You are here: [EPA Home](#) > [Office of Chemical Safety & Pollution Prevention](#) > [Pollution Prevention](#) > [Environmentally Preferable Purchasing](#)

Environmentally Preferable Purchasing (EPP) helps the federal government "buy green," and in doing so, uses the federal government's enormous buying power to stimulate market demand for green products and services. Geared first to help federal purchasers, this site can help green vendors, businesses large and small -- and consumers. Use the easy index to:

- Find and evaluate information about green products and services;
- Identify federal green buying requirements;
- Calculate the costs and benefits of purchasing choices;
- Manage green purchasing processes.

Sections of the site most useful to consumers include: finding and evaluating green products and services; tools and related links.

Basic Information

Federal EPP Efforts

Policy and Guidance for Federal Purchasers

- [EPA's Final Guidance on Environmentally Preferable Purchasing](#)
- [Executive Orders](#)
- [Federal Acquisition Regulation](#)
- [EPA's Green Purchasing Guides](#)
- [Green Product and Service Standards](#)

Finding and Evaluating Green Products and Services

- [Buildings & Construction](#)
- [Carpets](#)
- [Cleaning](#)
- [Electronics](#)
- [Fleets](#)
- [Food Services](#)
- [Landscaping](#)
- [Meetings & Conferences](#)
- [Office Supplies](#)
- [Paper](#)
- [Looking for Something Else?](#)

Hands-On Tools for Green Purchasing

- [General Tools and Training](#)
- [Product- and Service- Specific Tools and Calculators](#)
- [Database of Environmental Information for Products and Services](#)

Publications

- [EPP Updates \(EPP Program Newsletter\)](#)
- [Case Studies in Green Purchasing](#)
- [EPA's Green Purchasing Guides](#)
- [Other Related Documents](#)

Information for Vendors of Green Products and Services

Frequent Questions

Related Links

- [Federal Government Web Sites](#)
- [State and Local Government Web Sites](#)
- [International Program Web Sites](#)
- [Other Environmentally Preferable Purchasing Web Sites](#)



Address Customer Requirements – B2C

Sustainability Index: Supplier Assessment Questions	
Energy and Climate <i>Reduce energy costs and greenhouse gas emissions</i>	1. Have you measured your corporate greenhouse gas emissions? (Y/N) 2. Have you opted to report your greenhouse gas emissions to the Carbon Disclosure Project (CDP)? (Y/N) 3. What are your total greenhouse gas emissions reported in your most recently completed report? (Enter total metric tons CO2e, e.g. CDP6 Questionnaire, Section 2b – Scope 1 and 2 emissions) 4. Have you set publicly available greenhouse gas reduction targets? If yes, what are those targets? (Enter total metric tons and target date; 2 fields or leave blank)
Material Efficiency <i>Reduce waste and enhance quality</i>	Scores will be automatically calculated based on your participation in the Packaging Scorecard in addition to the following: 5. If measured, please report total amount of solid waste generated from the facilities that produce your product(s) for Wal-Mart Inc for the most recent year measured. (Enter total lbs) 6. Have you set publicly available solid waste reduction targets? If yes, what are those targets? (Enter total lbs and target date; 2 fields or leave blank) 7. If measured, please report total water use from the facilities that produce your product(s) for Wal-Mart Inc for the most recent year measured. (Enter total gallons) 8. Have you set publicly available water use reduction targets? If yes, what are those targets? (Enter total gallons and target date; 2 fields or leave blank)
Natural Resources <i>High quality, responsibly sourced raw materials</i>	9. Have you established publicly available sustainability purchasing guidelines for your direct suppliers that address issues such as environmental compliance, employment practices, and product/ingredient safety? (Y/N) 10. Have you obtained 3rd party certifications for any of the products that you sell to Walmart? If so, from the list of certifications below, please select those for which any of your products are, or utilize materials that are, currently certified.
People and Community <i>Responsible & ethical production</i>	11. Do you know the location of 100% of the facilities that produce your product(s)? (Y/N) 12. Before beginning a business relationship with a manufacturing facility, do you evaluate their quality of production and capacity for production? (Y/N) 13. Do you have a process for managing social compliance at the manufacturing level? (Y/N) 14. Do you work with your supply base to resolve issues found during social compliance evaluations and also document specific corrections and improvements? (Y/N) 15. Do you invest in community development activities in the markets you source from and/or operate within? (Y/N)





Employee Engagement Creates Industry Change

Coral Rose,
Walmart Grassroots Crusader





Retain and Attract Talent

- Majority of employees are more likely to stay at an organization because of environmentally responsible programs¹
- 90% of employees are more inclined to work for a company that is environmentally friendly²
- 92% of students and entry –level hires seek an environmentally friendly company³
- Top MBA students are willing to sacrifice \$14K to work at a socially responsible company⁴

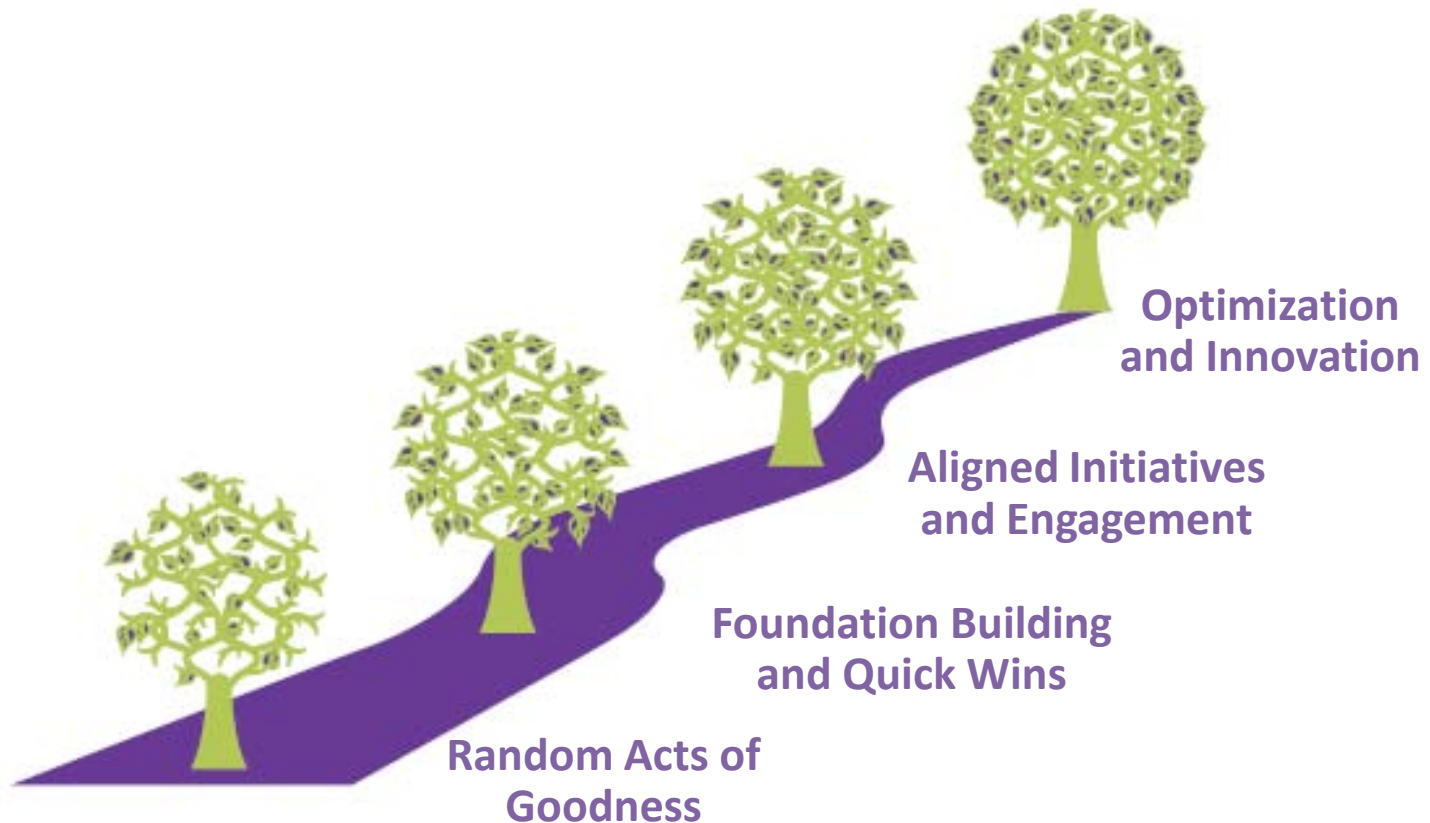


People

1. SHRM Green Workplace Survey; 2. Monster.com; 3. MonsterTRAK.com survey 2007; 4. Montgomery and Ramus, Stanford Research Paper, 2003



Path to Sustainability – Where Are You?





Sustainability Roadmap – Sample Activities



Random Acts of Goodness

- Internal inspired actions
- Green team kickoff
- Executive engagement



Foundation Building/Quick Wins

- Strategy and roadmap
- Baseline measurement
- Program awareness



Aligned Initiatives/Engagement

- Prioritized initiatives
- Engagement and education (employee, customer, vendor, NGO, etc.)
- Operational improvement



Optimization/Innovation

- Reporting
- Industry leadership
- PR and marketing
- Certifications



Resources

- [WIPP Entrepreneurs, Energy & Environment Program](#)
- [Energy Star](#) for Small Business
- [EPA Climate Leaders Small Business Network](#)
- [EPA Environmentally Preferable Purchasing Program](#)
- [Energy Crossroads Web site](#)
- [LOHAS](#)
- [Sustainability Consortium](#)



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

1-888-488-WIPP

www.wipp.org

Questions? Contact WIPP Staff

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