

Introduction

This **Going Green Business Notebook** is your self-help path for participating in the Green Economic Revolution. It will outline how you can be part of the solution on Sustainability and make money.

The Green Economic Revolution has begun. It is estimated that \$1 Trillion of our annual economy is now based upon providing Sustainability solutions. And it is estimated that this will grow to \$4+ trillion in the next decade.

Implementation Steps:

So the issue is what should you be doing? The answers are in three broad categories:

1. Green Cost Savings.
What can you do to Go Green that also reduces expenses?
2. Green Business.
How to start or expand a Green Business, or reshape an existing business, to align with Sustainability?
3. Green Marketing.
How to align with your customers' green buying parameters to sell more of your company's products and services?

Implementation Resources:

What this notebook provides is the resources to adopt Sustainability as part of your business strategies, plans and performance metrics. These resources include:

- Key facts that should drive your decision making
- Implementation tools that will get you started or accelerate your progress
- "How-to's" that will provide ideas that have worked for businesses like yours.

All of these resources draw upon best practices by businesses and entrepreneurs that have been successful launching a green business, designing green products, growing green market share and reducing costs by being green.

Finally this notebook outlines a new lifestyle and business culture. Sustainability is not a process; it is a way of living and working. The challenge is that the rules are just now emerging and they are being developed at the grass roots level by your customers, work associates, investors and opinion leaders.

Sustainability stakeholders are thirsting for your participation and they have a lot to tell you. This notebook will help you initiate this critical dialogue.

The format of this book is to take a key topic and draw upon the actual successes of businesses that have implemented or pioneered one or more of these Sustainability concepts. The information provided falls into these categories:

Sustainable Business Strategies

- **Strategic Overview.** Sustainability is not a billion dollar trend. It is an international change-wave measured in the trillions of dollars. This section helps a business relate to the scale and timing of this global transformation.
- **Defining Sustainability.** Reviewing how different companies have defined Sustainability from their perspective.
- **Sample Strategic Plan.** A template for writing a strategic plan incorporating Sustainability at various levels including the corporate vision, mission statement, strategic goals, performance metrics and implementation projects.

Stakeholder Outreach

- **Sustainability is Grass Roots.** Today Sustainability is very much a grass roots movement. We have no national sustainability plan. However, hundreds of U.S. mayors have signed the international Kyoto Treaty limiting green house gas emissions. This section reviews the range of outreach required to engage the diversity of stakeholders pursuing and attempting to define Sustainability.

- Sustainability Outreach. It is not as easy as it looks. Stakeholders are often impassioned, naïve and singularly focused. They are also as often the best source of insights and ideas. This section covers “how-to” ideas and best practices used by businesses that have successfully reached out to their stakeholders.
- “Herding Cats”. Stakeholder outreach on Sustainability will be very much like herding cats. Ideas will abound. Jaundice opinions and traditional processes will be challenged. This section reviews how other businesses have herded their cats toward implementing Sustainability.

Saving Green Money

- How to go green and save. This section outlines the many ways other businesses have advanced Sustainability and saved money. Implementing just one or two ideas in this section alone will pay multiples on the cost of this handbook.
- Performance Metrics. This is how the most sophisticated businesses define and implement performance. This section outlines how to take your current performance metrics and re-define them around Sustainability. And it suggests a new set of performance metrics tied to achieving measurable, sustainable, results.
- Carbon Footprints/Sample Plan. A carbon footprint is a definitional document (could be a spreadsheet) that identifies your businesses’ total CO2 emission by individual activities. This section outlines how to create such a core information resource, how to evaluate sustainability options and how to use it as a management tool.

Green Marketing

- Market scale definitions. This section outlines the scale of the opportunity. It is a blueprint for re-assessing your market segment and market share based upon a change-wave that holds the potential a global reshuffling of competitive positioning.
- Product, Price, Place, Promotion. A review of how successful businesses have re-engineered their approach to marketing

including the launch of new products, “green” pricing their products, innovations in distribution and approaches to gaining green brand awareness.

- **Greenwashing.** Green marketing has a major downside if you do it wrong. And LOTS of companies are doing it wrong. Sustainability for many individuals is a highly emotional, personal ethic that can produce a strong backlash toward companies that they view are doing more “talking” than “walking”. And some of this backlash is also unfair because it condemns the good initiatives by companies that still have much to achieve in the area of Sustainability. This section is a must read for any company that is planning to advertise themselves as being green or going green or starting to be green.

Green Business Case Examples

- **Successes in going green.** Case studies of real businesses across a range of industries and products on their successes and failures in attempting to Go Green.
- **Best Practices.** Observations on “best practices” that fit any business. These are practices in cost control, branding, business design, etc. that are universal in their application across industries and market segments.

Raising Green Capital

- **Business Plan Template.** A sample business plan that incorporates Sustainability into the traditional definitions of Revenues, Costs, Projects, Human Resources and Accountability. This format will assist a company in defining how to quantify and manage Sustainability as part of its overall business plan.
- **Sample PPM.** A sample Private Placement Memorandum that is can be used as a template for raising early stage “friends and family” equity. It provides an outline on the key issues that investors look for in considering an investment, especially in Sustainability.