

GBN Builds a Web of Partnerships

Green Business Network (GBN) has embarked upon two new innovative Web-based projects that exemplify GBN's efforts to promote environmental resources and tools to an ever-broader business audience by partnering with key leadership environmental business organizations.

ClimateBiz.com

ClimateBiz.com, a partnership with Business for Social Responsibility (BSR), will be the most comprehensive online resource on climate change for business, emphasizing hands-on tools and techniques for companies of all sizes and sectors. Based around ten key topics that most companies encounter when addressing climate issues, the site will provide backgrounders, best practices, news, and hundreds of resources that can help companies assess their climate footprint, create an emissions-reduction strategy, implement offset programs, verify their improvements, and receive recognition for their efforts.

In creating the site, GBN and BSR will join forces, pooling from their respective talent and knowledge bases to present information in way that will be accessible to companies just starting down the climate-change path as well as those that have taken significant steps in this area. Special features will offer resources for small and midsized companies, as well as for companies in specific sectors.

GreenerBuildings.com

GreenerBuildings.com, a partnership with the U.S. Green Building Council (USGBC), will be the go-to resource on green building practices for a wide range of professionals, including architects, developers, land owners, tenants, and facility managers. Like ClimateBiz.com, it will target practitioners at all levels.

Among the topics to be covered by GreenerBuildings.com include siting and land use, design and innovation, energy efficiency, water efficiency, facility management, indoor environmental quality, and green building materials. The site will be integrated with both GreenBiz.com and USGBC's organizational Web site, helping draw visitors to all three sites.

These projects are at the heart of GBN's mission to drive environmental information and resources to the widest possible mainstream business audience. Through these partnerships, and others to follow, we expect to further build the GreenBiz brand and continue to enhance the breadth and depth of our reach.

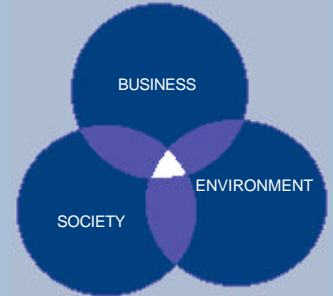
For more information on our partnerships, contact Corina Beczner at 510-451-1300.

GBN Sets a Course for Environmental Management

GBN and NAEM (the National Association of Environmental Management) have teamed up to position NAEM as the exclusive trainers of our Strategic Environmental Management course. Designed by our longtime partner Dick Anderson, the course has been developed by GBN over the past three years as an Environmental Management 101 offering, with case studies and group exercises bringing to life the evolving field of environmental management.

Over the next year, six train-the-trainer courses will take place across the U.S. to introduce individuals to the course and teach them to be future facilitators. The first such course, with more than 20 participants, included attendance from companies such as EarthTech, Tetra Tech, PricewaterhouseCoopers, SAIC, Spire Environmental, and Versar.

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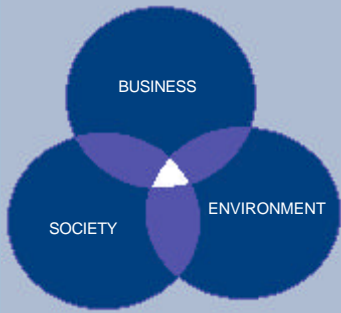
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NAEM Executive Director Carol Singer Neuvelt says that the course helps fill the needs of her membership. "This is a fantastic opportunity to use a great course for a targeted community of professionals who will most benefit from the world of strategic environmental management," she says.

NAEM is a nonprofit professional association of more than 1,200 in-house corporate and facility environmental managers. NAEM also has an Affiliates Council composed of the premier U.S. environmental consulting organizations, with professionals proficient in teaching and educating professional audiences.

For more information on the Strategic Environmental Management course and the train-the-trainer workshops, please contact Debbie Sliter at (202) 261-6477 or sliter@neetf.org.

New Education Directory Set to Launch

This fall will see the launch of a major new component to GreenBiz.com: a business-environmental Education Directory. This searchable database will include hundreds of degree programs, courses, and workshops from colleges, universities, trade associations, and other course providers. It will help students, working professionals, and career changers identify and access the wealth of educational opportunities that currently exist on business environmental topics.

The project, funded in part by the AT&T Foundation, is the result of a partnership between GBN and the World Resources Institute's Sustainable Enterprise Program. WRI, which has been a leader in working to integrate environmental courses into higher education curricula, compiled the directory in consultation with GBN staff.

GBN Forges Alliances with Industry Groups

As part of our outreach efforts, GBN recently formed relationships with the National Paint & Coatings Association and the Electronic Industries Alliance, two leadership associations for their respective industries. The relationships— which will help promote GreenBiz.com while providing environmental information, tools, and other resources to

association members — result from a new effort by GBN staff to build a wide network of information-sharing relationships with industry groups. Look for more such partnerships in the future.

There are a number of ways GBN can work with industry groups, from simple Web link exchanges to providing targeted information customized to an association's needs. For more information about association partnerships, contact Corina Beczner at 510-451-1300.

GBN and EPA to Create Leadership Practices Database

For years, the Holy Grail of environmental managers has been to access a comprehensive database of environmental management leadership practices — what many professionals dub "best practices." Most such collections to date have been limited in the number and scope of entries, and rarely grow once they are created.

GBN is poised to fill that void thanks to a generous grant from the U.S. Environmental Protection Agency to build a Leadership Practices Database. Culling from dozens of third-party award and recognition programs — from federal and local government agencies, trade associations, and other organizations — the database will enable users to search for leadership practices by company size, sector, and topic. When the database is launched during the first quarter of 2003, it will become a key component of GreenBiz.com.

GreenBiz Hits the Road

GBN and GreenBiz.com head to Miami in November for the 10th annual BSR National Conference, where GreenBiz.com is a featured media partner. Later that month, we will be at the U.S. Green Building Council's first-ever expo in Austin.

Look for us at Rensselaer Polytechnic Institute in October, where GBN founder Joel Makower is a featured speaker at the school's second annual Community Service and Public Interest Career Fair. The theme: Technology to Change the World.

If you know of other industry events where GreenBiz.com can exhibit, please contact Corina Beczner at 510-451-1300.

Pitney Bowes Gets Energy Wake-Up Call by Hitting the Snooze

The managers and employees at Pitney Bowes believe in a good night's sleep—for their computers. The mail and document management solutions company has implemented a program for putting the 10,500 computer monitors to "sleep" when workers leave their offices for the night. Company officials estimate the move will save more than \$160,000 a year on energy bills and conserve enough energy to power about 2,300 U.S. homes for a month. By Michael Gilbert and Brian Bonacci.

This story originally ran as a feature on GreenBiz.com.

To implement its monitor power management plan, Pitney Bowes worked with [Energy Star](#), the U.S. EPA's voluntary program to promote pollution prevention through energy efficiency. Relatively minor adjustments to computer network settings allow monitors to go into low-power "sleep" mode after a specified period of inactivity and awaken in seconds when the keyboard is touched or the mouse moved. About 45% of the nation's computers are not enabled for sleep mode, costing U.S. business and organizations \$900 million a year, according to Energy Star.

Putting Pitney Bowes to Sleep

When activating monitor power management company-wide, Pitney Bowes was met with a number of challenges. About 3,300 desktop workstations in their Connecticut facilities used Microsoft Windows NT, the only Microsoft Windows operating system that does not support the power management functions of Energy Star-compliant monitors. In past years, energy usage on these machines was controlled with manually installed "Monitor Misers," a hardware device that powers down inactive monitors. The other 7,200 workstations throughout Pitney Bowes' offices employed Microsoft Windows 95 or 98 operating systems, but previous efforts to enable monitor power management varied from office to office.

The Pitney Bowes IT staff planned to migrate all 10,500 computers nationwide from Windows 95, 98 and NT to Windows 2000, and the company wanted a uniform power management program for all of its offices.

Questions arose about the most effective way to implement power management company-wide. Would the IT staff have to manually enable power management on each computer? Could the company rely on each individual computer user to manually enable power management? Should Pitney Bowes attempt to extend the Monitor Miser program to all 10,500 computers?

To help Pitney Bowes work through these challenges, a technical team of Energy Star advisers presented the IT staff with the following options.

EZ Save software – This free, centrally administered software, developed and funded by the Department of Energy and the the

Environmental Protection Agency, gives a network administrator the ability to: report the monitor power management settings of each computer on a network; set appropriate monitor power management settings for workstations; and provide the end user control over monitor power management implementation.

EZ Wizard software – This file can be placed on the energy manager's web page. End-users simply click on the program and their computers are automatically enabled for monitor power management.

Windows 2000 Replication – If machines enabling the monitor power management are replicated from a template image during the transition to Windows 2000, setting in the template machine will ensure that all new Windows 2000 machines are enabled for monitor power management.

After the presentation, the Pitney Bowes IT staff discussed the different options, and the obvious choice was replicating via Windows 2000.

With the help of a third-party desktop management tool, Pitney Bowes completed the Windows 2000 migration and monitor power management was activated on all of its 10,500 computers in the beginning of 2002. The incremental effort to modify the template image to include monitor power management took less than one day of IT staff time.

Building on the successes in its U.S. facilities, Pitney Bowes plans to expand the monitor power management program to 3,200 computers at international locations.

With power management, the company expects to save about 2 million kWh in energy annually. And, because of the associated reduction in carbon dioxide emissions at its local utility, Pitney Bowes is helping the environment by the equivalent of planting about 450 acres of trees annually.

It turns out that a phone call to Energy Star resulted in tremendous savings for Pitney Bowes, and that will help everyone at the company sleep a little better at night.

Chrissy Takes a Bow

Chrissy Coughlin, Program Manager of the Green Business Network, left NEETF at the end of August. Chrissy was with NEETF for nearly three years and was integral in the transformation of NEETF's business and environment program into the Green Business Network. Chrissy plans to pursue her other passion: she is a gifted singer-songwriter-performer, about to launch her debut CD. (See www.chrissymusic.com for details.) We will miss her and wish her well.

GBN Welcomes New Steering Committee Members

Green Business Network welcomes the following new Steering Committee members:

- David Bennell, LL Bean
- Ben Jordan, Coca-Cola
- Michael Kane, U.S. EPA

We look forward to an exciting year ahead with this new leadership on board!

We Welcome Our Newest Sponsors

GBN and NEETF are proud to introduce the newest sponsors for GreenBiz.com.

They include:

- McDonald's
- Nike
- Stonyfield Farm
- Starbucks

In addition, we are grateful for new contributions from our founding sponsors, including AT&T Foundation, Bank of America, and Pitney Bowes. Thank you!

If your organization would like to help GBN further its mission through a financial or in-kind contribution, please contact Nancy Fischer: 202-261-6471 or fischer@neetf.org.

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, *Principal Deputy Associate Administrator, Office of Policy, Economics, and Innovation, U.S. EPA*

David Bennell, *Senior Manager of Environmental Affairs, LL Bean*

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

Karen V. Brown, *Small Business Ombudsman, U.S. EPA*

Rick Bunch, *Senior Associate and Director of Business Education, Sustainable Enterprise Program, 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*

Ben Jordan, *Environmental Manager, Coca-Cola North America*

Michael Kane, *Senior Advisor, Office of Policy, Economics and Innovation, U.S. EPA*

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 Social Environmental Responsibility, Hewlett Packard*

William Shapiro, *Manager, Regulatory & Product Compliance, Volvo Cars*

Robert D. Shelton, *Director, Navigant Consulting*

Joseph J. Shimsky, *Executive Director, Corporate Safety and Environmental Affairs, Pitney Bowes*

Kenneth A. Strassner, *Vice President, Environment and Energy, Kimberly-Clark Corporation*

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

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*