What does the term “Green Business” mean to you?

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.
Our Mission

• The C-U Green Business Association’s certification program will: promote, recognize, and provide hands-on support to local businesses that operate in an environmentally responsible manner.

• Our mission is to achieve a healthier and cleaner environment by helping businesses integrate environmental responsibility into daily operations in a manner that is sustainable as well as profitable.

What is a Green Business Association?

• Advocates for green business
  – San Francisco and Bay Area model
• Education and project assistance
• Green businesses thrive financially by:
  – building a loyal customer base
  – generate cost savings from increased environmental efficiency
• Encourage responsible consumerism and community development.

Certification Process

• 1st Consultation and Audit
• Comprehensive Report
  – Current Practices
  – Results of Audit
  – Action Steps/Timeline
  – Possible incentive programs
  – payoff period
• Further Assistance/Implementation
• Marketing and Promotions
Four Areas of Certification

- Water Conservation
- Energy Conservation
  – HVAC, Lighting, Lifestyle, Equipment, Building Envelope
- Pollution Prevention
- Waste Reduction/Recycling

What kinds of actions can a business take to be sustainable and gain the largest return?

*Lifestyle of the business*
Can save the most money without spending a dime!
Water Conservation

• Low-flow faucets
• Low-flush toilets
• Repairing leaks
• Installing aerators

Energy Conservation

• Energy Star Rated
• #1: Replacing old bulbs and installing CFL bulbs
• Building Envelope
  – Weatherization, sealing
• Lifestyle
  – Turning lights off, power strips
• HVAC system
• Equipment

Pollution Prevention

• Greener purchasing/ cleaning products (GreenSeal certified products)
• Proper chemical disposal
• Low VOC paints
• Recycle and reuse:
  – Grease, oil, solvents, excess paint, fluorescent tubes, electronics, batteries, toners and printer cartridges
Recycling and Waste Reduction

- Make sure building has a recycling system/hauler
- Purchase recycled materials (post-consumer waste paper)
- Use permanent ware (dishes) rather than disposables
- Send files electronically when possible
- Automatic hand dryers

Incentive Programs

- Ameren IP: ActOnEnergy
  - Residential
  - Business
    - Individual Programs
      - HVAC, Lighting, Refrigeration, Motors
    - Custom Program
- Illinois DCEO
- The Smart Energy Design Assistance Center (SEDAC)
- Illinois Clean Energy Foundation

Imagine You’re a Business Owner…

- Why would you want to participate in this program?
- What would your reservations about participating be?
- What are long-term benefits?
  - Short-term?
Benefits

- Increase bottom line
- Business leadership in the community!
- Link all areas of the community together.
- Education for both businesses and consumers
- Collaboration between the University and local community
- Student internships and career-prep opportunities
- Create a “Culture of Sustainability”

Supporting Green Efforts

Other projects going on in C-U:
- Bike rack expansion project
- Transition Champaign County - networking
- Green Roof monitoring
- Carbon Registry class (NRES 199)
- Local Foods purchasing

Make partnerships with the University, local Business Associations, Chamber of Commerce, other groups.

Why is this important to your industry?

- Working with business owners – possibly existing buildings
- Owners interested in profitability and ease
- Sustainability encompasses all four areas
- Green job market increasing
- Funding becoming more available with time for sustainable projects
- Local partnerships in every town or city possible!
Questions?

Thank You!