

Green is Also the Color of Money: The “Green” Opportunity for Microenterprise

- Kate Davenport, EcoVentures International
- Russ Gaskin, Green America
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The AEO Webinar

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**Green is also the Color of
Money:**

**The Green Opportunity for
Microenterprise**





EcoVentures International

green Jobs
green Business 

EcoVentures International's Green-Business-Green-Jobs Program is working with economic development, small and microenterprise development, workforce development and social services practitioners to create programs and trainings that support individuals to find green jobs and create green business opportunities that create healthier communities and protects our natural resources.





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Green Business, Green Jobs, and the Green Economy

Green Business

CREATES

Green Jobs





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Why Green Microenterprise?

1. Green Opportunities
Exist In All Sectors
of Our Economy

2. Green Opportunities
Exist for All Types of
Microenterprise



Green Microenterprise Opportunities

- Accessing Markets and Revenue Growth
- Decreased Costs Through Implementing Green Practices





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Growing Revenues

Green Minded Consumers put \$230 billion dollars into the economy each year—and those numbers are growing. [GreenAmerica Today](#)



Unmet Demand = Opportunities

More than one-quarter of US consumers state that they don't buy green products because they aren't available where they shop, and among those who look for green products regularly, only half find them. (Natural Marketing

Institute 2009 LOHAS Consumer Trends Database,
<http://www.greenamericatoday.org/cabn/newsletter/gbtrends/200912/index.cfm>)



What is Green Business?

1. Green Means Different Things to Different Audiences and Consumers
2. Green has specific definitions for specific Sectors, Industries, and Business Types
3. Authenticity is Vital



Key Green Principles

1. Energy: Conservation, efficiency, and application of renewable energy technologies
2. Waste reduction, reuse, and recycling (aka “repurposing”)
3. Water reduction, reuse, and recycling
4. Reduced transportation and carbon and greenhouse gas emissions
5. Responsible procurement
6. Support of the local economy
7. Fair and equitable employment and wages
8. Pollution prevention
9. Natural habitat protection
10. Community stewardship and giving
11. Healthy (Food, Paint, Wood)



Linking to New Allies

- Link to New Technical Assistance and Financers Focused on Green
 - regional green business network
 - Sector Specific Green Initiatives
 - Hospitals
 - Schools and Universities
 - Municipalities
 - Local and Regional Green Business Networks
 - Industry Initiatives
 - Manufacturers





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Accessing Markets

The Bay Area Green Business Program serves small to medium-sized businesses in the nine Bay Area Counties. They have standards for auto services, printing, hotels, restaurants, landscape design and maintenance, remodeling, garment cleaning, dentists, wineries, janitorial services, offices and retail shops.

<http://www.greenbiz.ca.gov/greenbiz.html>





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Accessing Markets and Technical Assistance

The Green Chamber of the South

The Green Chamber of South bring together businesses across the Southeast to promote growth, innovation, and success of sustainability.

www.greencs.org/





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Technical Assistance and Financing



The StopWaste Partnership in Alameda County

- Technical Assistance – Provides on-site assessment to show ways to save money and improve the environment.
- Funding Assistance - Offers grants, loans, and financial assistance for programs that help promote waste prevention and recycling

stopwaste.org

Access to Markets

Maryland Healthy Hospital Initiative

- Environmentally Friendly Pest Management
- Local Food Catering
- Local Food Distributor
- Green Cleaning Service
- Green Cleaning Products

cms.h2e-online.org/stateprograms/current-programs/maryland-h2e/



Green Cost Savings

A crack as small as 1/16th of an inch around a window frame can let in as much cold air as leaving the window open three inches. Sealing and insulating ducts can improve the efficiency of your heating and cooling system by as much as 20%!



Green Cost Savings

Vampire power has been on the rise during the past decade, thanks to the proliferation of rechargeable gadgets, computer networks and devices with standby power functions.

The United States consumes 26 percent of the world's energy. Of that energy, approximately 5 percent is vampire power [source: University of California, Berkeley]



Brentwood Royal Cleaners – Santa Monica

- Uses liquid CO₂ cleaning process
- Uses reusable bamboo hangers
- Uses Green Garmento reusable garment bags that reduce waste
- Renovation Costs \$150,000 per machine (cost partly offset by grant from the South Coast Air Quality Management District)
- Estimated Yearly Cost Savings \$2,500 annually (cleaning costs alone)
- <http://coolcalifornia.org/case-study/royally-green-dry-cleaning>



Harts Nursery

- Replaced its inefficient old boiler with two new, energy efficient condensing boilers
- Savings: \$19,000
- Assistance: applied for and received an incentive from the USDA's Energy Grant Program, also received an Oregon Business Energy Tax Credit
- Payback period: 4 years





Thank You!

Kate Davenport

kate@eco-ventures.org

202-667-0802

www.eco-ventures.org

