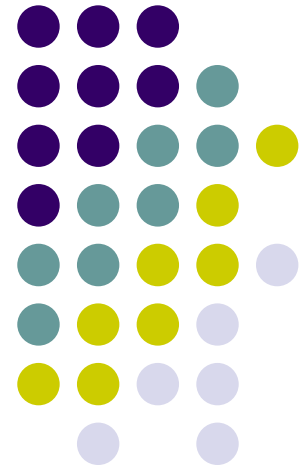


Greening Your Small Business: HUBZone Counseling Session



Paula Zampieri,
EPA Office of Small Business Programs
September 14, 2010



EPA and OSBP Mission



- The U.S. Environmental Protection Agency's (EPA) mission is to protect human health and the environment.
- The Office of Small Business Programs (OSBP) supports EPA's mission by fostering opportunities for partnerships, contracts, subagreements, and grants for small and socioeconomically disadvantaged concerns, including their advocacy in EPA regulations & compliance.



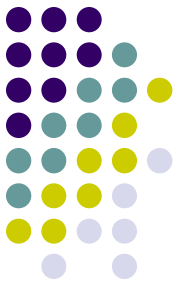
“Gaining Opportunities by Going Green”

Benefits to Greening a Small Business



- Highly marketable within the government acquisition process,
- Saves money by reducing waste and increasing efficiency,
- Attracts green consumers,
- Attracts motivated employees,
- Differentiates your business from competitors,
- Provides flexibility in uncertain times,
- Demonstrates leadership and commitment





Legal Basis for Greening Government

Federal government's legal progression in going green;

- Resource Conservation and Recovery Act (RCRA), Section 6002 (1994)
- Farm Security and Rural Investment Act (2002 Farm Bill), Section 9002
- Energy Policy Act of 2005
- Energy Independence and Security Act of 2007
- Executive Orders 13514, 13423, 1322, and 13101



Executive Order 13101

Greening the Government Through Waste Prevention, Recycling, and Federal Acquisition

- Issued September 16, 1998
- Requires each executive agency to incorporate waste prevention and recycling into daily operations and expand markets for recovered materials.

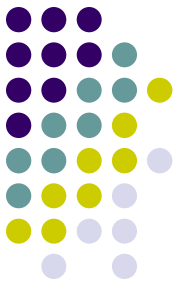


Executive Order 13423

“Strengthening Federal, Environmental, Energy and Transportation Management”

- Issued in January 2007
- Requires agencies within the acquisition process to set environmental conservation goals in the areas of energy efficiency, renewable energy, toxics reductions, recycling, sustainable buildings and fleets, electronic efficiency stewardship, and water conservation.





Executive Order 13514

Federal Leadership in Environmental, Energy, and Economic Performance

- Issued in October 2009
- Expands upon energy reduction and environmental performance requirements of EO 13423 by making reductions of greenhouse gas emissions a priority of the Federal government, and by requiring agencies to develop sustainability plans focused on cost-effective projects and programs.



Green Contract Clause Requirements

Example Requirements;

- Provide recycled and recyclable products
- Use energy and water efficient products
- Develop waste reduction measurements
- Utilize green conferencing methods
- Provide LEED certifications and/or green buildings



EPA's Green Purchasing Plan (GPP)

An EPA green initiative that encompasses the following Federal Programs:

- ✓ The Comprehensive Procurement Guidelines
- ✓ The BioPreferred Program
- ✓ The ENERGY STAR and Federal Energy Management Program
- ✓ Environmentally Preferable Purchasing Program;
- ✓ Alternative fuel vehicles/alternative fuels Program;
- ✓ The WaterSense Program;
- ✓ Significant New Alternatives Policy (SNAP) Program
- ✓ Design for the Environment: DfE Label and Products.



EPA Voluntary Partnership Programs



Energy Star -

An EPA and DOE joint program to help save money and resources through improved energy efficiency products and practices.

Keyword: Energy Star Small Business



Climate Leaders -

An EPA industry-government partnership that works with companies to develop comprehensive climate change strategies.

Keyword: EPA Climate Leaders



EPA Voluntary Partnership Programs



WasteWise –

a partnership program that targets the reduction of municipal solid Waste and select industrial wastes.

Keyword: EPA WasteWise



WaterSense –

a partnership program that makes it easy for Americans to save water and protect the environment.

Keyword: EPA WaterSense

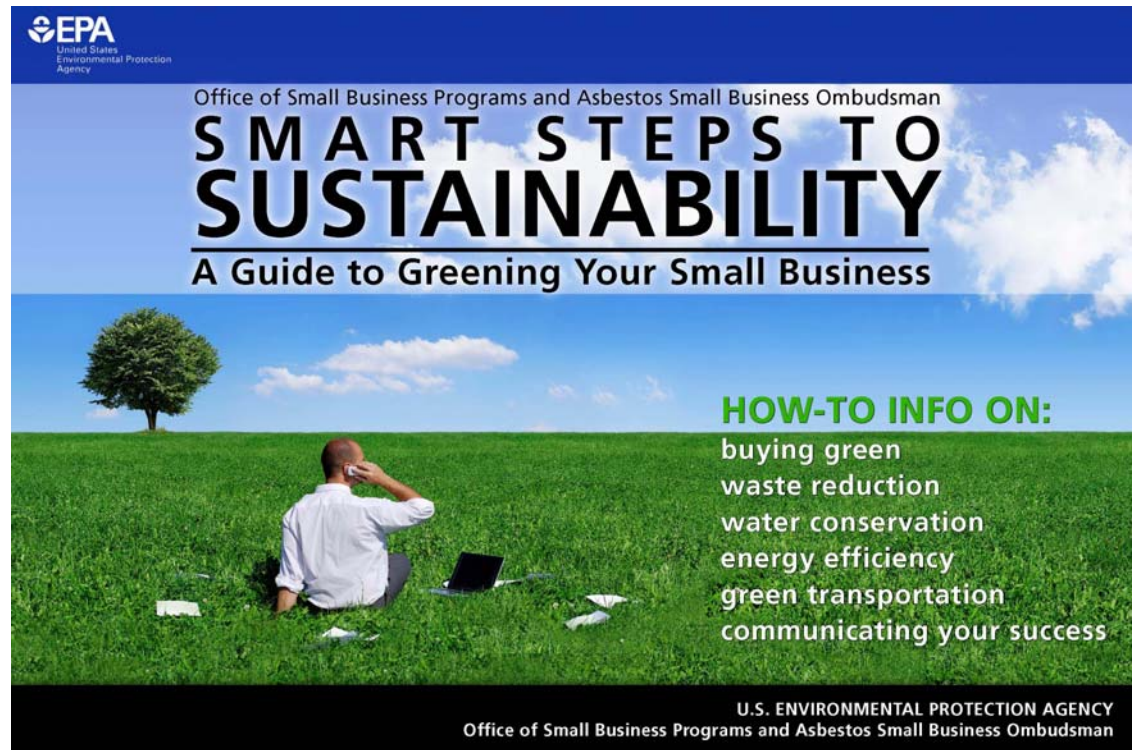


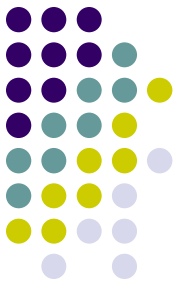
Small Business Resource Guide



EPA's free, on-line greening publication designed especially for small businesses

Assistance in moving beyond compliance and into sustainability

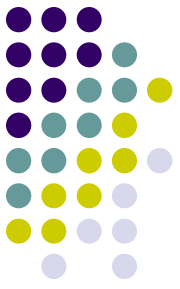




Smart Steps Highlights

- Step by step guidance for a strategic approach to greening
- Impact questionnaire worksheets to assess environmental regulation compliance and awareness of green initiatives
- Motivation and vision charts to progress after internal assessment

Smart Steps Highlights cont...



- Focus on different opportunities to conserve and save on precious resources
 - Waste
 - Water
 - Energy
 - Purchasing
- Encourage participation in EPA voluntary programs for industry and business
- Environmental statistics and case studies

Case Studies

Real Businesses

Real Green Savings

real success: a profile of AJ's Auto Repair



Don't tell the folks at AJ's Auto Repair in Salem, Oregon that auto repair can't be green. For the past thirty years AJ's has worked to reduce the environmental impact of almost every aspect of their operations. Co-founder Robert Anderson is AJ's leading environmental voice. He believes in the importance of environmental protection because "we all have a dog in this fight."

Mr. Anderson knew that any green steps had to be profitable and feasible. In 1994, AJ's switched to burning used oil for heat instead of sending it out for disposal. This not only reduces waste, but saves the company up to \$10,000 a year. To keep the solution from creating problems, the company incorporated the used oil tanks into workbenches to save valuable floor space and modified the shop floor for spill containment to prevent possible leaks from getting into the environment.

Looking out for the environment is part of AJ's corporate culture. New employees read AJ's environmental handbook and sign a statement confirming their agreement with AJ's environmental effort. According to Mr. Anderson, employees "green up" quiddly and are key to finding new environmentally friendly approaches. For instance, an employee suggested charging the AC systems with industrial dry nitrogen, a safe gas, rather than releasing environmentally harmful and expensive freon during leak testing. This change saves AJ's hundreds of dollars a year and reduces the negative affect of releasing an ozone-depleting chemical. Employee buy-in also means that new greening ideas from management are welcomed and can be tested on the floor to ensure feasibility.

Although hazardous materials may seem synonymous with auto repair, AJ's has significantly reduced their use of toxic materials. AJ's employees use water-based parts washers and biodegradable detergent instead of the hazardous solvents commonly used in parts washers. This is better for the environment, healthier for employees, and does not generate a hazardous waste that requires special handling. A "bird bath" brake washer eliminated the use of chlorinated solvent brake spray cans and reduced employee exposure to asbestos. Other instances where alternatives replaced hazardous materials include innovative uses of common products like vegetable spray as a lubricant and Milk of Magnesia as an anti-seizing compound.

Another element of AJ's success is to work cooperatively with other organizations. As president of the Northwest Automotive Trade Association, Mr. Anderson helps green the automotive industry as a whole and is active with the Portland Pollution Prevention Outreach Team, a collaborative effort of non-profits, and state and local government, that certifies Eco-Logical Businesses. In conjunction with the Oregon Department of Environmental Quality (DEQ), AJ's piloted a free program to remove switches for trunk lights that contain mercury. Since the program began, AJ's has replaced over 2,500 mercury switches with a non-toxic ball bearing alternative. The program helps ensure proper disposal of the toxic mercury and is now a mandatory pollution prevention program statewide in Oregon and Idaho.

AJ's is careful to avoid greenwashing, making sure they don't overstate their environmental record. The company web site and marketing material focus instead on their core repair work. However, the free publicity from their numerous awards such as the DEQ Certificate of Excellence, the Governor's Award for Toxics Use Reduction, the Marion County Recycler of the Year Award, and the Small Business Environmental Stewardship Award broadens AJ's exposure and brings in additional customers.

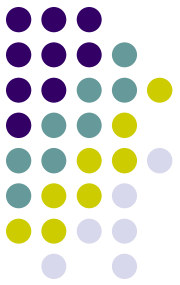
So what's the benefit from all this greening? One benefit is money. An independent evaluation of AJ's environmental efforts found that over a ten-year period greening had saved the company over \$200,000 from cost savings and increased business revenue. An intangible but important benefit is that a strong environmental record appeals to top employees, and the innovative and cooperative work atmosphere improves productivity. Being a greener company has also helped AJ's attract new customers. The first 90 people who came in for the new non-toxic switches went on to spend over \$26,000 in repair services. Bob Anderson estimates that 18 to 20 percent of new customers choose AJ's because of the company's commitment to the environment. Greening works for AJ's and for AJ's customers. As one customer put it, "Over the years you guys have done a great job and we really appreciate it."

For more information on AJ's, visit www.ajsautorepair.com.

Disclaimer: EPA does not endorse any commercial company, their products or services in any way. By including specific companies, EPA is simply providing information.

In Closing....

Questions?



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