



ACCE CONVENTION 2008

INNOVATE

July 30-August 2

Pittsburgh, Pennsylvania

It's Not Easy Going Green

Friday, August 1, 2008

9:30 AM

Convention Center Room 315/316

It's Not Easy Going Green

Thomas J. O'Rourke, President
Newton Needham Chamber of
Commerce

Friday, August 1, 2008, 9:30 am



From the Fringes

- Patagonia
- Stonyfield Farms
- Ben & Jerry's
- Timberland
- Whole Foods



To the Mainstream

- Walmart
- Chevrolet
- Gillette Stadium (Patriots)
- Fortune 500's
 - Website statements



Green Communities Act

- Mandates 20% of energy come from renewable sources
- Mandates 10% reduction in total energy consumption
- \$10 million on no interest loans for clean-tech
- Allows utilities to own and lease solar projects



Government Incentives

- Mass Technology Collaborative
 - \$68 million in rebates, grants for solar panels
 - \$15 million in loans and grants to Evergreen Solar
 - \$165 million expansion
 - 700 jobs
- Green Schools - \$15 million



Economic Development

- Green Collar Jobs
 - Clean Energy is 10th largest industry sector in MA
 - Evergreen Solar – 700 jobs
 - Wind Turbines, solar, etc.
 - Engineers, manufacturers, installers, etc.
 - Green Building materials



Why Green?

- Chamber searching for relevance
 - Branding – Advocacy, Impact
 - Leading Businesses. Leading Communities.
- Community profile – Newton and Needham
 - Suburban Boston, college educated, affluent, socially conscious population
 - Workforce Development, Economic Development, etc.



Why Green?



Why Green?

- Some businesses going green
- Energy and Environment issues gaining traction
- Cambridge Energy Alliance
- Incentives for Business



Why Green?

- The Terminator



Initial Steps

- Form a Committee
 - showcase, inspire, educate
- Articles in newspaper
- Small seminars
 - Lighting, smart paper use



Green Expo

- Major event
- Same goals as committee
 - Showcase green businesses
 - Inspire others
 - Educate business community
 - Positive publicity for Chamber
- Revenue generator - \$10,000 net



All Day Event

- Breakout Workshops
- Keynote Luncheon
- Green Biz Awards
- 75 space exhibit hall
- After Hours reception



Keynote Luncheon

- Gary Hirshberg, President and CE-Yo, Stonyfield Farm
- "He sees his mission in part to infect other businesses — both entrepreneurs and conglomerates — to help them understand the potential for producing products, and profits, while following the basic tenets of environmental sustainability and social responsibility." — Joel Makower, GreenBiz.com



Sponsors

Not the "usual suspects"



INBusiness



Green Expo



Green Expo



Results

- Membership
 - NStar, Waste Management, Olin College, etc.
 - Average dues \$750
- Member satisfaction
 - New means of involvement
 - Feel good about Chamber



Results

- Visibility/PR
 - Word of mouth
 - Feature stories
- Financial
 - \$17,000 in new sponsorship
 - \$10,000 in new net revenue



Leading Businesses.

- Showcasing the good (leading businesses)
- Educating and inspiring (leading) the others



Leading Communities.

- Changing the perception of business within the community
- Developing strong partnerships strengthens the community
- Non-traditional partners
 - Green Decade
 - Green Needham
 - City and Town governments



Lessons Learned

- Leadership opportunity for Chambers
 - Connector, convener
- Green wave is moving fast
- Green “events” may not be sustainable



“Green” Glossary

Carbon footprint: a measure of the impact human activities have on the environment in terms of the amount of green house gases produced, measured in units of carbon dioxide

Carbon offsets: the mitigation of carbon emissions through the development of alternative projects such as solar or wind energy or reforestation.

Fossil fuels: Coal, oil, petroleum, and natural gas and other hydrocarbons are called fossil fuels because they are made of fossilized, carbon-rich plant and animal remains. These remains were buried in sediments and compressed over geologic time, slowly being converted to fuel.

Global Warming: Strictly speaking, global warming and global cooling refer to the natural warming and cooling trends that the Earth has experienced all through its history. However, the term usually refers to the gradual rise in the Earth's temperatures that could result from the accumulated gases that are trapped in the atmosphere.

Green Building: Green building is the practice of increasing the efficiency with which buildings use resources — energy, water, and materials — while reducing building impacts on human health and the environment, through better siting, design, construction, operation, maintenance, and removal — the complete building life cycle.

Greenhouse effect: A warming of the Earth's atmosphere caused by the presence in the atmosphere of certain heat-trapping gases (e.g., water vapor, carbon dioxide, methane). These gases absorb radiation emitted by the Earth, thereby retarding the loss of energy from the system to space. The greenhouse effect has been a property of Earth's atmosphere for millions of years and is responsible for maintaining the Earth's surface at a temperature that makes it habitable for human beings.

Greenwashing: Overstating a companies commitment to the environment in order to garner positive publicity.

LEED: The Leadership in Energy and Environmental Design (LEED) Green Building Rating System is a voluntary, consensus-based national rating system for developing high-performance, sustainable buildings. LEED addresses all building types and emphasizes state-of-the-art strategies in five areas: sustainable site development, water savings, energy efficiency, materials and resources selection, and indoor environmental quality.
(source: USGBC.org)

LOHAS: an acronym for **Lifestyles of Health and Sustainability** that refers to a demographic defining a particular market segment related to sustainable living, "green" ecological initiatives, and generally composed of a relatively upscale and well-educated population segment.

Reforestation: The process of reestablishing a forest on previously cleared land.

Renewable energy: effectively uses natural resources such as sunlight, wind, rain, tides and geothermal heat, which are naturally replenished. Renewable energy technologies range from solar power, wind power, hydroelectricity/micro hydro, biomass and biofuels for transportation.

Renewable resources: Natural resources that have the capacity to be naturally replenished despite being harvested (e.g., forests, fish). The supply of natural resources can, in theory, never be exhausted, usually because it is continuously produced.

Solar cell or photovoltaic cell (PV): a device that converts solar energy into electricity by the photovoltaic effect.

Sustainability: Sustainability is a characteristic of a process or state that can be maintained at a certain level indefinitely. The term, in its environmental usage, refers to the potential longevity of vital human ecological support systems, such as the planet's climatic system, systems of agriculture, industry, forestry, and fisheries, and human communities in general and the various systems on which they depend in balance with the impacts of our unsustainable or sustainable design.

Sustainable Design: Sustainable design (also referred to as "green design", "eco-design", or "design for environment") is the art of designing physical objects and the built environment to comply with the principles of economic, social, and ecological sustainability.

USGBC: The U.S. Green Building Council (USGBC) is a 501(c)(3) non profit organization that certifies sustainable businesses, homes, hospitals, schools, and neighborhoods. USGBC is dedicated to expanding green building practices and education, and its LEED® (Leadership in Energy and Environmental Design) Green Building Rating System™”
(source: USGBC.org)

(source: Wikipedia.org unless otherwise noted)