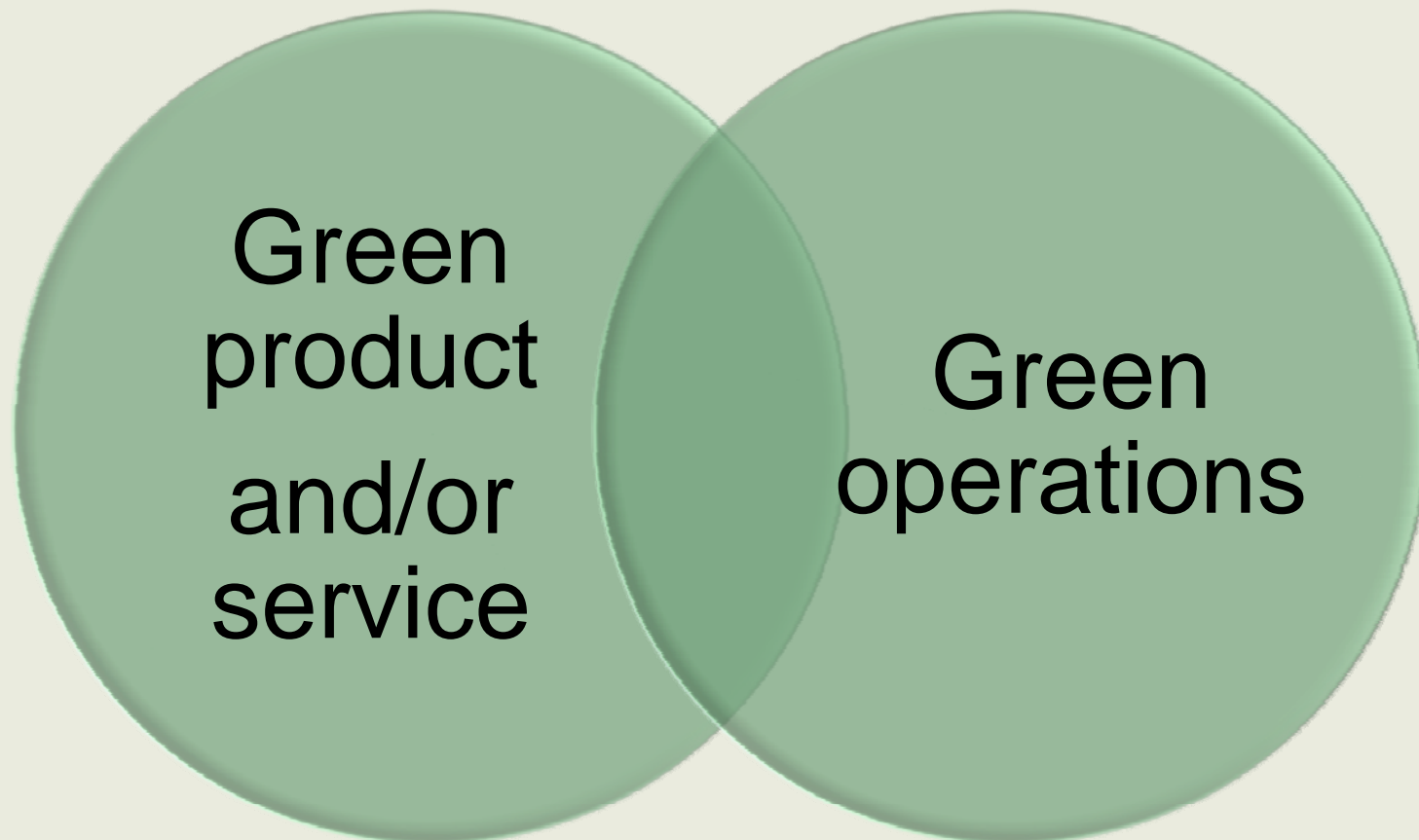


RI Business Plan Competition Green Business Track *Attributes of a green enterprise*

Glenn Bachman CMC, AICP
Raven Business Group, LLC
March 10, 2010



Context – Definitions of Green Enterprise



The Attributes of Green Enterprise

- *Uses resources efficiently*
- *Focuses on customers*
- *Procures sustainable products and services*
- *Partners with workers*
- *Engages stakeholders*
- *Seeks long-term profitability*
- *Embraces an expanded set of values*

The Attributes of Green Enterprise

Resource use & efficiency

- Understand primary and secondary ecological, social and economic effects of activities throughout product life cycle
- Eliminate waste:
 - Avoid
 - Reduce
 - Reuse
 - Recycle
- Eliminate pollution and the use of toxins



The Attributes of Green Enterprise

Resource use & efficiency – continued

- Substitute abundant materials for those that are scarce
- Substitute degradable substances for those that persist in nature
- Reduce dependence on fossil fuels: use renewable energy resources instead
- Draw renewable resources only from well-managed systems



The Attributes of Green Enterprise

Resource use & efficiency – continued

- Practice industrial ecology:
 - Cradle to cradle**
 - Waste as resource.
- Product as service

*** Cradle to cradle design is based on the principle that after a product's useful life it should become a 'nutrient' for new products.*

The Attributes of Green Enterprise

Customer focused

- Product responsibility
 - Eco-design
 - Low life-cycle costs
 - Product labeling
 - Accurate marketing claims
- Identify opportunities for:
 - Product as service
 - Buybacks
 - Packaging reduction
 - Trade-ins for re-use



The Attributes of Green Enterprise

Customer focused – continued

- Honor relationships with customers
- Apply fair pricing
- Apply precautionary principle* when designing products

* *The precautionary principle states that if an action or policy might cause severe or irreversible harm to the public, in the absence of scientific consensus that harm would occur, the proponent must bear the burden of proof in demonstrating the effects of the action and alternatives to the action.*

The Attributes of Green Enterprise

Sustainable procurement

- Establish standards, guidelines and specifications for products and services
- Evaluate and certify suppliers
- Recognition that supply chain management offers leverage to expand sustainability principles to other businesses
- Green building and efficient land use
- Relationships solidified through collaboration

The Attributes of Green Enterprise

Worker centered

- Protect worker health
- Innovate
- Appreciate individual's potential: supports lifelong learning
- Use of cross-disciplinary teams
- Engage workers
- Attract and retain talent

The Attributes of Green Enterprise

Community partner

- Engaged in improving the ecological and economic health of the community
- Preference for green, local and regional suppliers
- Report on green programs and outcomes
- Minimize adverse effects of products and services

The Attributes of Green Enterprise

Long-term profitability

- Reliably prosperous generation after generation
- Resource efficiencies translate into profitability
- Prosperity extends beyond economic wealth:
implying a careful stewardship of assets that create enduring value:
 - Intellectual capital
 - The Brand
 - Worker partnerships
 - Stakeholder relationships

The Attributes of Green Enterprise

Expanded values base

- Generation-to-generation of profits
- Acceptance of a greater responsibility:
Beyond shareholders to *stakeholders*
- Integration of green thinking throughout the organization
- Integrity of values

Expressing Green in the Business Plan

- Implications of ecological conditions and trends
- Demonstration of green practices
 - Quality control, quality assurance
 - Green procurement
 - Use of safe, renewable resources
 - Financial benefits
- Partnerships with stakeholders
- Marketing that positions the enterprise as green
- Leadership commitment

green isn't added on: it's woven in



Thank you!

Glenn Bachman CMC, AICP
President



77 Brownell Avenue
New Bedford, MA 02740
(508) 961-0050
glenn@ravenbusiness.com