

# The Green Business Network

*helping business improve environmental and economic performance*

SUMMER 2001

## GreenBiz.com Merges with NEETF to Create the Green Business Network

GreenBiz.com is merging with NEETF to create the new Green Business Network (GBN)! Formerly the Institute for Corporate Environmental Mentoring, GBN's mission is to provide information, learning programs, and networking that strengthens business environmental performance and the bottom line. Underlying this mission is the goal of providing assistance to the broadest possible audience, including the often-overlooked small and mid-sized companies that typically lack the time, expertise, or financial resources to secure the necessary information and support. Joel Makower, CEO of GreenBiz.com and internationally recognized expert on business environmental performance confirms NEETF's belief that, "The merger brings together the strengths of both organizations. I feel that the programs of the Green Business Network will have a much greater impact working together than separately."

NEETF is a proven leader in business-to-business mentoring and training and GreenBiz.com is a nationally recognized leader in on-line information and services.



GreenBiz.com is designed to support businesses and communities hoping to improve their environmental performance by providing the best available information on innovative practices and research. GreenBiz.com offers tools to find specific

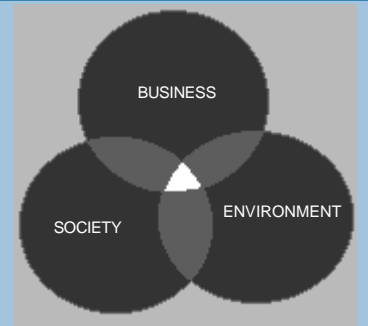
information for businesses of any size, industry, or location. This Web site, which is updated frequently, includes daily news, a biweekly newsletter, and monthly articles, a reference desk, Web sites, directories, various programs, as well as hands-on resources such as reports, software, briefings, etc.

*Business Ethics Magazine* has identified GreenBiz.Com as "the best site on progressive environmental business activities" while *Tomorrow Magazine* has announced GreenBiz.com as one of the top twelve sustainable business sites on the World Wide Web.

If you have further questions, please contact Chrissy Coughlin, Program Manager, at (202) 261-6469 or at [coughlin@neetf.org](mailto:coughlin@neetf.org).

## Challenges of Supply Chain Environmental Management

NEETF is in the final stages of a study on Supply Chain Environmental Management (SCEM), which examined a variety of company initiatives to improve the environmental performance of their supply chains. SCEM is increasingly being looked at by companies as a way to reduce their environmental footprint, manage risks to their brand, reputation and production processes, build customer loyalty, and develop innovative new products and processes. NEETF conducted background research and interviewed representatives from diverse industries to identify program approaches, common challenges, and strategies companies used to address the challenges.



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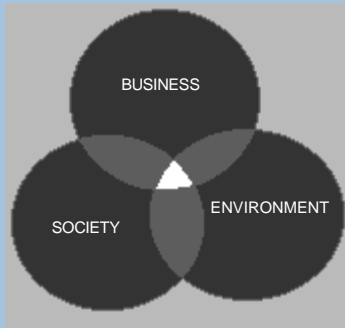
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Some of the different ways that companies approach SCEM:

- Focus on reducing or eliminating materials used in the manufacturing processes or products
- Focus on compliance status and practices of supplier operations
- Joint Development of new materials, processes, or other solutions to environmental issues

Some of the methods that companies use to address SCEM:

- Requiring that suppliers implement and possibly certify EMSs
- Educating suppliers on materials use, design for disassembly, pollution prevention
- Auditing supplier’s compliance status

This report is intended to increase awareness, understanding, and knowledge about SCEM initiatives. The “best” approach varies by industry, by environmental challenges a company faces, and by its culture. However, companies do face common challenges in making the business case for SCEM, such as selecting targets, allocating resources, and integrating with core corporate objectives.

The Executive Summary of this report is currently available at [www.neetf.org](http://www.neetf.org) under the Green Business Network. A full report will be available in September. Please contact Chrissy Coughlin with any questions that you may have at (202) 261-6469 or [coughlin@neetf.org](mailto:coughlin@neetf.org).

### **Strategic Environmental Management Principles Workshop For Community College Instructors**

Our Strategic Environmental Management Systems Workshop has officially reached the end of its pilot phase! Recently the workshop has been offered at the Partnership for Environmental Technology Education (PETE) Instructors Conferences in St. Louis, MO and Lake Tahoe, CA for 50 community college instructors. A number of

community college instructors who participated indicated that they were interested in offering the workshop this fall.

NEETF and PETE continue to partner to disseminate our workshop to PETE’s network of community colleges all over the US. The PETE network consists of six regional public-private partnerships including over 700 community and technical college, which represent almost two-thirds of the two-year institutions in the United States, as well as multiple business, industry and governmental agencies.

### **10 Organizations Sponsor CT Workshop**

In addition to these train the trainer sessions, NEETF offered a full two-day workshop to businesses in Connecticut with the support of ten statewide sponsors including AT&T, Pitney Bowes, General Electric, Connecticut Business and Industry Association, CONNSTEP, and the Manufacturers Alliance of Connecticut. This workshop focused on assisting manufacturing operations in Connecticut to establish Environmental Management Systems based on the application of the Industrial Ecology approach to environmental management. Guest speakers from Pitney Bowes, the Manufacturers Alliance Connecticut, and CONNSTEP added their expertise to the workshop.

### **The National Association of Environmental Management Will Distribute the Strategic Environmental Management Principles Workshop**

Now that the workshop is available for use, what better way to begin than to partner with NAEM! This fall, NEETF will distribute the workshop to NAEM to offer to its 800 plus members. This provides NEETF an opportunity to widely distribute the workshop to EH&S professionals. We look forward to this new partnership. Kevin Coyle, President of NEETF, states, “This joint venture combines the strengths of our two organizations. It is a training partnership through which the whole will exceed the sum.”

## Environmental Management Systems Assistance Strategy Initiative to help SMEs

NEETF developed an EMS Assistance Strategy Initiative based on evidence that Environmental Management Systems (EMSs) are increasingly viewed by government, business, and non-governmental organizations (NGOs) as a promising tool for promoting compliance and superior environmental performance. Two workshops were convened in Washington, DC and San Francisco to identify practical and effective ways to promote, design, and assist small and medium-sized businesses and organizations with implementing an EMS and developed a set of recommendations to help guide future work in promoting the use of EMSs to smaller entities:

- Garnering support for Sector-Specific EMS Implementation Tools
- Building the business case for EMSs
- Working with Trade Associations and Other Industry Groups to Promote EMSs
- Integrating EMSs into other Government Environmental Programs
- Developing a Web-based Technical Assistance Providers Resource Center
- Creating and Providing a Standard "EMS 101" Training Program for Small and Medium-sized Organizations
- Creating an Inventory of EMS Assistance Programs

A report will be available in September. For more information about this initiative and/or to obtain a copy of this report, please contact Chrissy Coughlin at (202) 261-6469 or [coughlin@neetf.org](mailto:coughlin@neetf.org).

## New Program Manager for the Green Business Network

Chrissy Coughlin, who has worked with Walt Tunnessen for the past year and a half has taken over the Green Business Network as the new Program Manager. Chrissy received her Masters of Science at the University of Michigan's School of Natural Resources and Environment in 1999 and has also worked for Ford Motor

Company in their Corporate Outreach and Strategy Division. We welcome Chrissy to this new role and wish Walt the best of luck!

## Steering Committee Meets on June 28<sup>th</sup>

The New Green Business Network hosted its first National Steering Committee Meeting on June 28<sup>th</sup> at the AT&T Technology Center in Washington DC. Fortunate to have had a large turnout, we were able to reconnect to discuss the new business program and its future and all of the projects with which we are currently involved. Much attention was given to GreenBiz.com and the opportunity to enhance the site through our creation of supplier education development centers. We also discussed our upcoming report on Supply Chain Environmental Management as well as the development of GreenBiz University which will be hosted on GreenBiz.com. We thank all of our Steering Committee members for attending and look forward to your assistance as we continue to build out the GBN.

## New Steering Committee Members

The Steering Committees of ICEM and GreenBiz.com merged to form the Green Business Network National Steering Committee. New committee members joining the GBN team include:

**Anita M. Burke**  
Sustainable Development Coordinator,  
Shell Oil Company

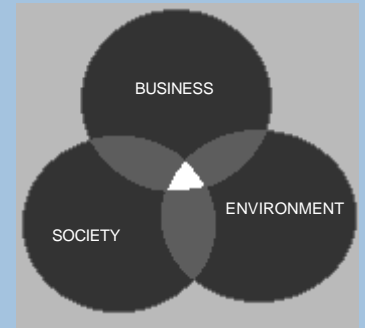
**Christine A. Ervin**  
President, U.S. Green Building Council

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

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

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

**Robert D. Shelton**  
Vice President, Technology and  
Innovation Management,  
Arthur D. Little



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# GBN National Steering Committee

**Braden Allenby**

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

**Richard Anderson**

*Executive Director*  
Maryland Environmental Business Alliance

**Darryl Banks**

*Vice President of Governmental Affairs*  
CH2M Hill

**Jay Benforado**

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

**Joan Bready**

*Program Manager*  
Small Business Development Centers  
U.S. Small Business Administration

**Karen V. Brown**

*EPA 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 Oil Co.

**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 Ann Jillings**

*Executive Director*  
Voluntary Protection Programs Participants' Association

**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

**William Shapiro**

*Manager, Regulatory & Product Compliance*  
Volvo Cars of North America

**Robert D. Shelton**

*Vice President*  
Technology and Innovation Management  
Arthur D. Little

**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. 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

**BP Amoco**, vacancy

**ExxonMobil**, vacancy

**The National Environmental Education & Training Foundation**

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