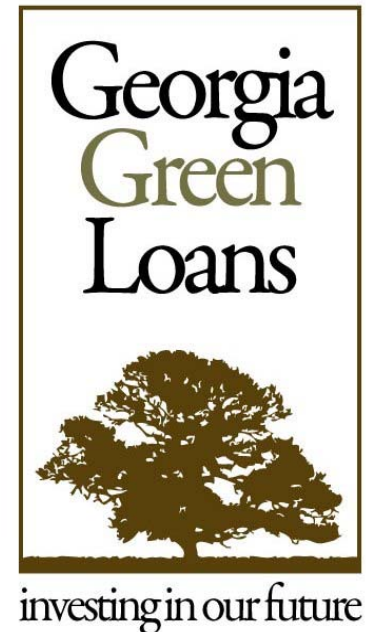


Opportunities for **Green Microenterprises**

Presented by Liz Penney, Director of the Academy for Green Microenterprise Development, ACE



Funded in part by U.S. Small Business Administration
PRIME Program



Objectives for Today

- What's going on with green?
- Customer attitudes and green product innovation
- How can the smallest businesses benefit from the green economy? Specific sector examples.



So, What Exactly is “Green?”

- How far must a company go to be considered a green business?
- How do you define a green business?



Simply Put...

- A **green business** is one that makes decisions around operations, purchasing of products and/or company lifestyle that benefit profit, people and planet.
- **Sustainability:** sustainability is about doing business in a way that can be maintained for the long-term without degrading the environment and depleting resources.
- (Starting Green: From Business Plan to Profits by Glenn Croston, PhD., p. 7)



What's going on with green?

- Greenbiz.com's Green Confidence Index is showing modest green economy growth - [July 2010](#).
- Large companies (over \$1B in sales) are leading the way with energy efficiency and green product innovation--majority cite customer requirements and company leadership as drivers - July 2010 Greenbiz.com's [Green Intelligence](#).
- The [State of Green Business 2010 report](#) indicated that businesses are making progress in reducing water use, energy efficiency, paper recycling, green office space, and green IT.



Small Businesses are Gradually Adopting Green Practices



- 442 businesses participated; 78% had 10 or fewer employees; 40% were women or minority owned
- 90% practice some energy savings, recycling and energy-smart purchasing
- Most recycle the “easy” stuff—paper, plastic, cardboard
- Greater interest in financial incentives over training although a third were interested in training
- Most feel the pressure of rising energy costs
- Building owners are more receptive to green than renters

How can we help very small businesses start the road to sustainability?

- Inform and educate through your website, communication vehicles and training
- Encourage them to sign a [sustainability pledge](#).
- Provide specific information about their business opportunities.



The opportunity for businesses can be looked at in two ways:

- Creating, inventing and/or providing green products or services to customers
- Implementing sustainability principles in how they do business-- use of resources, sourcing, practices, and procedures.



Green Consumer Trends

- According to Trendwatching, green lends itself to a new form of status-seeking: Green Credentials and Unconsumption
- Bold, iconic products and “green stories” will be two ways customers make a statement
- “Eco-embedded” and “Eco-Expectations” are two trends pushing change.
- [Full Report on Trendwatching’s Eco Trends](#)
- For entrepreneurial innovation: springwise.com



Industry innovation - Retail



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 23 February 2009

Eco & Sustainability 



Manhattan retailer for green home improvement

We've already covered a few examples of retailers that focus on green supplies for do-it-yourself home improvement, and recently one of our spotters alerted us to another that just opened in Manhattan: **Green Depot**, a store that aims to make green building and living solutions "accessible, affordable and gratifying."

Green Depot has been selling sustainable building products and services through its showrooms since 2005, but it was not until earlier this month that it opened its new, flagship retail store in Manhattan. Located in the



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Retail

Eco-friendly Products

- made of recycled or recyclable materials
- organic materials
- biodegradable or recyclable packaging
- safer for people and/or the environment
- fair trade products
- local products
- cloth bags instead of paper/plastic
- Resource:

<http://www.greenretailassociation.org>

Practices

- Recycling of waste and proper disposal of toxins
- Use electronic systems to buy and sell
- Use recycled content paper goods
- Low flow water valves
- Energy efficient lighting, appliances, systems (if own) and practices
- Purchase green power
- Use non toxic paint and recycled carpeting and building materials
- Minimize travel, encourage car pooling and alt. transport



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Industry Innovation - Restaurant



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 13 July 2009

Eco & Sustainability 



Free car charging at new, green(er) McDonald's

Late last year we wrote about the Seattle-Tacoma International Airport's pilot program to offer free car charging in its parking garage, and now a brand-new McDonald's restaurant about to open in North Carolina will be the chain's first in the nation to offer the same thing.



ACCESS TO CAPITAL FOR ENTREPRENEURS

Restaurant

Products

- Eco-friendly products:
 - organic food
 - local food
 - fair trade food
 - biodegradable or recyclable packaging
 - cloth bags instead of paper/plastic
 - Resource:


<http://www.dinegreen.com>

Practices

- Energy efficient equipment
- Energy efficient lighting
- Purchase green power
- Low flow water valves
- Use recycled content paper goods
- Use electronic systems to buy and sell
- Recycle paper, plastic, metals; reuse containers
- Compost food waste
- Use non toxic paint and recycled carpeting and building materials
- Use non-toxic and green cleaning products



Industry Innovation - Construction



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 25 August 2010

Homes & Housing 



Marketplace for reclaimed building materials tracks each piece's story

Fueled by the need for both economy and sustainability, deconstruction increasingly makes sense as a solution



ACCESS TO CAPITAL FOR ENTREPRENEURS

Construction/Trades

Products

- Eco-friendly products:
 - made of recycled or recyclable materials
 - non-toxic and water-based paints, adhesives and solvents
 - biodegradable or recyclable packaging
 - locally and sustainably harvested products
 - renewable energy or carbon neutral systems
 - avoidance of heavy metals and other toxins
 - use of insulation and energy efficient components and materials
 - Resource:
<http://www.buildinggreen.com>

Practices

- Drive and use fuel efficient vehicles and equipment
- Recycle on the job site and off
- Use green practices in your office: recycled paper and reduced paper use, electronic purchasing, conservation of electricity, energy efficient equipment, lighting and HVAC systems
- Purchase green power
- Encourage use of alternative transportation and carpooling
- Resource:
<http://www.greenconstructionatwork.com>



Industry Innovation - Day care



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Linda Owens, Director
Email info@fio360.com

Monday - Friday, 7am - 7pm
Contact us at 404-974-3200

Tuition Rates [available upon request.](#)

Pricing & Tour »



Day Care

Service

- Incorporate sustainability principles and activities into your curriculum, including gardening and recycling
- Offer food and drinks that are homemade or prepared from fresh, organic, local, chemical-free and healthy ingredients
- Filter your drinking water to remove chlorine and other contaminants
- Resource:
<http://www.oeconline.org/our-work/kidshealth/ehcc>

Practices

- Choose building materials, components, furniture and carpeting free of harmful chemicals
- Ban smoking on site
- Maintain HVAC system filters and performance
- Use nontoxic art, pest control and cleaning supplies
- Recycle and use recycled paper products
- Minimize use of harmful plastics for play and eating
- Avoid products containing lead, such as vinyl, metal jewelry, art supplies and pottery; paint over lead paint.



Industry Innovation - Manufacturing



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 16 August 2007

Lifestyle & Leisure ♥

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Skateboards with a green and local edge



ACCESS TO CAPITAL FOR ENTREPRENEURS

Manufacturer

Products

- Eco-friendly products:
 - made of recycled or recyclable materials
 - organic materials
 - biodegradable or recyclable packaging
 - safer for people and/or the environment
 - fair trade and local sourcing
 - energy efficient products
 - end of product life solutions
- Resource:

[Laboratory for Manufacturing and Sustainability](#)

Practices

- Lean manufacturing practices
- Reduction/reuse of waste, including materials and energy
- Recycling of waste and proper disposal of toxins
- Use electronic systems to buy and sell
- Use recycled content paper goods
- Low flow water valves
- Energy efficient equipment, lighting, appliances, systems (if own) and practices
- Use of alternative or renewable energy



Industry Innovation - Convenience store



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 May 21, 2007

Eco & Sustainability 



Solar-powered trash masher

The **BigBelly** is a solar-powered waste container that aims to eliminate those all-too-familiar overflowing trash cans, keeping public spaces cleaner and greener. The flagship product of US-based Seahorse Power Company, BigBelly units compact trash on the spot, optimizing refuse capacity — a BigBelly holds up to five times as much



ACCESS TO CAPITAL FOR ENTREPRENEURS

Convenience Store

Products

- Eco-friendly products:
 - made of recycled or recyclable materials
 - biodegradable or recyclable packaging
 - biodiesel pump
 - organic, fair trade and local products
 - recycling bins for customers
 - cloth bags instead of paper/plastic
- Resources:

[Energy Star for Convenience Stores](#)

[NACS green toolkit](#)

Practices

- Energy efficient lighting, equipment, systems and practices
- Use renewable and alternative energy sources
- Zero waste initiatives
- State of the art petroleum and water runoff management
- Low flow water valves
- Recycling and reuse of paper, cardboard, glass, metals
- Purchase recycled content paper
- Eco-friendly cleaning products



Industry Innovation - Landscaping

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3 November 2009

Eco & Sustainability

Rental Xmas trees: delivered, picked up & replanted

For all the traditional merriment they embody, Christmas trees are a) awkward to transport and b) terribly depressing when they're discarded in January. No longer if Los Angeles landscape architect Scott Martin has his way: he founded The Living Christmas Company, which gives Los Angeles residents the chance to temporarily rent a living Christmas tree and have it delivered right to their door. Unlike regular Christmas trees, around 20 million of which are felled each year in the US, living trees are transplanted, roots and all, into pots to be enjoyed over the festive period. After the holidays, Scott and his team pick up the trees, replant them and nurture them until next year.

Customers can order a living tree from the company's website; sizes range from 3-8 feet and prices—including delivery and collection by bio-diesel truck—are comparable to those of felled trees. While the company isn't the first to offer tree rentals for Christmas, it is the first we've seen that lets customers adopt a pine, allowing them to share Christmas with the same tree year after year, watching it grow along with their family. Adopted trees are tracked by barcode.

The concept will certainly appeal to eco-conscious Angelenos, who may not get a white Christmas, but can now choose a greener one. It also gives them a nice little cradle-to-cradle status story to share at Christmas. Mr Martin goes by the nickname Scotty Claus. However, until he has a distribution network to match that of his namesake, there's an opportunity for green-fingered, red-suited entrepreneurs elsewhere... (Related: Trees with character, felled to order.)

Website: www.livingchristmas.com

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- Design your own custom-made beef jerky ...

Comments on this idea:

Wow, this is a fantastic offer.

Artificial Christmas tree | November 6, 2009 9:14 AM

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ACCESS TO CAPITAL FOR ENTREPRENEURS

Landscaping Business

Products/Services

- local native plants (when not endangered)
- energy-saving systems
- water-saving systems
- designs to minimize run-off and erosion
- minimal use of pesticides and herbicides
- recycle materials
- Resource: [Sustainable Sites](#)

Practices

- Drive and use fuel efficient vehicles and equipment
- Recycle on the job site and off
- Use green practices in your office: recycled paper and reduced paper use, electronic purchasing, conservation of electricity, energy efficient equipment, lighting and HVAC systems
- Purchase green power
- Resource: [Checklist](#)



Industry Innovation - Auto Repair



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 4 August 2010

Automotive 



Mobile garage makes any car greener

Where **Luscious Garage** helps keep green vehicles operating smoothly on the road, **Green Garage** focuses on helping vehicles on the road be more green.

Launched earlier this year, Colorado-based Green Garage specializes in "green-tuning" cars to run cleaner, greener and cheaper through sustainable, energy-saving automotive maintenance and repair products. The full-service company begins by bringing the garage to the customer's front door with a valet service whereby it picks up a client's car, green-tunes it and then drops it off again. For corporate clients, Green Garage's Corporate Mobile Service Truck pulls into business parking lots with its mobile lift and is able to service many cars throughout the day. Either way, Green Garage's "Carhugger" technicians use auto parts that save money by improving fuel efficiency and by reducing the frequency of services. Included in the garage's services are an



ACCESS TO CAPITAL FOR ENTREPRENEURS

Auto Repair

Products/Services

- Promote repair and maintenance services that help cars operate more efficiently and pollute less
- Offer services for hybrid and electric cars
- Resource: [Green Garage](#)

Practices

- Prevent spills
- Use dry clean up methods
- Use solvent-free cleaning methods
- Buy fluids in bulk
- Recycle paper, glass, metals, cardboards and plastic
- Use green practices in your office: electronic purchasing, conservation of electricity, energy efficient equipment, lighting and HVAC systems
- Purchase green power
- Resource: [Greening Your Shop](#)



Industry Innovation - Salon



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Eco & Sustainability



This salon donates its hair clippings to MatterOfTrust.org

Phil McCrory, stylist of 30 years, has been a fan of entrepreneurs ever since. After watching the infamous Exxon Valdez oil spill in 1989, he decided that hair gets only one chance to be recycled. He founded MatterOfTrust.org, which accepts hair clippings from thousands of salons. His great friend is providing the "Trust" for more info: [team@MatterOfTrust.org](#)

Matter of Trust
SmartGrow
JOHN HILL, MITCH HILL SYSTEMS
Innersense



Your haircut's a life saver!

Your hair is recycled into mats that naturally collect oil spills from the oceans.

Hair clippings from salons used to clean up oil spills

While watching the coverage of the infamous Exxon Valdez oil spill in 1989, hair stylist Phil McCrory was struck



ACCESS TO CAPITAL FOR ENTREPRENEURS

Salon/Spa

Products/Services

- Natural, non-toxic and organic hair and beauty supplies
- Offer alternative health treatments such as massage

Practices

- Choose building materials, components, furniture and carpeting free of harmful chemicals
- Conserve water and electricity
- Maintain HVAC system filters and performance
- Use nontoxic pest control and cleaning supplies
- Recycle and use recycled paper products
- Purchase green power
- Resource: [Green Spa Network](#)



Home-based Business

Products/Services

- web-based retail
- virtual services
- telecommuting
- family-friendly
- Resource: [The Green Office Greening Guide](#)

Practices

- Use electronic systems to buy and sell
- Use recycled content paper goods, duplex printing, re-use paper for notes and boxes for shipping
- Low flow water valves
- Energy efficient lighting, equipment, systems and practices
- Use non toxic paint and recycled carpeting and building materials
- Locally sourced, recycled content or second-hand furniture
- Purchase green power
- Operate at off-peak times
- Recycle paper, glass, metal and cardboard



Questions

- What sectors are your microenterprise clients working in?
- Are clients developing new green businesses or “greening” their current businesses?
- What kinds of activities or programming do you offer to support the development of their green businesses or in greening their businesses?



Thanks!

For Further Information:

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