

Going **Green** Together

Business & Multnomah County

Leading The Way
For Good Government



Contents



- What does it mean to go green?
- Why should your business go green?
- Who else is going green?
- How is the County going green?
- What does this mean for you?
- How do you start greening your business?

What does it mean to go **green**?



What does it mean to go GREEN?

Integrating social and environmental considerations in your business decisions:

- The things you buy
- The things you sell
- Who you buy them from
- Who your suppliers buy them from
- How you operate your business
- How your suppliers operate their business



What does it mean to go GREEN?

General Mills redesigned the packaging of **Hamburger Helper**, shaving off 20% of the paperboard box without shrinking its tasty contents.

The astounding result: 500 fewer distribution trucks on the road each year.

- Fast Company | 50 Ways To Green Your Business



What does it mean to go GREEN?

At **Enterprise Rent-A-Car**, about half the fleet--more than 334,000 vehicles--gets more than 28 mpg

The company is also adding thousands of hybrids and FlexFuel cars to it's car sharing program WeCar.



What does it mean to go GREEN?

Kaiser Permanente knew that its vinyl floors weren't doing Mother Nature (or patients or employees) any favors.

Kaiser started replacing the floors in 2005 with PVC-free recycled rubber, which costs more to install but pays for itself in five years by slashing maintenance costs by as much as 80%.

A side benefit: fewer slips and falls.

- Fast Company | 50 Ways To Green Your Business



What does it mean to go GREEN?



At the urging of its own flight attendants, **Delta Air Lines** launched an on-board recycling program this past summer in a few of its hubs.

In the first three months, flight attendants, who sorted cans, newspapers, and plastic, collected 60 tons of recyclables.



What does it mean to go GREEN?

Environmentally and socially responsible in the way they source, manufacture, and market their products and/or run their offices and factories

They consider the triple bottom line



Why should **your** business go green?



Why should your business go green?



"Nobody wants to be the No. 1 polluter."

- Dawn Rittenhouse, Director of Sustainable Development, DuPont.

"Sustainability is about making business sense."

- Pat Tiernan, Vice President for Social and Environmental Responsibility, HP



Why should your business go green?



Human Health

Environmental Quality

Economic prosperity



Why should your business go green?

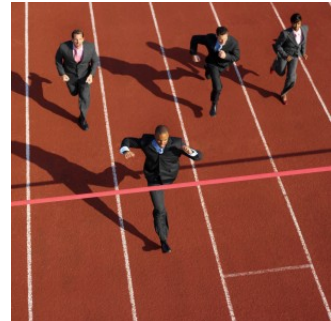
- Energy use can account for over 30 percent of a company's operating budget, while adding 20 percent to the nation's total greenhouse gas emissions.
- Americans represent only 5% of the world's population, but generate 30% of the world's garbage.
- Water efficient fixtures can cut water use by 30%
- Though accounting for only 5 percent of the world's population, Americans consume 26 percent of the world's energy.
- One ton of paper from recycled pulp saves 17 trees, 3 cubic yards of landfill space, 7000 gallons of water, 4200 kWh (enough to heat your home for half a year), 390 gallons of oil, and prevents 60 pounds of air pollution



Why should your business go green?



- Ensure there is a planet to do business on
- Set a positive example for employees which boosts morale and company loyalty
- Gain a competitive advantage
- Provide a cleaner and healthier work environment
- Improve efficiency and potentially lower operating costs
- Earn tax credits



Why should your business go green?



Consumers are going green.



Government is going green.



Public Green Purchasing Policies

States:

California
Connecticut
Georgia
Illinois
Indiana
Iowa
Massachusetts
Missouri
Minnesota
New Jersey
New York
North Carolina
Oregon
Pennsylvania
Vermont
Washington

Counties:

Chatham County, NC
Kalamazoo County, WI
King County, WA
Kitsap County, WA
Multnomah County, OR
San Mateo County, CA
Santa Cruz County, CA
Sarasota County, FL

Cities:

Boulder, CO
Cincinnati, OH
Kansas City, MO
Portland, OR
Phoenix, AZ
San Francisco, CA
Santa Monica, CA
Seattle, WA

More than 80 policies are available at:
www.newdream.org/procure

Who **else** is going green?



Who else is going green?



“We are looking at innovative ways to reduce our greenhouse gas emissions. This used to be controversial, but the science is in and it is overwhelming.... We believe every company has a responsibility to reduce greenhouse gases as quickly as it can.”

Lee Scott, CEO of Wal-Mart (October 24, 2005)

Wal-Mart's Goals



***To be supplied 100%
by renewable energy***

- Existing stores 20% more efficient in 7 years
- New stores 30% more efficient in 4 years
- Fleet 25% more efficient in 3 years, double in 10 years



To create zero waste

- 25% reduction in solid waste in 3 years
- All private brand packaging improved in 2 years (right sized, reusable materials)



***To sell products that
sustain our resources
& environment***

- 20% supply base aligned in 3 years
- Preference given to aligned suppliers in 2 years
- Design and support Green Company in China

Who else is going green?



VOLVO



INTERFACE



AVEDA
the art and science of pure flower and plant essences

patagonia



Who else is going green?

2011 BEST Business Award Winners



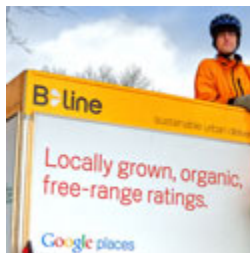
Double Tree Hotel Portland Lloyd Center

Sustainable Practices (Food Systems)



Barbur Storage

Sustainable Practices (Very small business)



B-Line Delivery

Sustainable Services

Who else is going green?



Your Name Here



How is the **County** going green?



How is the County going green?

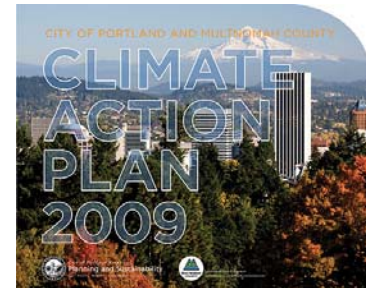


Operations policies

- LEED/Green Building
- Solar
- Green Cleaning



Climate Action Plan



Purchasing policies

- Sustainable Purchasing and Social Equity Policy
- Paper
- Recycled products
- Paint



How is the County going green?

Sustainable Purchasing & Social Equity Policy

- County must consider sustainability in the procurement of all goods and services
- County will be integrating sustainability attributes into the product specifications and/or scope of work
- Proposals must allocate 25% of total evaluation points to:
 - Sustainability (10%)
 - Social Equity (10%)
 - Employee Healthcare and other benefits

**What does that mean for
you?**



What does that mean for you?

The County is interested in products and services that will reduce negative impacts on human health and environmental quality, such as:

- Less toxic
- Energy efficient
- Made from recycled content
- Recyclable
- Responsibly sourced and manufactured
- Sustainable over the entire Life Cycle

What does that mean for you?

The County will be asking you to describe how you address sustainability in your daily business practices, such as:

- Do you have a policy?
- What are your biggest impacts?
- How can you reduce those impacts?
- What are your goals?
- What practices have you implemented?
- How do you give back to the community?

What does that mean for you?

Sample Sustainability Question

Please demonstrate your firm's commitment to sustainable business practices, which could include, but is not limited to a formal sustainability program or policy; alternative fuel vehicles; recycling measures; energy conservation plans; water conservation policies; computers shutdown practices; or a green cleaning policy.

Please provide details and include copies of reports, policies or plans if available.

What does that mean for you

Tips for answering a question like this:

Demonstrate the implementation of comprehensive waste reduction and recycling programs including: paper reduction (duplexing, electronic communications); e-waste including electronic hardware, batteries, and office supplies; furniture recycling; and composting of yard or food waste.

Describe your sustainability policies or practices such as: choosing durable versus disposable goods; purchasing products composed of post consumer recycled materials; using certified green cleaning products; (i.e. Ecologo, GreenSeal, Rainforest Alliance, etc.); choosing energy efficient product alternatives (e.g. Energy Star electronics, appliances and vending machines, or EPEAT registered computers;).

Discuss any practices you have implemented for reducing fossil fuel usage. This could include: flexible commuting options and incentives for employees; telecommuting opportunities; green travel and parking options; purchase or lease of alternative fuel, hybrid or fuel efficient vehicles; idling restrictions or emissions reduction devices.

How do you **start** greening your business?



How do you start greening your business?



Farm	Manufacturer	Distributor	Retailer
Sourcing	Sourcing	Sourcing	Sourcing
Vehicles and Fuel	Processing/ production	Product Shipping	Product shipping
Production	Packaging	Electricity Use	Employee and Customer Commutes
Product Transport	Product Shipping	Contracted Vehicles and Services	Electricity Use
Waste Disposal	Waste Disposal	Waste Disposal	Waste Disposal

How do you start greening you business?



Write down **six** sustainability practices that your business already does.

Write down **six** sustainability practices that your business could easily do.

Take a look at the County's Sustainable Purchasing **website**: www.multcopurch.org/green.

Explore the online **resources** provided in this presentation.



How do you start greening your business?



- Assess your impacts
- Set goals
- Take small steps
- Let everyone know you've gone green!

RESOURCES

Multnomah County Sustainable Purchasing

www.multcopurch.org/green

City of Portland BEST Business Center – Free Resources

www.bestbusinesscenter.org

Green Biz

www.greenbiz.com

Eco-Logical Business Program

www.ecobiz.org



Paper



- Buy Recycled
- Choose FSC certified
- Choose Chlorine Free
- Double sided copies
- Save one sided paper for draft
- Scan and email



RESOURCES

CalRecycle guide information about recycled paper

www.calrecycle.ca.gov/paper/recycled/

Forest Stewardship Council

www.fsc.org/

Shrink Top Ten paper reduction tips

www.shrinkpaper.org/pages/bm~doc/toptentips-shrinkpaper.pdf



Information Technology



- Less toxic computers and monitors
- Energy efficient
- Responsible E-waste recycling

RESOURCES

Energy Star

www.energystar.gov

EPEAT

www.epeat.net

Metro Electronics Recycling Information

www.oregonmetro.gov/index.cfm/go/by.web/id=10755



Energy



- Conduct an energy audit
- Turn off your lights
- Install motion sensors
- Buy energy efficient appliances and electronics
- Choose renewable energy

RESOURCES

Energy Trust of Oregon

www.energytrust.org/business

Energy Star

www.energystar.gov

Green-e

www.green-e.org



Water



- Be Water Wise
- Install low flow faucets and toilets
- Collect rainwater for landscaping

RESOURCES

EPA's Water Sense

<http://www.epa.gov/WaterSense/>

Portland Water Bureau

<http://www.portlandonline.com/water/index.cfm?c=29334>

East Multnomah Soil and Water Conservation District

<http://www.emswcd.org/>



Waste



- Reduce, Reuse, Recycle
- Compost
- Fork it Over
- Reduce packaging
- Paper

RESOURCES

Portland Composts!

www.portlandonline.com/bps/index.cfm?c=41682

Fork It Over (excess food donation program)

www.forkitover.org

U.S Small Business Administration

www.sba.gov/content/waste-0



Transport



- Choose high MPG
- Choose the right vehicle
- Implement idling restrictions
- Route optimization
- Alternative methods
- Consolidate trips

RESOURCES

EPA Smart Way

<http://www.epa.gov/smartwaytransport/>

Green Your – Transportation

www.greenyour.com/transportation



Web resources



City of Portland Buy Green

www.portlandonline.com/buygreen

City of Portland BEST Business Center (free help)

www.bestbusinesscenter.org

Sustainable Business Oregon

www.sustainablebusinessoregon.com

National Resources Defense Council

Smarter Business: Green Business Guides

<http://www.nrdc.org/cities/living/gbusiness.asp>



Contact Information



Multnomah County Sustainable Purchasing

www.multcopurch.org/green

sustainable.purchasing@multco.us

(503) 988-5111

Thank you for going **green with
Multnomah County**

P e o p l e | P l a n e t | P r o f i t

