

# Triangle Green Business Challenge

Process, progress and future



# Meet the Team

- Lucas Fries
- John Hamilton
- Ashley Wilkes
- Scott Cutler
- Chrissy Luettich
- Anna Schroeder
- Ernest Sumner
- Hayden Agnew-Wieland
- Thomas Maloney
- Kate Murphy
- Julio Paredes
- Harry Masters
- Will Roberts
- Dawn Wages

# Our Client



Voluntary organization of municipal and county governments. The team reported directly to a steering committee tasked with launching the Challenge.



Encouraging Triangle Area Businesses  
to Go Green and Save Green

# Triangle Green Business Challenge

The 2012 Green Business Challenge promotes a shift in thinking. This is a Triangle-wide initiative that will educate, encourage and provide resources to achieve energy, water and waste reductions, as well as make smarter choices in purchasing and work-related travel. The main incentive for participating in the challenge is savings, economic and environmental. Savings can improve bottom lines, with obvious environmental benefits and potential productivity gains.

# Scope- Scorecard Feedback

## Example Design & Content

### WASTE

W-4  Do you purchase and regularly use at least 30% post-consumer recycled copier/printer paper ?



W-5  Do you purchase and regularly use at least 30% post-consumer recycled paper products besides printer paper?



### Focus on 7 Categories:

- ❖ Company Engagement
- ❖ Energy
- ❖ Waste
- ❖ Transportation
- ❖ Water
- ❖ Healthy Work Environment
- ❖ Other (Write in)

# Timeline + Objective

Objective	Product	Tasks	Timeline	Start Date	Finish Date	Status
Recruit Champion Businesses	<i>List of Potential Businesses for Pilot Program</i>	Contact Previous Employers/ Other Contacts	2 Days	<b>January 31st</b>	<b>February 1st</b>	Complete
		List Potential Interested Local Businesses	3 Days	<b>January 31st</b>	<b>February 1st</b>	Complete
		Cold Call and Recruit	14 Days	<b>February 1st</b>	<b>February 15th</b>	Complete
		Submit to Client*			<b>March 1st</b>	
Develop Universal Feedback Template	<i>Finalized Feedback Template for Champion Businesses to Fill-out</i>	Create Draft Template for Questions & Comments	10 Days	<b>January 31st</b>	<b>February 8th</b>	Complete
		Capstone Consultants Use Template to Evaluate Scorecard	5 Days	<b>February 8th</b>	<b>February 13th</b>	Complete
		Revise Feedback Template	5 Days	<b>February 14th</b>	<b>February 19th</b>	Complete
		Create Final Feedback Template Product *			<b>February 20th</b>	Complete
Gather Champion Businesses' Feedback	<i>Gather Feedback from Businesses</i>	Schedule 90-Minute Visits	7 Days	<b>February 27th</b>	<b>March 2nd</b>	In-Progress
		Visit Businesses	On-Going	<b>February 20th</b>	<b>March 30th</b>	
		Assist in Filling-out of Feedback Template	On-Going			
	<i>Compilation of Feedback from Champion Businesses</i>	Gather Templates and Organize Results	5 Days		<b>March 6th</b>	
		Initial Findings Presentation to TJ COGs*			<b>March 19th</b>	
Present Key Findings to Client	<i>Results Presentation to Triangle J Council of Governments</i>	Final Data Results Summary*	7 Days	<b>March 7th</b>	<b>March 11th</b>	
		Create Power-point Presentation of Key Findings*	7 Days	<b>March 12th</b>	<b>March 18th</b>	
		Present Findings*			<b>TBD</b>	

Objective: Deliver actionable feedback on how to strengthen the process and tools that comprise the Triangle Green Business Challenge.

# Objectives

- Review rough-draft scorecard and provide feedback
- Recruit pilot businesses
- Use revised scorecard for “sit-down” meetings with businesses
- Provide recommendations and improvements for client
- Energy Audits



# Feedback Form Development

	A	B	C	D	E	F	G	H
1	<b>Feedback Template Version 1.0</b>							
2	Triangle J Council of Governments Green Business Challenge							
3								
4					What is your Question About?			
5		<b>Consultant</b>	<b>Business Name</b>	<b>Question Code (?,#)</b>	<b>Action Items</b>	<b>Resources</b>	<b>Other</b>	<b>Question or Comment</b>
6	18	Lucas/John H	Great Outdoor Provisions	O1	X			Green team is me and me only
7	19	Lucas/John H	Great Outdoor Provisions	T1	X			Commuter Benefits plan is unnecessary for employees, maybe % of employees or miles traveled would be more indicative
8	20	Lucas/John H	Great Outdoor Provisions	T2	X			9/80 or 4/10 hours are not a common practice for retail outlets
9	21	Lucas/John H	Great Outdoor Provisions	T4	X			Benefits plan is not needed right now, extra cost potentially
10	22	Lucas/John H	Great Outdoor Provisions	W2	X			No formal plan written out but documentation is possible
11	23	Lucas/John H	Great Outdoor Provisions	W4	X			Resource to show benefits of using 100% vs 30% show me why I should do it
12	24	Lucas/John H	Great Outdoor Provisions	W5	X			Separate out different post consumer recycled products into diff questions
13	25	Lucas/John H	Great Outdoor Provisions	W5	X			Everyone will answer yes to "Whenever possible"
14	26	Lucas/John H	Great Outdoor Provisions	W6	X			Formal plan is resources available to employees, maybe not as written out as indicated
15	27	Lucas/John H	Great Outdoor Provisions	Waste			X	Logging garbage and recycling will be more of estimation if done by gallons
16	28	Lucas/John H	Great Outdoor Provisions	Waste			X	Waste audit will require more active measuring or having an employee responsible
17	29	Lucas/John H	Great Outdoor Provisions	W7	X			They don't have desks-- Doesn't apply to retail
18	30	Lucas/John H	Great Outdoor Provisions				X	Put in blank spots for practices they are pursuing but aren't mentioned on the list (may keep businesses engaged and challenged)
19	13	Anna S	UNC Capstone	W8	X			This is how all the questions should look- breakdown of points and clear explanations
20	14	Anna S	UNC Capstone	T1	X			Explain below what a commuter benefits plan & smart commute
21	15	Anna S	UNC Capstone	T4	X			Question is unclear

Template to organize and compile feedback on the scorecard from Champion Businesses

# Initial Scorecard Review

GREEN BUSINESS CHALLENGE RESULTS SUMMARY					100	0	How did you achieve this? Please provide a screenshot of the action taken in response to the challenge.
Part II. Scorecard							
Categories	Action Items	Resources	Response Click in each cell below for a response menu.	Total Points Available	Points Achieved		
Company Engagement					13	0	
O1	Does your company have a representative, committee, or "green team" that coordinates environmental and sustainability initiatives, engages staff and raises awareness and enthusiasm for the 'greening' of your business?	<a href="#">Resources</a>	Click for drop-down menu.	2			
O2	Have you hosted a meeting or educational activity to inform staff and company leadership about the Green Business Challenge program, and do you conduct regular meetings or updates to inform staff and leadership about green business practices, company goals and successes?	<a href="#">Resources</a>	Click for drop-down menu.	2			
O3	Is it a part of your mission or company guidelines to incorporate environmental and social sustainability indicators along with economic indicators to measure your success? Do you market your business as a green or sustainable company or product/service provider?	<a href="#">Resources</a>	Click for drop-down menu.	3			
O4	Do you donate money or make your facilities available (either permanently or on occasion) for community activities, services or events that promote sustainable community development?	<a href="#">Resources</a>	Click for drop-down menu.	1			
O5	Does your company encourage community service or volunteerism for sustainability and community stewardship? (This could be through internal company activities, participation in external community events or an employee incentivization program.)	<a href="#">Resources</a>	Click for drop-down menu.	2			
O6	Have you referred another business to participate in the 2012 Green Business Challenge? Referred companies must register and submit a baseline scorecard by the end of the Challenge in order for you to receive referral points. (1pt for each referral, up to 3pts possible)	<a href="#">Resources</a>	Click for drop-down menu.	3			
O7	Do you provide employee training on green business practices? Training categories: Energy, Waste, Transportation, Water, Healthy Work Environment (1pt. Each) Two categories (2 pts) Three or more categories (3 pts).	<a href="#">Resources</a>	Click for drop-down menu.	3			

- Structure & format
- Point values
- Help links
- Overall clarity & consistency

# “Champion Business” Recruitment

Objective: Recruit diverse group of Champions to avoid sampling bias

Recruitment strategy

Divide and Conquer

Create potential business database

Split database amongst group

Outreach

Research targets

Call businesses

Meet with interested

Results: 8 Champions confirmed

# Champion Business Feedback

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# Champion Businesses



Chapel Hill Printing & Graphics



The Open Eye Cafe



Performance

Automall

ACURA



BMW



CHEVROLET



PORSCHE



SUBARU



# More Accessible Format

- Favored website format over spreadsheet
- Allow businesses to write-in and share their ideas

*“So-What” Take-away: Format should be drastically simplified*

# User Friendly Scorecard for the “Layperson”

- Provide definitions for key terms
- Split compound questions
- Make resource links more visible

*“So-What” Take-away: When targeting businesses who have not previously pursued green practices, clarity is essential*

# Tangible Benefits for Businesses

- Recognition via official website
- Provide access to free energy audits
- Provide discounts for energy-saving appliances etc.
- Articulate savings

*“So-What” Take-away: Companies need more motivation to invest the required time*



# Think Like the Business

- Energy and waste logs should reflect business practices
- Consider safety etc. when assessing energy use
- “The bottom line”
- Some businesses will spend money to save money

*“So-What” Take-away: Articulating ROI will encourage change*

# Customize Scorecard by Industry

- Current questions seemed more oriented towards offices
- Categories should be customized to different industries
  - Restaurants and retail
- Could shape future competition

*“So-What” Take-away: Industry specific categories would encourage wider participation*

# Champions Enthusiastic about Challenge

- Audit categories were specific and could help them visualize savings throughout the year
- Resource links provided pertinent instruction
- Challenge makes sustainability accessible to businesses

# Energy Audits



# Energy Audit Training

## Waste Reduction Partners



- Training seminar: February 24, 2012
- Led by Conrad Meyer, Technical Manager
- Reviewed best practices and FAQ in energy auditing

# IE Energy Audit Training



- Training seminar: April 17, 2012
- Led by Maura Farver
- Conducted lighting assessment
- Calculated savings

# IE Energy Savings

- Switching from 34W T12 bulbs to 28W T8 bulbs reduces energy use from 45,385.92 kWh to 37,376.64 kWh—savings of 8,009.28 kWh
- Initial cost to replace bulbs: \$1,100
- Annual savings: \$961.11
- Payback Period: 1.15 years

# Conclusions and Future of the Green Business Challenge

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# Conclusions



- Working with pilots generated actionable feedback
- Pilot companies very enthusiastic about Challenge
- Audit Trainings: good way to determine easy energy and waste savings
- Many prospects for continued improvement and revisions

# Acknowledgements

- Elizabeth Shay
- Sean Flaherty—formerly of TJCOG
- Brennan Bouma—TJCOG
- Triangle Green Business Challenge Steering Committee members
- Champion Businesses
- GreenPlus
- Conrad Meyer
- Maura Farver

# Questions and Answers

Thank you



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