

CCNet  
Sustainability in Business Discussion Group  
7/22/10  
12 Attendees  
Location: M2 on Neil, 4<sup>th</sup> floor

Special guest: Illinois Green Business Association [www.illinoisgba.com](http://www.illinoisgba.com)

See attached power point slides for the presentation given by IGBA.

Questions:

There are lots of standards and protocols out there for “green”. Are you finding that people are generally going along with the same stuff, or is there a lot of variance?

- There is mostly “shareware” in the green business certification industry. California and Illinois have state-wide programs, but there is no national certification yet.
- IGBA looked at CA program (<http://www.greenbiz.ca.gov/>) to begin with, but made some modifications and additions based on what was appropriate for Illinois business environment (ie – San Francisco has banned plastic bags entirely, but this is a difficult item to require in Illinois).
- There are industry-specific certifications popping up, like the Green Restaurant Association <http://www.dinegreen.com/>.
- ANSI is developing a standard for “green” too.
- Generally, green certification programs have included non-profit (like IGBA), government-led (like CA), and for-profit.

Does the IGBA certification include any monitoring?

- The certification period is 2 years, after which a business has to re-certify and go above and beyond their original certifying efforts.
- The goal of the IGBA is to stay in touch with their certifies, not to police and inspect. IGBA staff will provide ongoing assistance to help businesses maintain the high standards of certification.

Does the IGBA offer multi-tiered options?

- IGBA decided not to initially, because it can be confusing to consumers. The goal was to help the consumer navigate the marketplace.
- Have considered offering tiers to municipalities, because it takes them longer to implement measures. The municipality certification module is in the works. The contemplated tiered approach would award credit to a muni as they accomplish certain milestones.

How long does it take a typical business to achieve certification?

- Currently, it has taken 2-8 months.
- After the initial consultation and delivery of plan for implementation, the speed at which a business certifies is up to them.

How can IGBA better reach the business community?

- Offer resources for people who are trying to start a business
- Multiplier effect: teach other students how to be green, how to work with businesses in the community and how to start their own business
- ISU students this summer are working on certifying businesses in Bloomington-Normal [http://www.pantagraph.com/business/local/article\\_d848496a-8f8d-11df-ad72-001cc4c002e0.html](http://www.pantagraph.com/business/local/article_d848496a-8f8d-11df-ad72-001cc4c002e0.html)
- IGBA is helping to bridge the gap between university and community, between students and businesses in the community

How can IGBA better publicize the certification program and the certified businesses?

- number, case studies: publish ROI data
- show how certified businesses have increased traffic
- show how certified businesses have better image in their community
- IGBA has received a grant from the Environmental Change Institute (<http://eci.illinois.edu/>) to gather some data on certification on performance over time

Clustering: What if IGBA could get every business in an area to certify (like, all the shops at Old Farm are IGBA certified)?

How do you take the scientific and technical aspects of "green" and turn it into something practical?

How do you get students past complaining and protesting and get them into constructive change?

Next meeting:

Thursday, Aug 26

noon

Location: ISA

The International Society of Arboriculture was the first business to certify under the GBA. They will discuss the measures they took in their business to become more green.

# **Illinois Green Business Association**

# **CCNet Sustainability in Business**



**July 22, 2010**

Cassie Carroll – Executive Director

Mara Eisenstein – Director of Public Engagement and  
Special Programs

Anthony Santarelli – Director of Program Development



# History

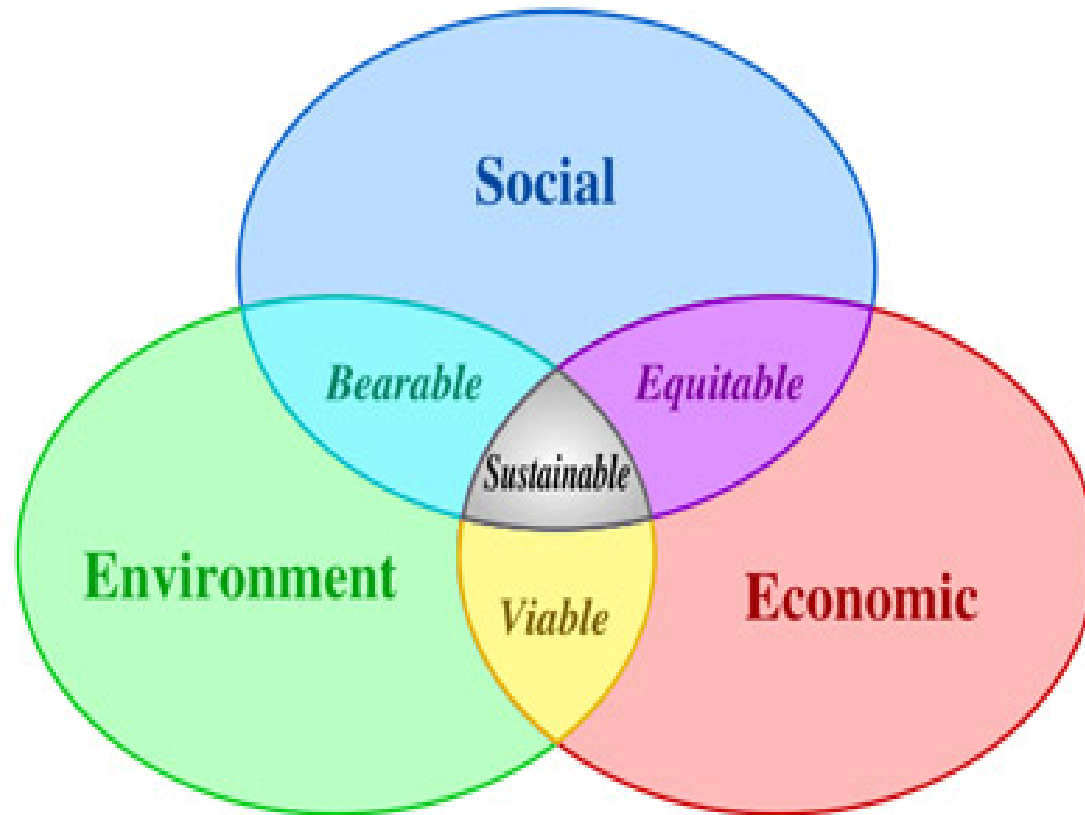
- Community Organized Recycling Efforts
- Facilities and Services BLUE Grant-Building a Lasting University Environment
  - 'Greening Green Street'
- Discovery of green business programs – California

# What is a Green Business?

A green business is an environmental leader within the community that encourages environmentally efficient operations and sustainability within the workplace.



# Triple Bottom Line



# The “Green” Climate



- Green-washing and Federal Regulations (FTC)
- Ballast and Incandescent Phase-out
- Pressure for corporate responsibility in sustainability
- Local – CCNet, Office of Sustainability



# Modeling a Green Business Program

- Research Local, State, National programs
  - Don't have to re-invent the wheel: localize!
- Current green climate and industry-specific information
- People/Organizations Involved
- Motivations for businesses being “green”



# UI MBA Market Research

## Study #1: Consumer Views

- 108 respondents out of 343, across IL
- Findings:
  - Trust, Visibility and Awareness of GMPs
  - Certifying Entity: Nationally-recognized NGO
  - Most Important Issue: Waste Reduction and Recycling

# UI MBA Market Research



## Business Views

- In-Depth Qualitative Interviews: 9 local business owners
- Quantitative Interviews: 32 local businesses
- Findings:
  - Meaning of a green business
  - Believe green business is important: both cost and because it's a good thing
  - Actual cost savings from other businesses



# Illinois Green Business Association: **Mission**

Our **mission** is to achieve a healthier and cleaner environment by educating businesses on integrating environmental responsibility into daily operations and practices in a manner that is sustainable as well as profitable.

501(c)(3) - Education through a **green business certification program**

# Green Business Certification Program

- To **promote, recognize, and provide hands-on support** to local businesses that operate in an environmentally responsible manner
- Business **operations** and employee **practices**
- Education and project assistance
- Encourage responsible consumerism and community development



# Green Business Certification Program

- **Three** facets of program:
  - Green Business Certification
  - Business Services
  - Public Education
- **Partners:** Busey Bank, UI's Office of Sustainability, One Main Development
  - Also a registered Program Ally of AmerenIP's Act On Energy® Efficiency Programs

# Nine Areas of Certification

- **Water Conservation**
- **Energy Conservation**
  - HVAC, Lighting, Lifestyle, Equipment, Building Envelope
- **Pollution Prevention**
- **Waste Reduction**
- **Landscape**
- **Transportation**
- **Program Awareness**
- **Community Development**
- **Purchasing**

# Certification Process

- Checklist Assessment
- Resource Assistance and Incentive Program Applications
- Verification of Green Management Practices
- Marketing and Promotion (Post-Certification)



# Certified Businesses

CERTIFIED GREEN BUSINESS



ILLINOIS GREEN  
BUSINESS ASSOCIATION  
[www.illinoisgba.com](http://www.illinoisgba.com)

CERTIFIED GREEN BUSINESS

- IGBA Marketing
  - Website and Social Media
    - Checklist accessibility via the web
  - Press Release
  - Certification package
- Future program engagement
  - Educational events
  - Mentor program
  - Community Leadership

## Community Development

Check GMPs as they apply to your business

**Bold items indicate required GMPs and must be completed for certification.**

Yes No N/A

- |                          |                          |                          |                                                                                                                                                               |             |
|--------------------------|--------------------------|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <b>Sponsor an annual community event that promotes sustainability within your community.</b>                                                                  | <b>CD-1</b> |
| <b>Choose 1:</b>         |                          |                          |                                                                                                                                                               |             |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Sponsor or participate in another annual community event that promotes sustainability within your community.                                                  | <b>CD-2</b> |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Serve on an organizing committee for an annual community event that promotes sustainability within your community.                                            | <b>CD-3</b> |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Become a contributing member of a community-based organization that works to improve the economic, environmental, and/or social well-being of your community. | <b>CD-4</b> |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Propose a community development GMP:                                                                                                                          | <b>CD-5</b> |

## Transportation

Check GMPs as they apply to your business

**Bold items indicate required GMPs and must be completed for certification.**

Yes No N/A

- |                          |                          |                          |                                                                                                                                                   |             |
|--------------------------|--------------------------|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <b>Perform a transportation assessment of your employees' methods of transportation using the Transportation Assessment Form (included).</b>      | <b>TR-1</b> |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <b>Provide ridesharing information on carpooling, bicycling, walking and public/mass transportation and display on a bulletin board or table.</b> | <b>TR-2</b> |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <b>Discuss transportation assessment at new employee orientations.</b>                                                                            | <b>TR-3</b> |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <b>If you have a delivery service, adopt a "No Idling" policy.</b>                                                                                | <b>TR-4</b> |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Encourage alternative modes of transportation via incentives. For example, a bus pass or small bonus.                                             | <b>TR-5</b> |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Provide a secure location for staff to store bicycles, or install a bike rack in or near facility.                                                | <b>TR-6</b> |

# Three Certified Thus Far!



- International Society of Arboriculture (ISA)

- Ippatsu Salon



- B.Lime – A Green Store





# Key Lessons From Pilot

- Feasibility of green management practices (GMPs)
- Energy Audits for the Small Business
- Streamlining internal processes
- Need for self-certification

# Student Involvement – U of I

- In one academic year, IGBA involved 97 students via courses, groups and individual projects
- Over 583 students reached by course presentations and other group means
- Currently have 11 summer interns!
  - 4 focus groups (education, marketing, special business projects, fundraising)
  - Plan to maintain intern program next year



# IGBA Future Goals

- Engage all Illinois communities in program
  - Website and locally
- Create network and community of green business in the state
  - Localized certification resources for businesses
    - E.g. Bloomington-Normal, Quincy
  - Educational resources for communities
- Expand checklist to new industries

# How to Get Involved



- Certify your business
- Recommend a business
- Be a business service provider or resource
  - Energy Auditing, Retrofitting, Recycling Services, etc.
- Provide educational or seminar opportunities
- Donate!



# Thank you!

## Questions?

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