

## New Report Examines Mentoring for Small Businesses

The Green Business Network (GBN) has recently completed a report that examines the use of business-to-business mentoring to improve the delivery of new and existing regulations, to ensure greater small business regulatory compliance, and to meet the U.S. EPA's environmental-performance goals. Titled, *Business-to-Business Mentoring Programs: An Opportunity to Increase Compliance and Environmental Performance of Small Business*, this report will play a pivotal role in helping EPA increase the compliance rates of small business.

### WHAT SMALL BUSINESS MEANS TO THE U.S. ECONOMY

Small businesses:

- Represent more than 99% of all employers
- Employ 51% of private-sector workers, 51% of workers on public assistance, and 38% of workers in high-tech occupations
- Represent nearly all of the self-employed, which are 7.0% of the workforce
- Provide about 75% of net new jobs
- Provide 51% of private sector output
- Represent 96% of all exporters of goods
- Obtain 33.3% of federal prime and subcontract dollars
- 53% are home-based

### Why is this report so timely?

It is becoming increasingly clear that small business is the bedrock of the U.S. economy (see table). As this change has taken place, small business is also becoming the focus of new regulations.

The current challenge is that small businesses often lack professional environmental staff and financial flexibility to handle these regulations and often feel confused and threatened. For the

regulatory agencies, such as EPA, who are increasingly focusing on small business, this confusion is a source of frustration. The effect that this reality has on compliance rates is immense.

GBN's report is a tool for EPA and complements the number of programs and policies that EPA has initiated to reshape and reinvent its relationships with the regulated community -- from adversarial to a relationship based on partnership to improve environmental performance.

The report is available [online](#), or for a copy contact Chrissy Coughlin, at (202) 261-6469.

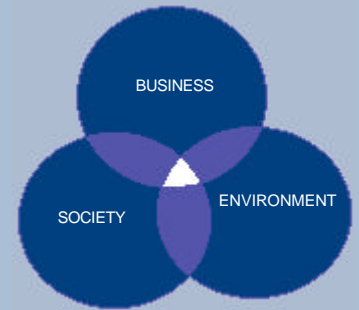
## GBN Issues Guide for EMS Technical Assistance Providers

GBN has recently completed a report titled: *Standardizing Excellence: Working with Small Businesses to Improve Their Environmental Management Systems*. The report provides ideas and recommendations to help guide organizations and individuals involved or interested in providing EMS assistance. It is based on the findings of two workshops held in Washington DC and San Francisco, which provided an opportunity for assistance providers and businesses involved with assistance programs to identify current gaps, needs, and steps for future action to better promote and provide EMS assistance. Technical assistance providers from regulatory agencies, associations, university-based assistance programs, manufacturing extension partnership programs, pollution programs, and business networks attended the event.

### What are the professionals recommending?

The following are some actions identified as the most important for steps for promoting EMS to small and medium sized enterprises (SMEs) and organizations.

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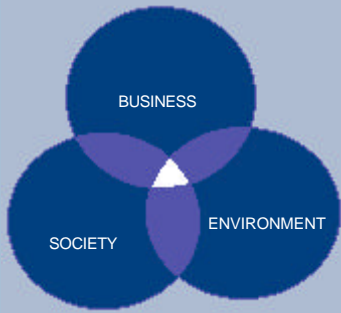
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**GreenBiz**

**University**

*seeks to be the  
first of its kind  
in distance  
learning geared  
toward business  
and the  
environment.*

## Guide for Technical Assistance Providers What the Professionals Recommend

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1. Support sector-specific EMS implementation tools
2. Build the business case for EMS
3. Work with trade associations and other industry groups, particularly at the local level, to promote EMS
4. Integrate EMSs into other environmental programs
5. Develop a robust EMS Web site
6. Create and provide a standard "EMS 101" training program for small and medium sized companies
7. Support the development of tools to assist with aspect analysis and target setting

The report is available in PDF at [GreenBiz.com](http://GreenBiz.com). For a printed version contact Chrissy Coughlin directly at (202) 261-6469 or email [chrissy@greenbiz.com](mailto:chrissy@greenbiz.com).

## GreenBiz University Takes Shape

The Green Business Network has partnered with the World Resources Institute's (WRI) Sustainable Enterprise Program to develop a database of online distance learning courses that will serve as the backbone of GreenBiz University. GreenBiz University is a comprehensive distance-learning network whose mission is to bring a wide range of interactive learning opportunities to the widest possible audience of business environmental professionals and students.

Tapping into state-of-the-art, Internet distance-learning techniques and technology, GreenBiz University will:

- Aggregate both credit and noncredit courses and workshops that already exist online and make them available in a one-stop format.
- Work with educational institutions, business associations, and other individuals and organizations providing business environmental education to help them to bring their courses, lectures, and workshops online.
- Partner with trade associations, educational institutions, and other organizations to create new online courses and workshops.

- Seek opportunities to aggregate courses into curricula that potentially could be accredited to grant certificates to students completing courses of study.

WRI is supplying a comprehensive listing of schools and organizations providing undergraduate, graduate, and executive education in the business/environment arena. WRI is also preparing a list of existing distance learning opportunities for environmental business education, as well as an assessment of programs for which there may be a demand that do not currently exist in the marketplace.

For more information please contact Chrissy Coughlin, (202) 261-6469 or by email at [chrissy@greenbiz.com](mailto:chrissy@greenbiz.com).

## GreenBiz.com Sets Sights on New Web Sites

GreenBiz.com is embarking on an ambitious plan to create a suite of spin-off sites that focus on the needs of companies in specific sectors and regions. All of these sites are in partnership with other leadership organizations.

Among them:

- **GreenerPaper.com** — a partnership with the Recycled Paper Coalition, will feature a resource center on environmentally preferable papers along with such tools as a product catalog, a supplier directory, a request-for-quotation engine, and an environmental impact calculator.
- **GreenerFleets.com** — a partnership with the American Council for an Energy-Efficient Economy, will cover the full spectrum of environmental issues related to automotive and light-truck fleets, including a database showing the environmental impacts of current-model vehicles.
- **ClimateBiz.com** — a partnership with Business for Social Responsibility, is a one-stop online resource to help companies of all sizes and sectors understand and address climate change. The emphasis is on providing hands-on tools, action steps, and other resources.

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# Fundamentals of Greening Your Business

You're running a small- or mid-sized business, and you want to do it right. That means bringing your environmental performance in line for a healthier bottom line. But how to start working sustainably? Or, having started, how to follow through?

Sustainability doesn't have to be a daunting goal. If you're familiar with the keys to becoming a greener business, you'll be able to identify and implement improvements in your day-to-day operations — and begin to reduce the environmental impact of your company one step at a time.

Here are a few fundamentals culled from a free report offered by GreenBiz.com:

- **Comply with state, local, and federal environmental, health, and safety regulations.** This gives your beyond-compliance efforts a solid foundation. You may gain additional benefits: Some governmental programs offer reduced oversight and paperwork to companies that are in full compliance.
- **Understand how your business affects the environment,** from the things you buy to your relationships with customers and suppliers, to the full life-cycle of your products and services. At each step of the way, there are opportunities to make choices that can help you align environmental responsibility with business success.
- **Begin to make changes where they can be done profitably** — or at least in a way that will not decrease profits and productivity for more than a short period. It's important to keep in mind that it isn't possible to do everything right; gradual, incremental progress is a worthy goal.

There are dozens of ways companies of all sizes can reduce their environmental footprints, earn consumer trust and stakeholder confidence, and boost efficiency and productivity. We've offered some suggestions to help you get started. For the full report, read our GreenBiz Essential on [Greening Your Business: A Primer for Smaller Companies](#).

## LAYING THE GROUNDWORK

### • Make Sure You're Obeying the Law

Staying on top of federal and state environmental, health, and safety requirements is an essential first step toward greening your business. Many programs provide free compliance assistance to small businesses.

For more information:

- [Compliance Assistance Centers](#)
- [Small Business Assistance Program](#)
- [OSHA Consultation Service](#)
- [Understanding the Hazardous Waste Rules — A Handbook for Small Business](#)

### • Measure and Track Your Waste

Watch what your company consumes — energy, supplies, raw materials — and what it wastes — packaging, raw materials, energy, emissions.

For more information:

- [Re-Think Your Bottom Line](#)
- [Waste at Work: Prevention Strategies for the Bottom Line](#)
- [How to Inventory Your Wastes for Environmental Compliance](#)
- [Concise Self-Assessment Guide to Environmentally Sustainable Commerce](#)
- [Eco-efficiency: A Guide to Reporting Company Performance](#)

### • Write an Environmental Vision Statement

It's easier to get behind a vision when all your players know what the company stands for. This foundation will show customers, stakeholders, and your community that your business is invested in the environment.

Need a model environmental mission statement? These companies did it right:

- [The Body Shop](#)
- [Herman Miller](#)

### • Rally the Troops

Employee participation is essential to a successful environmental initiative. Bring together a team of employees to promote environmentalism in the workplace. Consider creating incentives such as rewards and recognition for employees who drive your company's environmental efforts. Name a periodic "green champion" in order to single out employees' environmental actions.

For more information:

- [Ten Keys for Educating and Engaging Employees](#)

Examples of companies with green teams:

- [Bank of America's associate programs](#)
- [Starbucks green team](#)

## New Web Sites

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- **GreenerBuildings.com** — a partnership with the U.S. Green Building Council, is designed to accommodate the informational needs of lay users in business, government, academia, and other institutions on the subject of green building, architecture, and facility management.
- **GreenBiz Oregon** — a partnership with the Oregon Business Association and the Oregon Environmental Council — is an example of a state-focused site, providing the full range of resources available from GreenBiz.com, with an emphasis on the local level. Similar sites are being proposed in several other states.

“These partnerships are a natural extension of our successful efforts to bring environmental information to mainstream companies,” says Joel Makower, GreenBiz.com’s founder and director of strategy. “By zeroing in on specific business issues, and partnering with respected leadership organizations, we will reach a wider audience. And because each of these sites will be both freestanding and integrated into GreenBiz.com, users will have multiple opportunities to access these tools and resources.”

Like GreenBiz.com, all of these sites are designed to be free to all users in order to serve the widest possible audience of mainstream companies — not just the few “converts” willing to pay for such information. The sites are supported by leadership companies and government agencies that understand the need to promote voluntary business action on the environment.

For more information about these sites and/or to get involved with them, please contact Chrissy Coughlin, Program Manager, Green Business Network, (202) 261-6469 or by email at [chrissy@greenbiz.com](mailto:chrissy@greenbiz.com).

## GBN National Steering Committee

Representing a variety of industries, government agencies, and organizations, our steering committee provides valued advice and support for all our environmental education programs.

**Braden Allenby**, *Vice President, Environment, Health, and Safety, AT&T*

**Richard Anderson**, *Executive Director, Maryland Environmental Business Alliance*

**Jay Benforado**, *Deputy Associate Administrator, Office of Policy, Economics, and Innovation, U.S. Environmental Protection Agency*

**Joan Bready**, *Program Manager, U.S. Small Business Administration*

**Karen V. Brown**, *Small Business Ombudsman, U.S. Environmental Protection Agency*

**Rick Bunch**, *Senior Associate and Director of Business Education, Management Institute for Environment and Business, World Resources Institute*

**Anita M. Burke**, *Sustainable Development Coordinator, Shell Canada*

**Thomas S. Davis**, *President, Tom Davis Associates*

**Robert F. Ehrhardt**, *Program Manager, Corporate Environmental Programs, General Electric Company*

**Christine A. Ervin**, *President, U.S. Green Building Council*

**Stephen Evanoff**, *Director, Central ESH Systems, Lockheed Martin*

**Carl Gagliardi**, *Director of Environmental Business Services, International Paper*

**Art Gibson**, *Vice President Environmental, Health & Safety, R.R. Donnelley & Sons, Company*

**F. Henry Habicht, II**, *President and CEO, Global Environment & Technology Foundation*

**Stuart Hart**, *Director, Sustainable Enterprise Initiative, Kenan-Flagler Business School University of North Carolina-Chapel Hill*

**Paul Hawken**, *Author, founder, Natural Capital Institute*

**Lee Anne Jillings**, *Director for Division of Consultation, OSHA Federal and State Programs, Dept. of Labor*

**Byron Kennard**, *Executive Director, Center for Small Business and the Environment*

**Clair Krizov**, *Environment and Social Responsibility Executive Director, Environment, Health, and Safety, AT&T*

**James F. McKenney**, *Director of Economic Development, American Association of Community Colleges*

**Carol Singer Neuvelt**, *Executive Director, National Association for Environmental Management*

**Gifford Pinchot, III**, *Author, President, Pinchot & Co.*

**Jackie Prince Roberts**, *Senior Scientist, Environmental Defense*

**David Rejeski**, *Special Assistant to the Director & Flum Scholar, Woodrow Wilson Center*

**Walt Rosenberg**, *Director of Corporate Environmental, Health, Safety and Security, Compaq Computer Corporation*

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**Deborah M. Thomas**, *Deputy Director, Environmental Leadership Program, U.S. Environmental Protection Agency*

**Gregory Waldrip**, *Environmental Services Manager, Manufacturing Extension Partnership, National Institute of Standards and Technology*

**Barbara L. Wortmann**, *Senior Vice President, Policy, Planning, and Industrial Relations, Electronic Industries Alliance*