

Envision a world with a sustainable environment, economy, and society.



Introductions



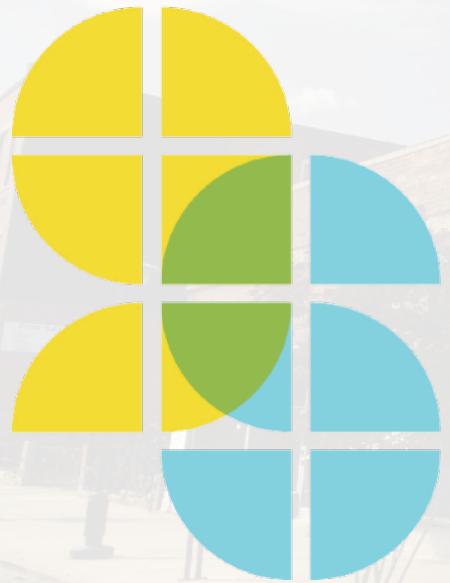
Michael Walton



Kelley Cureton



greenlspaces



green|spaces

Advancing the **sustainability** of
living, working, and building in
Chattanooga and the
surrounding region.



green|spaces

Empower
CHATTANOOGA



NextGen Homes

MEMBERSHIP LUNCH & LEARNS

SUSTAINABILITY
PROFESSIONALS OF GREATER
CHATTANOOGA

GREEN SCHOOLS SUMMIT &
DESIGN THINKING

ROOFTOP HOP

MAIN X24

BUILDING RECOGNITION IN
CHATTANOOGA (BRIC) AWARDS

CONSULTING/SPEAKING

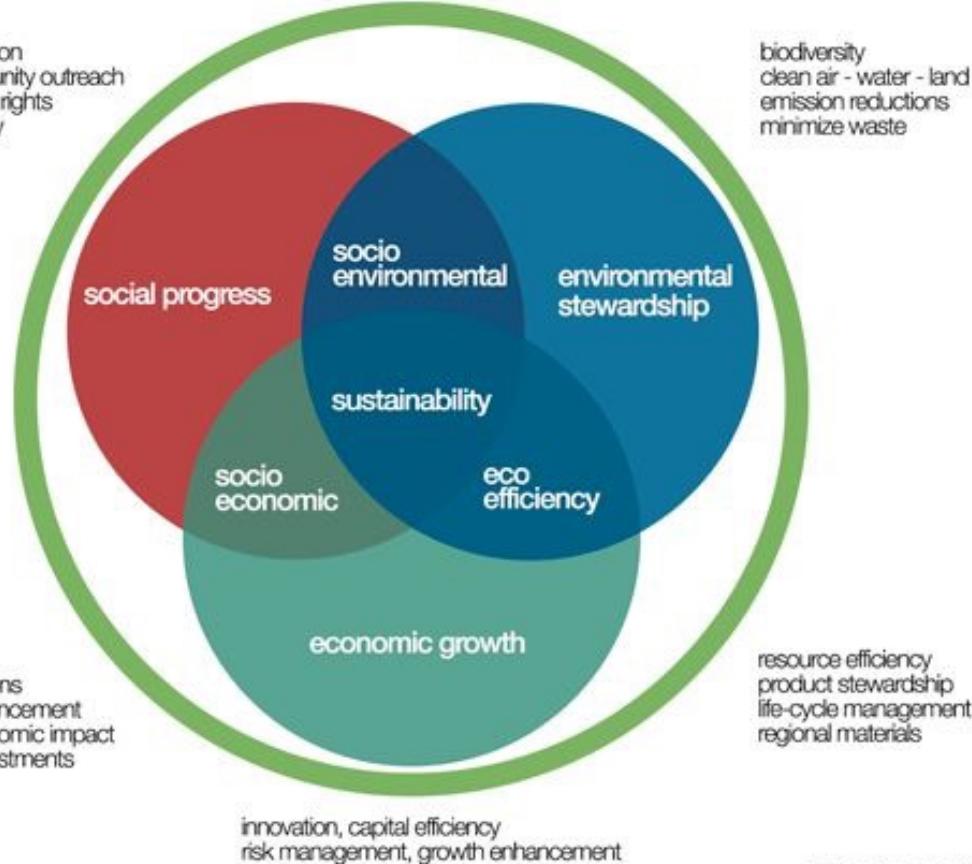
the triple bottom line

people - planet - profit

environment health & safety, global climate change
crisis management, environmental policy

education
community outreach
human rights
diversity

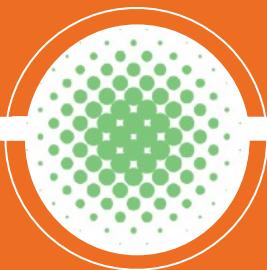
biodiversity
clean air - water - land
emission reductions
minimize waste



Agenda



Think Global

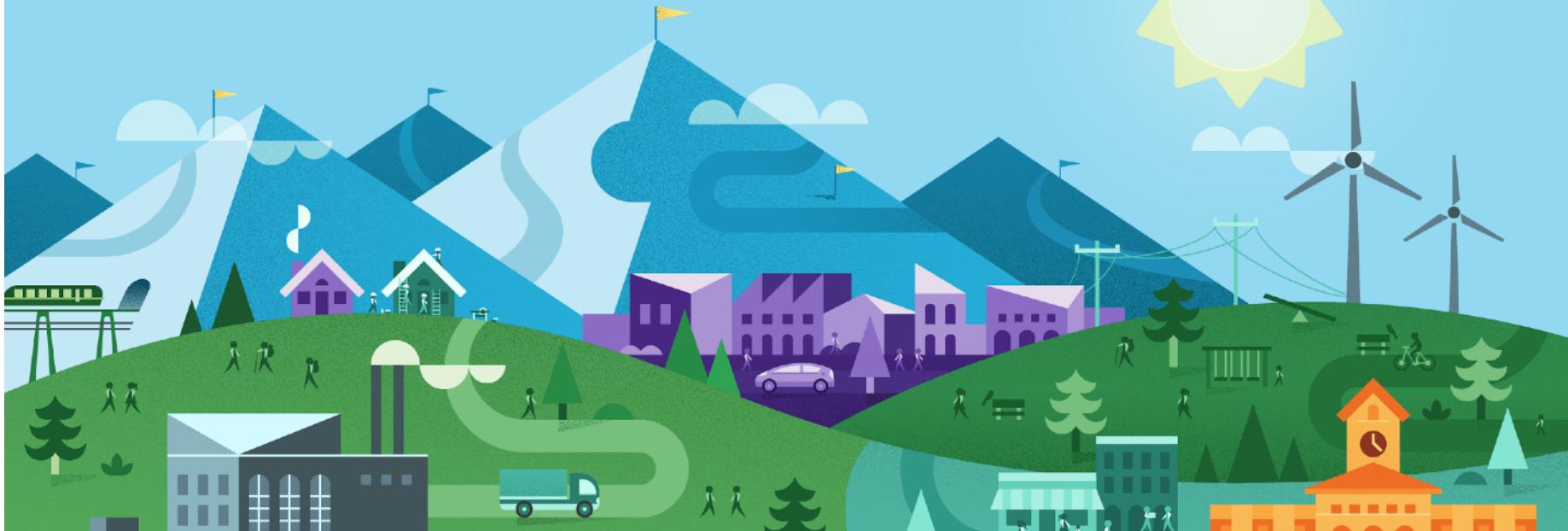


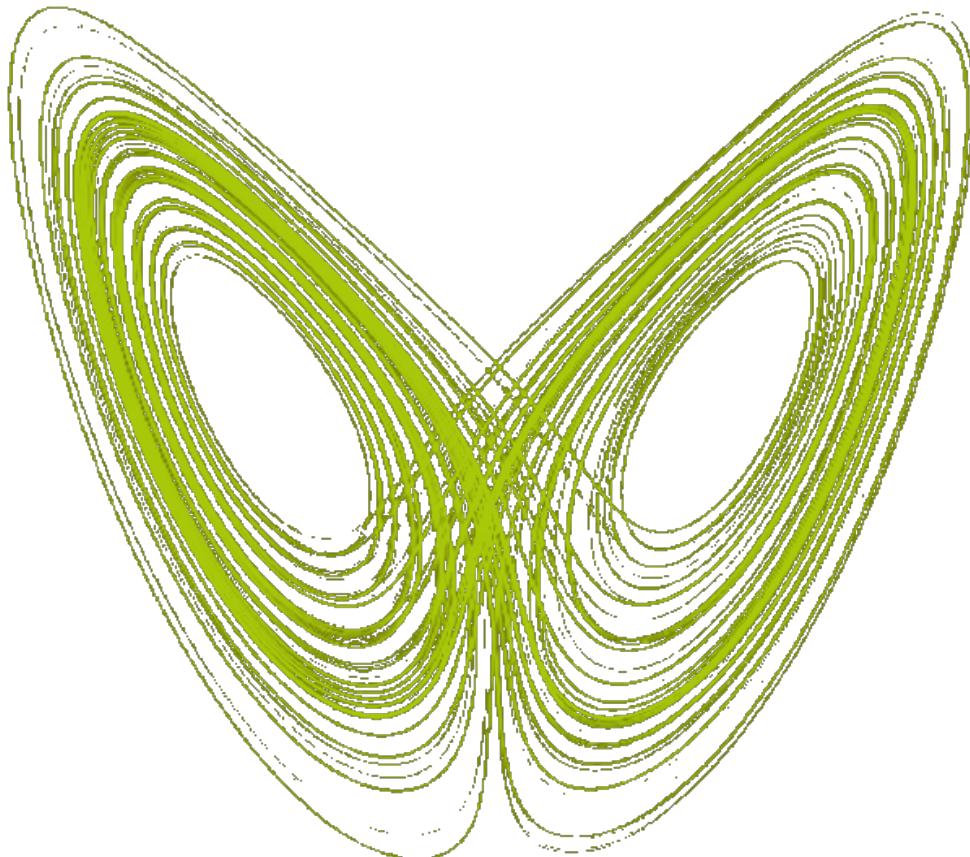
Act Local



Questions?

Envision a world with a sustainable environment, economy, and society.





Business as usual







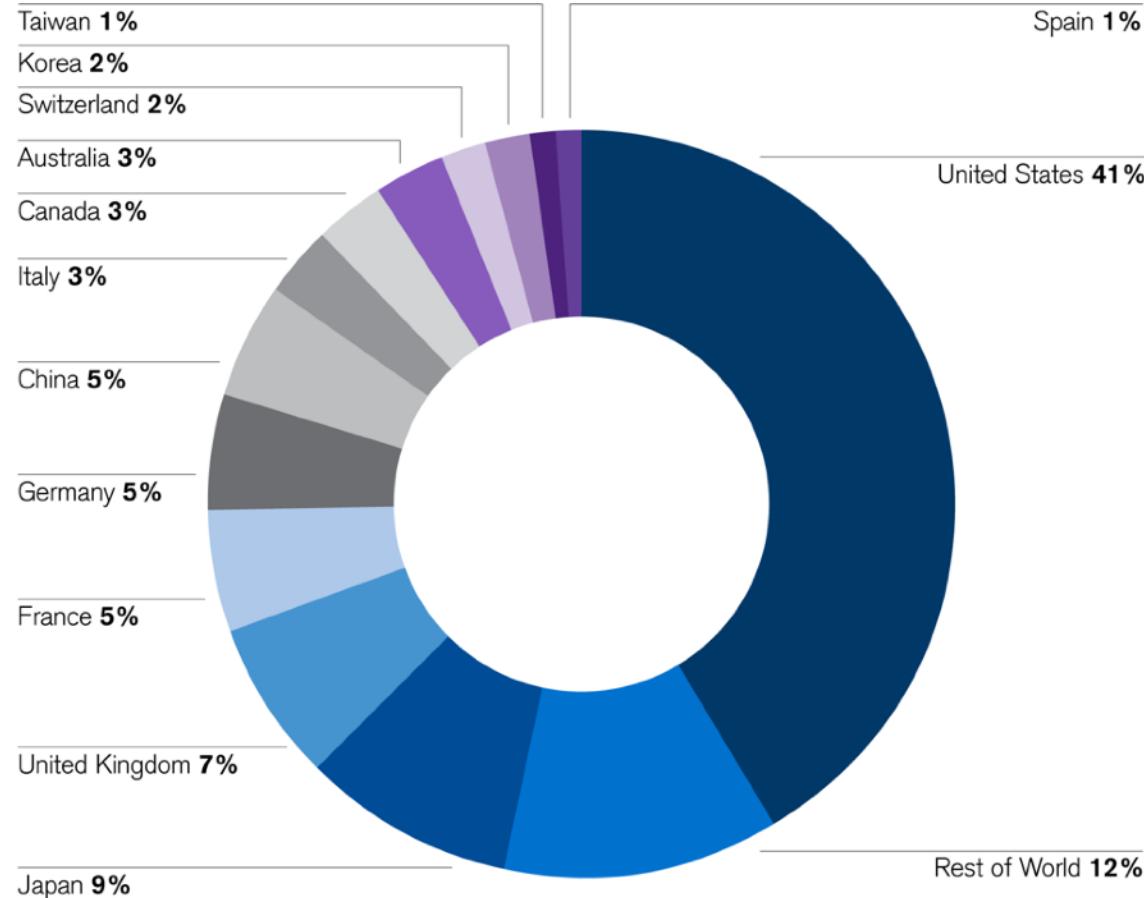


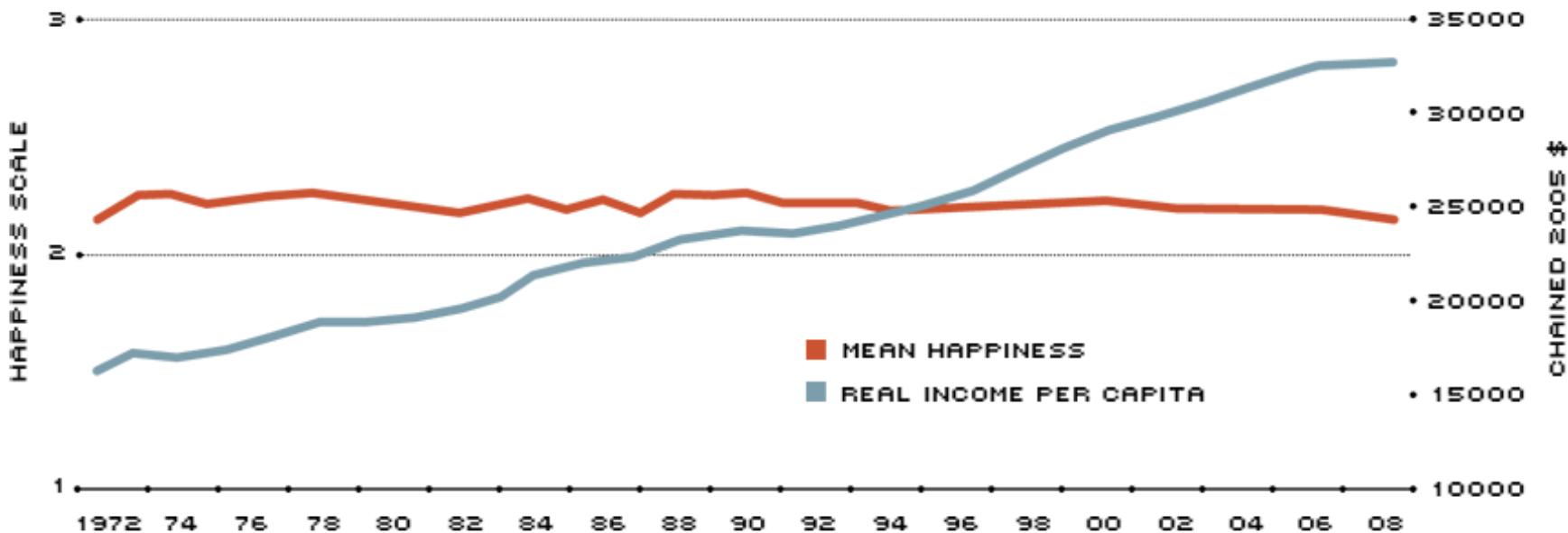












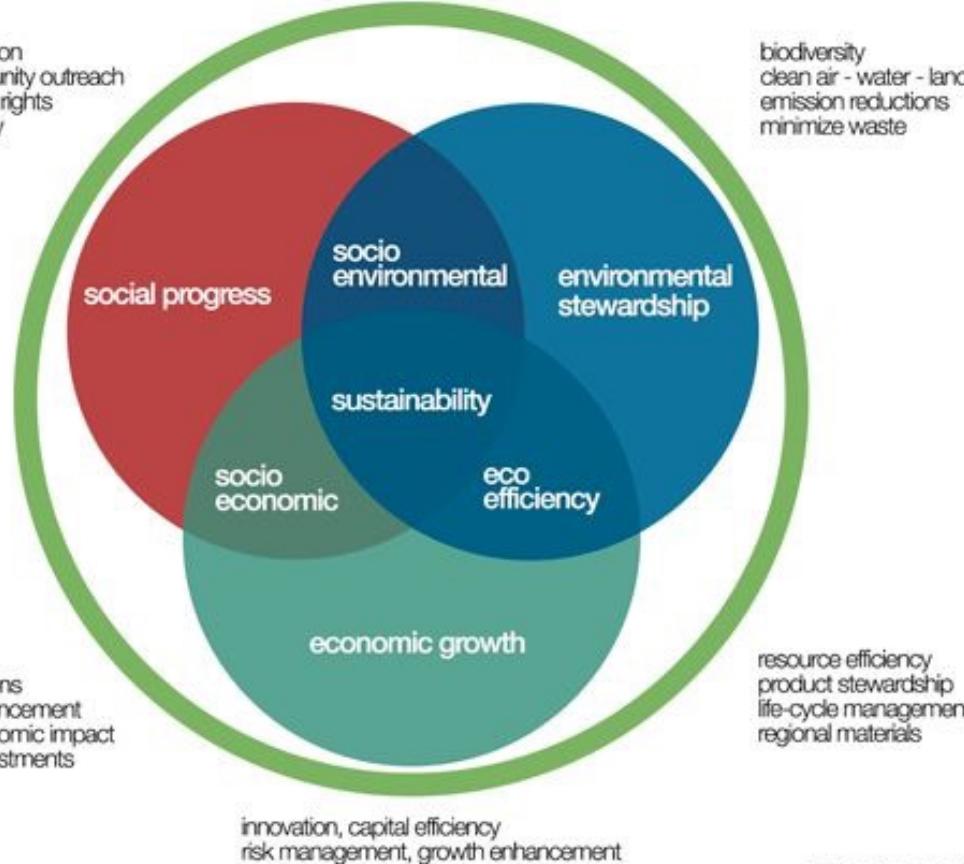
the triple bottom line

people - planet - profit

environment health & safety, global climate change
crisis management, environmental policy

education
community outreach
human rights
diversity

biodiversity
clean air - water - land
emission reductions
minimize waste

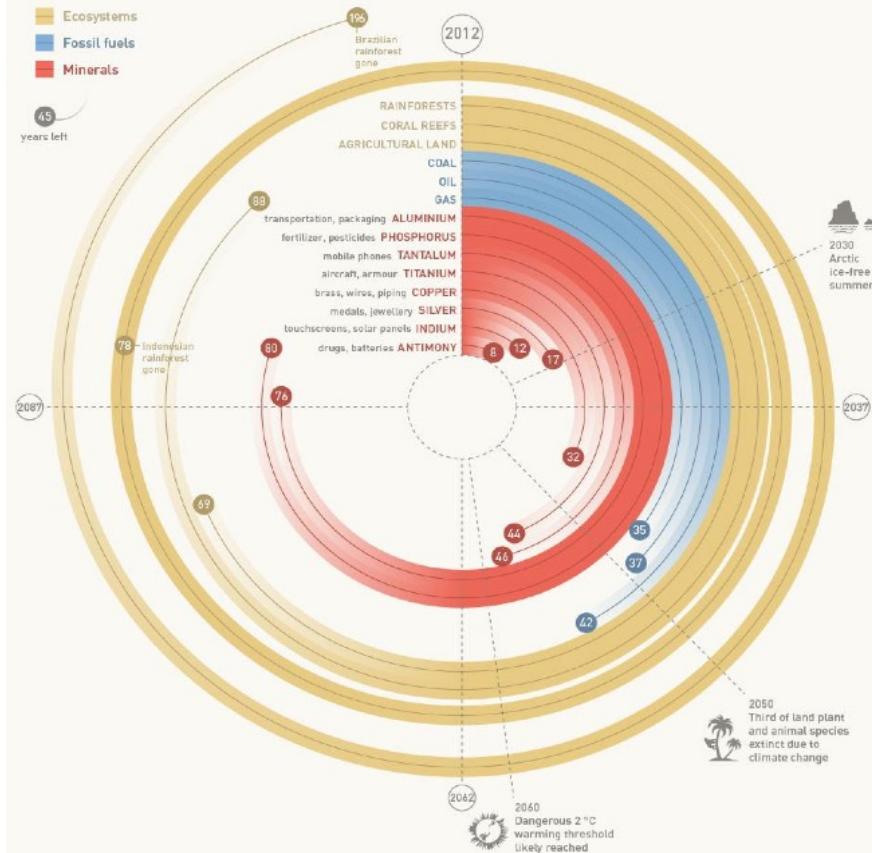


job creations
skills enhancement
local economic impact
social investments

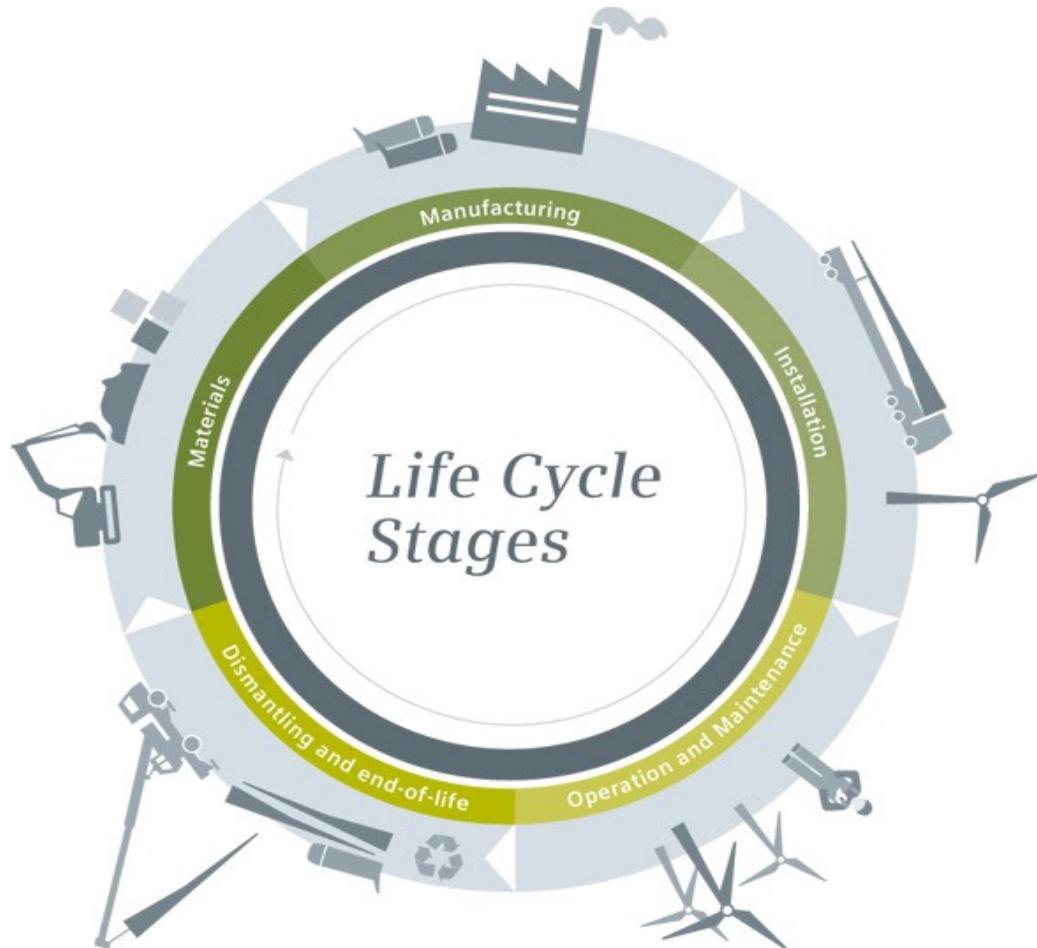
resource efficiency
product stewardship
life-cycle management
regional materials

Stock Check

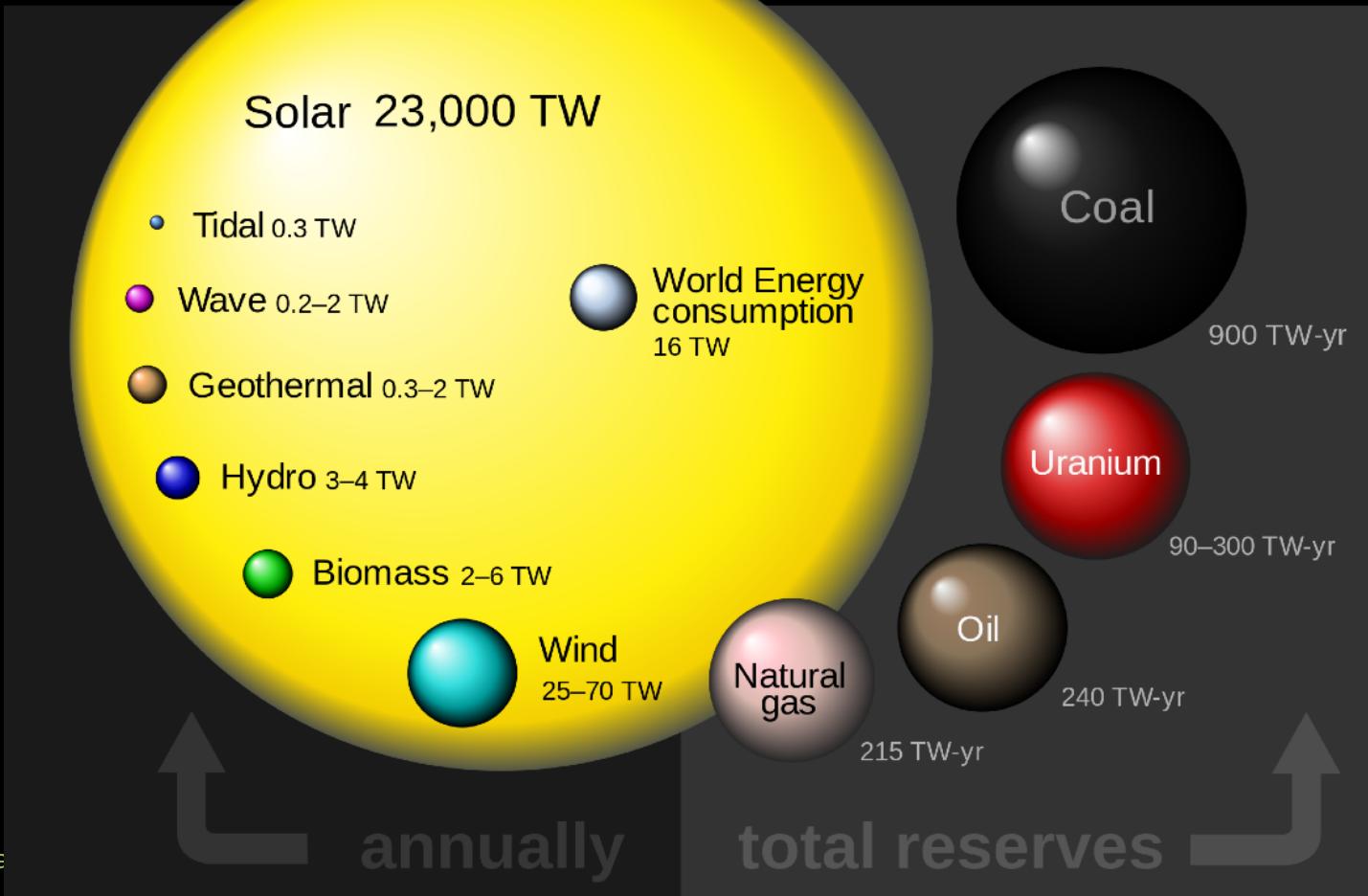
Estimated remaining world supplies of non-renewable resources



Sources: UN TEEB, US Geological Survey, BP, Worm et al. (2006), London Metal Exchange. Figures are worldwide. Living natural resources dates are worst-case based on published estimates. Mineral and fossil fuel data based on known reserves currently economical to extract, assuming fixed % increase in usage per year. No provision made for changes in demand caused by new technologies, discoveries of new reserves or market forces. Agricultural land means land suitable for rainfed cultivation net of other land usage. Thirty-year historic agricultural expansion rates are applied.



Global Energy Potential







WHY LOCAL MATTERS

75%
OF \$70B+ EACH YEAR

Three quarters of "economic development" dollars directly subsidize large corporations, leaving local, independent businesses behind.

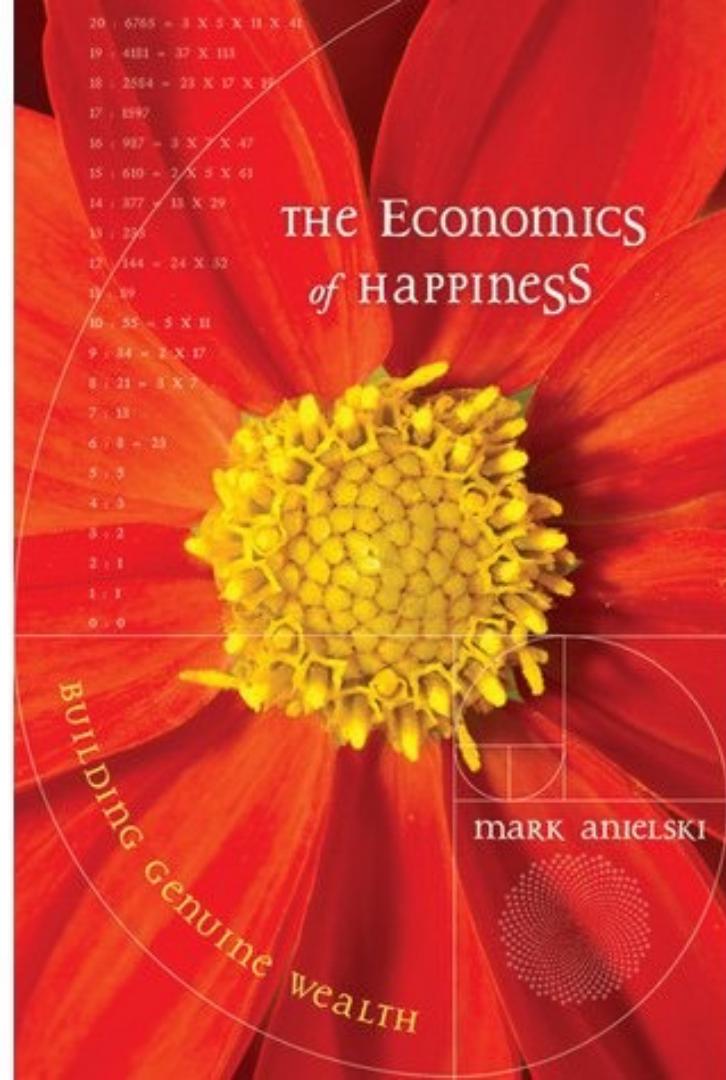
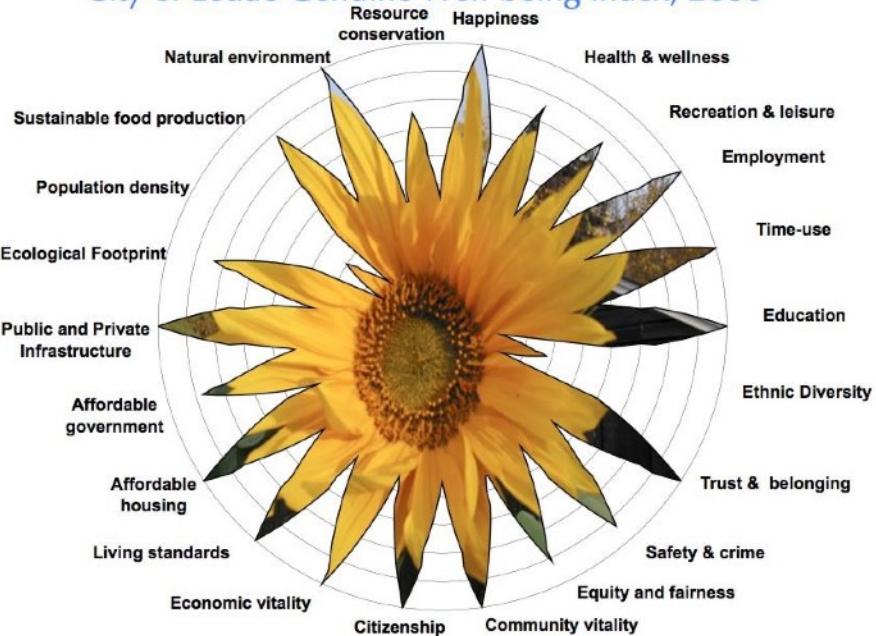


For every \$100 spent at a local business approximately \$67 stays in the community. When you shop at a big box store, just \$32 out of \$100 stays in the community.

90%
NET NEW JOBS

Up to 90 percent of net new jobs in the U.S. are created by locally-owned businesses.

A New Balance Sheet City of Leduc Genuine Well-being Index, 2006





Join us.



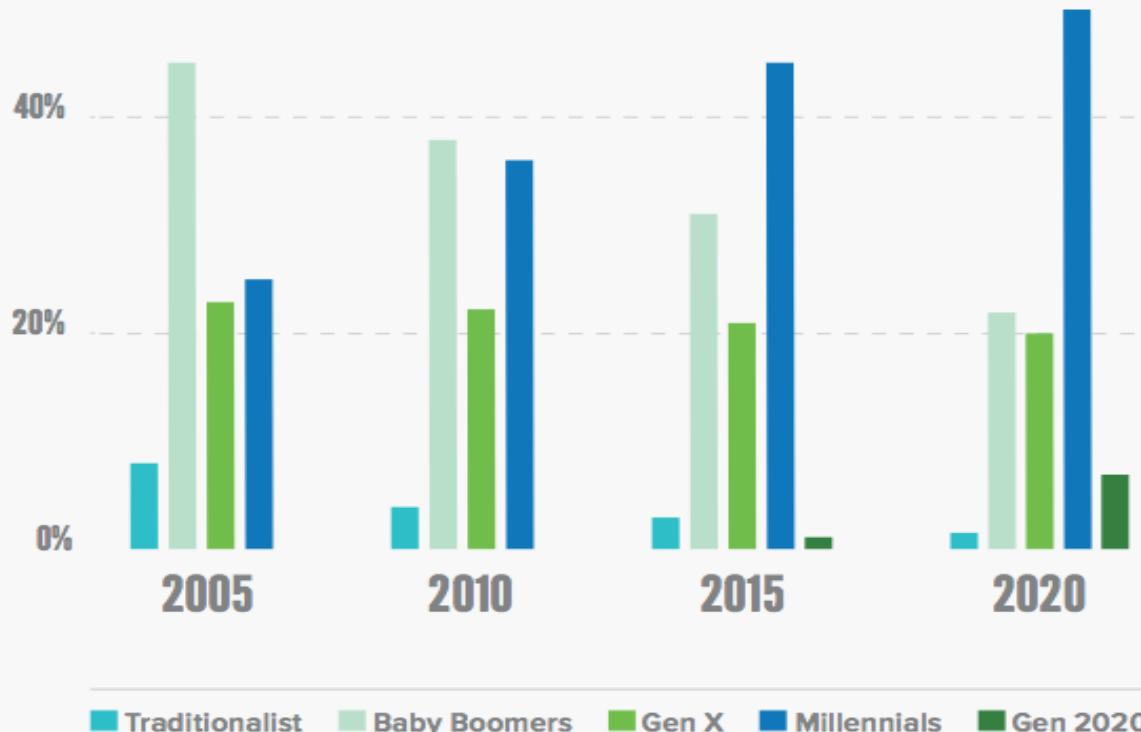
B Corps use the power of business to solve social and environmental problems.



Patagonia B Impact Assessment Score

	Patagonia's Score	Maximum Score	Median Score
Environment	47	105	9
Environmental Products & Services	4	30	4
Environmental Practices	43	75	6
Land, Office, Plant	6	8	4
Energy, Water, Materials	11	14	2
Emissions, Water, Waste	2	5	1
Suppliers & Transportation	7	18	N/A
Wholesale/Retail Environmental	18	30	N/A
Workers (Patagonia Employees)	25	40	22
Compensation, Benefits & Training	17	27	15
Worker Ownership	2	7	2
Work Environment	6	6	4
Community	20	45	32
Community Products & Services	0	N/A	15
Community Practices	20	45	15
Suppliers & Distributors	9	11	4
Local	1	8	5
Diversity	3	8	2
Job Creation	1	8	2
Civic Engagement & Giving	6	10	4
Governance	15	17	10
Accountability	5	6	6
Transparency	3	4	3
Mission Lock	7*	7*	N/A
Overall	107	200	80

Rise of Millennials in the Workforce



90%

Millennials want to use their skills for good (Fast Company)

50%

of Millennials that would take a pay cut to find work that matches their values (Fast Company)

\$20,000

The total cost to replace a \$40,000 employee
(SHMR)

Rise of Millennials in the Workforce

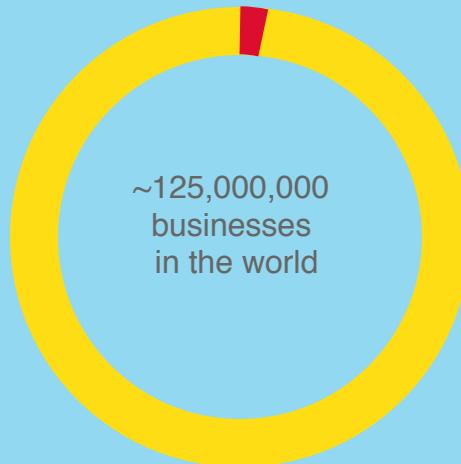


**1 out of every 5 dollars
under professional management is
invested according to Socially and
Environmentally Responsible
Investment Strategies**



The Challenge: How do we engage all businesses?

of companies
managing their
impact

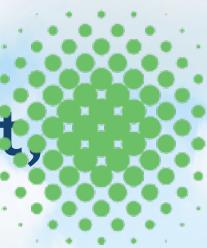


~125,000,000
businesses
in the world

Envision a world with a sustainable environment, economy, and society.

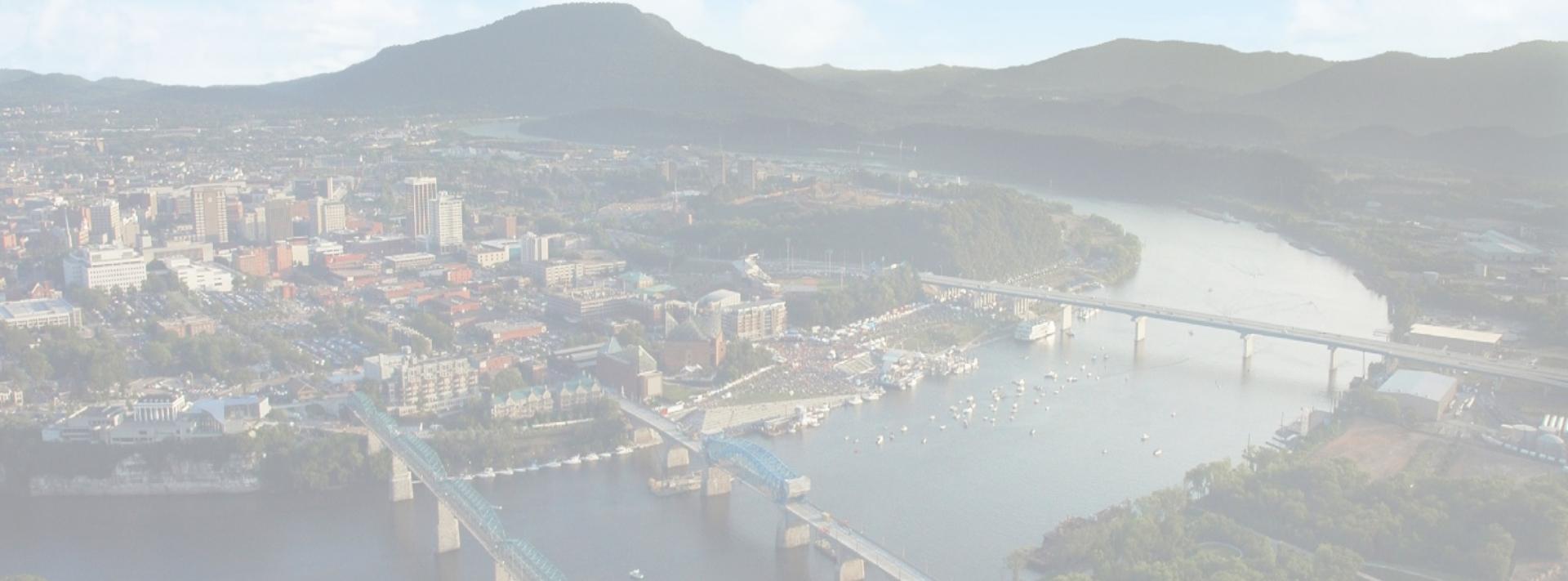


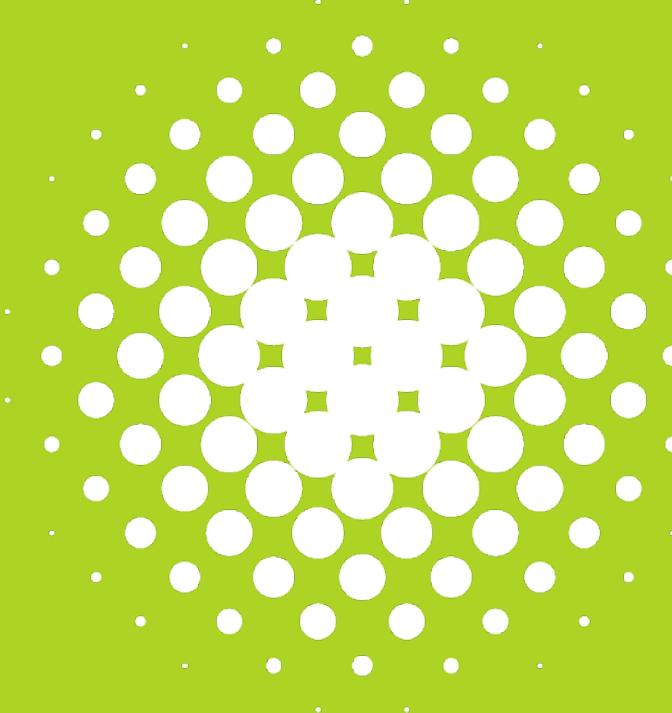
Envision a Chattanooga
with a sustainable environment,
economy, and society.



green|light

Chattanooga's Green Business Certification





green|light



But “Going Green” is
Expensive, Right?

WRONG



EMPLOYEE ATTRACTION:

Millennials now make up **one third of the American workforce**, the largest generation at work. 88% of millennials look for employers with social responsibility values that reflect their own. —Fortune Magazine



STRONGER PUBLIC IMAGE:

By ignoring sustainability, companies are missing an opportunity to broaden their scope of influence and may be damaging their brand equity.



COST SAVINGS:

Doing well by society often dovetails with a company's own profit interests—especially in the current business climate, where social responsibility is rewarded by customers and investors alike.

8 FOCUS AREAS

ADDITIONAL TOOLS

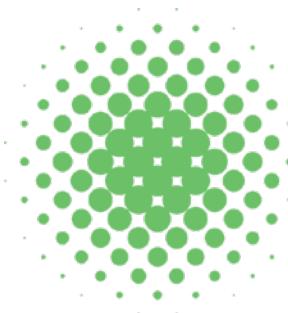
- WELLNESS
 - ENERGY
 - WATER
 - RECYCLING
 - GREEN CLEANING
 - LANDSCAPING
 - PURCHASING
 - TRANSPORTATION
-
- TOOL KIT
 - GREENLIGHT BLOG
 - PREFERRED PROVIDERS

Certified



Corporation[®]

bcorporation.net



green|light

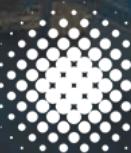
Chattanooga's Green Business Certification

[Start Assessment](#)[Log In](#)

How does your impact rank?

Take the Quick Greenlight Assessment!

An easy way to gauge your company's social and environmental performance.



green|light
Certified

[Get Started](#)



PARTICIPANT CHECKLIST

Use this checklist to help determine which credits you are going to attempt. If you are unable to meet the required prerequisites or number of indicated credits because of external factors beyond your control, please contact green spaces to investigate possible alternatives prior to proceeding forward. Explanation of prerequisites and credits is provided in the Participant Guide.

ENVIRONMENTAL LITERACY: Complete all THREE Prerequisites

ATTEMPTED Y N		COMPLETED / VERIFIED	
	EL.Pre1	Create an Eco-Policy	
	EL.Pre2	green light Certification Promotion Plan	
	EL.Pre3	Educate Staff on Eco-Policy	

GREEN CLEANING: Complete all FIVE Prerequisites

ATTEMPTED Y N		COMPLETED / VERIFIED	
	GC.Pre1	Create a Green Cleaning Policy	
	GC.Pre2	Store All Chemicals in Controlled Areas	
	GC.Pre3	Integrative Pest Management Program	
	GC.Pre4	Secure Exterior Trash & Recycling Receptacles	
	GC.Pre5	Bulk Cleaning Supplies & Refillable Containers	

STAFF PARTICIPATION: Complete both Prerequisites & at least THREE Credits

ATTEMPTED Y N		COMPLETED / VERIFIED	
	SP.Pre1	Solicit Employee Feedback for Viable Green Initiatives	
	SP.Pre2	Employee Wellness Program & No Smoking	
	SP.1	Launch Internal Eco-Improvement Competition	

ATTEMPTED
Y N

UTILITY EFFICIENCY: continued
COMPLETED / VERIFIED

	UE.11	Maximize Daylighting	
	UE.12	Install Occupancy Sensors	

Check this box if you have limited or no control over your base mechanical and electrical systems. Implement ONE additional credit from any category within the green|light program.

	UE.13	Renewable Energy Production	
	UE.14	Install Programmable or Smart Thermostats	
	UE.15	Weatherization	
	UE.16	Commissioning / Retrocommissioning	

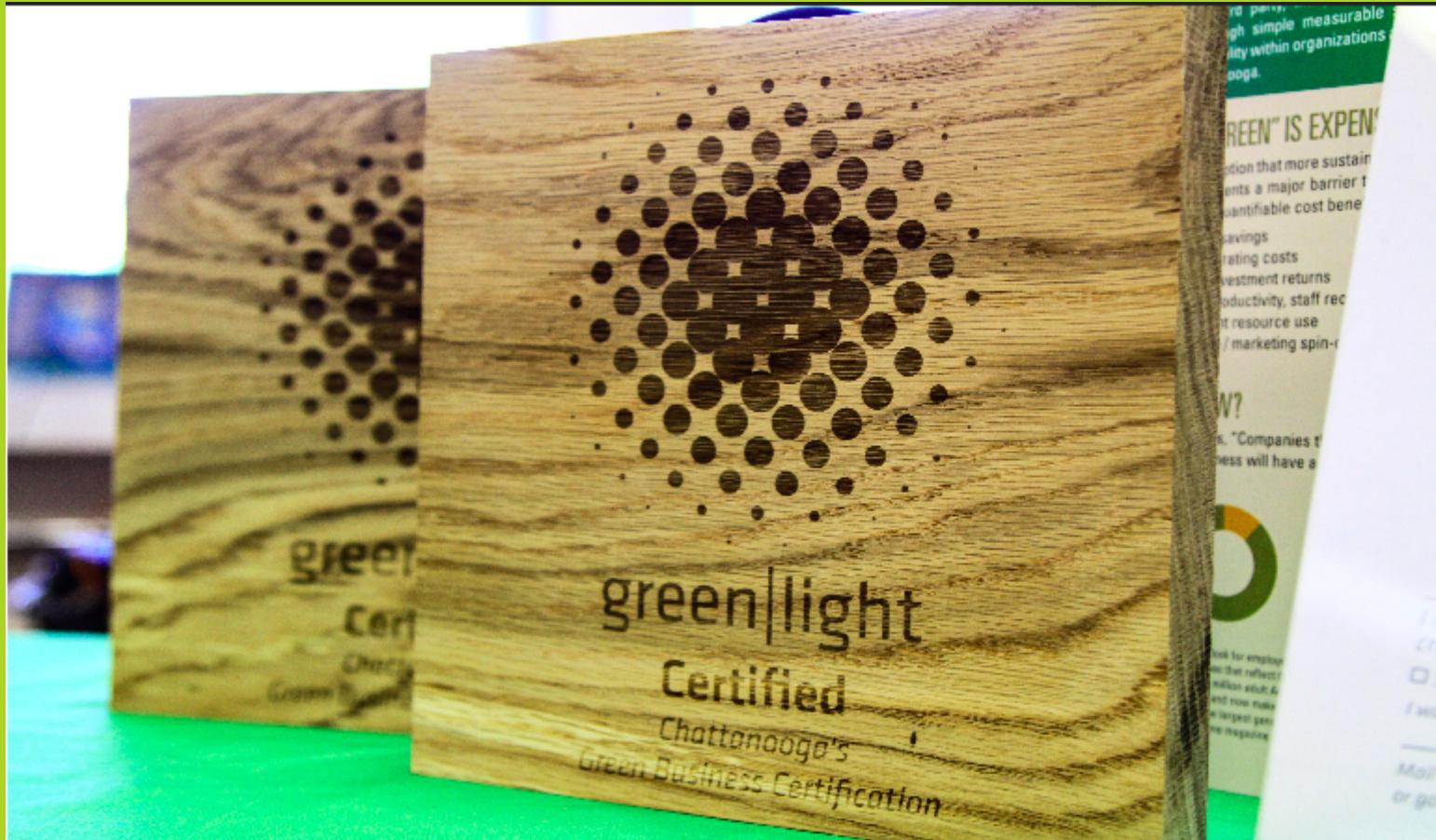
Check this box if you have limited or no control over your base plumbing systems. Implement ONE additional credit from any category within the green|light program.

	UE.17	Install Low Flow Aerators, Faucet Sensors, Shower Heads	
	UE.18	Low Flow Toilets & Urinals	
	UE.19	Retrofit Fixtures with Water Displacement Bag or Dual Flush Adapter	

LANDSCAPING PRACTICES: Complete the Prerequisite and at least THREE credits (if applicable,) or just LP.8 Green Infrastructure (if applicable)

Check this box if you have limited or no control over landscaping and send a written request to the individual in charge of landscaping as instructed in the Participant Guide. Implement THREE additional credits from any other category within the green|light program AND acquire indoor plants as instructed in the Participant Guide.

ATTEMPTED Y N		COMPLETED / VERIFIED	
	LP.Pre	Draft a Green Landscaping Policy	
	LP.1	Capture Rainwater for Irrigation	
	LP.2	Redirect Downspouts Towards Landscaped Areas	
	LP.3	Irrigation Optimization	





CHAMBLISS, BAHNER & STOPHEL, P.C.



franklin|architects



“The changes we made through the green|light program have brought us \$75,000 in yearly cost savings, increased customer happiness, and reduced our landfill waste.”

— Steven Reinisch, Hunter Museum





“

We have replaced all incandescent lighting with compact fluorescent lighting in the cave. This resulted in massive cost and energy savings, and no one has to climb into the cracks of the cave every few months to change the bulbs since the CFL bulbs last ten times longer. We also installed solar panels that offset over 2 months of electricity usage in the cave every year.”

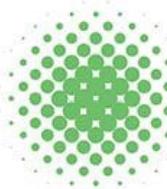
— Hugh Morrow, Ruby Falls

greenlightchattanooga.com



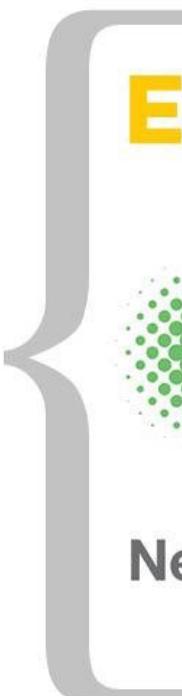
green|spaces

Empower
CHATTANOOGA



green|light

NextGen Homes



MEMBERSHIP LUNCH & LEARNS

SUSTAINABILITY
PROFESSIONALS OF GREATER
CHATTANOOGA

GREEN SCHOOLS SUMMIT &
DESIGN THINKING

ROOFTOP HOP

MAIN X24

BUILDING RECOGNITION IN
CHATTANOOGA (BRIC) AWARDS

CONSULTING/SPEAKING