



# Sustainability for Small Business



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✧ *EPA's Community Involvement* ✧  
*Training Conference*

## Thinking Small Business First – Professionalism, Innovations, Collaboration, Advocacy



### ***EPA's mission is to protect human health and the environment***

OSBP's mission is to support the protection of human health and the environment by advocating and advancing the business, regulatory, and environmental compliance concerns of small and socio-economically disadvantaged businesses.

OSBP also supports small business with sustainability tools and resources to help businesses think about sustainability and remain competitive in the federal procurement process.



**“Gaining Opportunities by Going Green”**

# Poll Question



As a business/organization I think about ways to improve upon our sustainability initiatives:

- A) All the Time
- B) Sometimes
- C) Only if I have to
- D) Never, why would I have to do that?

# Benefits to Greening a Small Business



- Highly marketable within the government acquisition process
- Save money by reducing waste and increasing efficiency
- Attract green consumers
- Provide flexibility in uncertain times
- Demonstrate leadership and commitment
- Differentiate your business from competitors



# Small Business: Environmental Self-Assessment Tool



- At your leisure take a few minutes to asses what shade of green you and your business represent....



# EPA's FY 2014-2018 Strategic Plan



Goal 1. Addressing Climate Change and Improving Air Quality

Goal 2. Protecting America's Waters

Goal 3. Cleaning Up Communities and Advancing Sustainable Development

Goal 4. Ensuring the Safety of Chemicals and Preventing Pollution

Goal 5. Protecting Human Health and the Environment by Enforcing Laws and Assuring Compliance

EPA's contractors and grantees help the agency fulfill its mission to protect human health and the environment and to meet its strategic plan and goals listed above.

# EPA's FY 2014-2018 Strategic Plan



- The Plan also sets forth the following four cross-agency strategies, which set clear expectations for changing the way EPA does business in achieving its results.
  - Working Toward a Sustainable Future
  - Working to Make a Visible Difference in Communities
  - Launching a New Era of State, Tribal, Local, and International Partnerships
  - Embracing EPA as a High-Performing Organization

# “Lean” into Sustainability!



- LEAN is a set of principles, practices and tools to remove non-value added activity (or waste) from any process.
- Consider what improvements can be made to your business practices that can help save your time, money and resources.

Ask questions such as:

- How can we reduce waste and increase efficiency?
- Where are the hold ups?
- What is a more streamline approach?



# Greening Government History



## **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 13563, 13514, 13423, 13221, and 13101



## Poll Question



How familiar are you with the most recent federal-wide sustainability initiatives (Executive Orders 13514 and 13693) and what they could mean for you as a business/organization looking to do work with the federal government?

- A) Very familiar and excited!
- B) Heard a little bit about it but not sure now what it means for my business.
- C) Have no idea what you are talking about.

# Executive Order 13514



## **Federal Leadership in Environmental, Energy, and Economic Performance**

- Issued in October 2009.
- Expands 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.



# Executive Order 13693



## **Planning for Federal Sustainability in the Next Decade**



- Issued March 2015
- The goal of this EO is to maintain Federal leadership in sustainability and greenhouse gas emission reductions stemming from previous EO's and sustainability efforts.

# OMB Scorecards:



- Since EO 13514 Agency's are rated green, yellow or red, based on the benchmarks and goals they set for themselves in targeting and tracking their efforts to improve efficiency, reduce pollution and eliminate waste.
- EPA continually receives a green score for setting and reaching their designated targets in sustainability efforts as an agency.

[Performance.gov](http://Performance.gov): the current status of sustainability performance and accountability in the federal government.



# Walking the Walk and Talking the Talk



- In 2010, the President set a goal for the Federal Government to reduce its direct emissions of greenhouse gases by 28 percent by 2020.
- The Federal Government is on track to meet that goal, already reducing its greenhouse gas emissions by 17 percent.

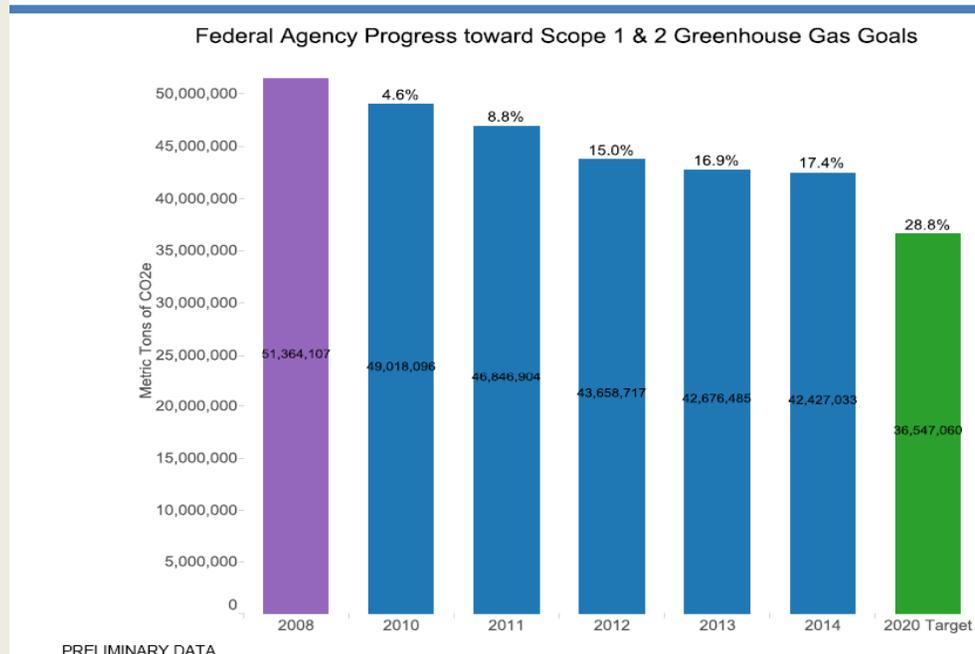


# Walking the Walk and Talking the Talk



- Meeting federal agency GHG pollution reduction targets is estimated to result in a cumulative **\$8 billion to \$11 billion in saved energy costs** through 2020.

Targeted Scope 1&2 GHG Emissions Reductions,  
FY 2008 - FY 2014



Preliminary data shows a 28.8% reduction goal reached by 2020



# Environmentally Preferable Purchasing (EPP)



- Agency purchasers help to drive demand for greener products and services through [EPP](#) by supporting manufacturers that produce environmentally preferable products and services.
- EPA uses [Comprehensive Procurement Guidelines](#) to ensure sustainable materials management on federal purchasing.



# Small Business Innovation Research Program



Javier Saade, Associate Administrator of the SBA, talks about EPA's SBIR program as "the small program with the big mission" in protecting human health and the environment with a focus on supporting companies whose ideas are launched from a foundation of life cycle assessment.



# EPA Voluntary Partnership Programs



## **SmartWay:**

An EPA launched brand that identifies products and services that helps businesses reduce their transportation-related emissions.



## **Safer Choice:**

A voluntary program that helps consumers, businesses, and purchasers find products that perform well and are safer for human health and the environment.



# EPA Voluntary Partnership Programs



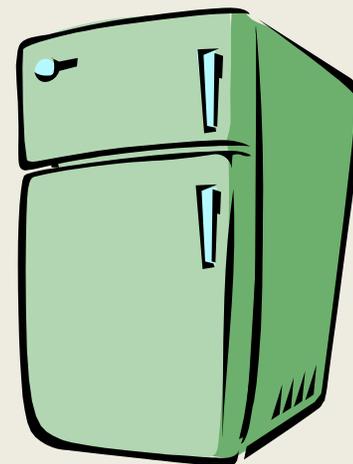
## **Green Power Partnership:**

A voluntary program that supports the organizational procurement of green power by offering expert advice, technical support, tools and resources.



## **GreenChill Refrigeration Partnership:**

An EPA Partnership with food retailers to reduce refrigerant emissions and decrease their impact on the ozone layer and climate change.



# Small Business Resource Guide



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

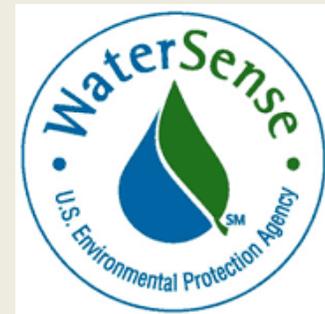
Assistance in moving beyond compliance and into sustainability



# Smart Steps Highlights



- Green tips and procurement guidance for small businesses.
- Quick resource to current EPA voluntary programs that might be of interest for small industries or businesses.
- Key environmental, financial resources and leadership award programs for small businesses that EPA continue to partner with.



# Smart Steps Highlights cont...



- Step by step guidance for a strategic approach to greening;
- Personalized worksheets for businesses to assess one's environmental sustainability goals and greening initiatives;
- Motivation and vision charts to progress after internal assessment.

Environmental Impact Assessment Chart			
1. Activity Area	2. Environmental Impacts	3. Importance of your company	4. Impact Control
TRANSPORTATION			
Employee commuting	Air pollution Energy use GHG emissions Habitat loss Water pollution		
Business travel	Air pollution GHG emissions Energy use Habitat loss Water pollution		
Shipping / receiving	Air pollution GHG emissions Energy use Resource use Waste disposal Water pollution		
Delivery services / fleets	Air pollution Energy use GHG emissions Habitat loss Water pollution		
OFFICE AREA			
	Air pollution GHG emissions Habitat loss Resource use		

**5 SMART STEPS**

This guide provides a five-step strategy and step-by-step worksheet to help you create a more environmentally-responsible company and lay the foundation for a sustainable future.

**START GREENING HERE**

**Step 1: Get Ready**  
Commit and plan!  
Lay the groundwork for success:

- assess your compliance
- engage your employees
- find support
- build your environmental knowledge
- plan accordingly

**Step 2: Get Started**  
Decide how green you want your business to be, select the best approach to get there and assess the impact your business has on the environment.

- define your vision
- choose your approach
- assess potential business and environmental impacts

# Climate Showcase Communities



- Fifty [Climate Showcase Communities](#) across the United States are leading projects in energy production, residential and commercial energy efficiency, waste management, transportation and land use that reduce energy use and save money.

## Showcase Communities

EPA's Climate Showcase Communities Program helps local governments and tribal nations pilot innovative, cost-effective and replicable community-based greenhouse gas reduction projects.

Madison, Wisconsin is one of EPA's 50 Climate Showcase Communities. *Sustain Dane*, the City's only comprehensive sustainability organization, runs the **MPower Business Champion** program. It is a voluntary program that helps businesses identify and accomplish five carbon reduction projects over the course of a year. *Sustain Dane* provides the resources and tools that businesses need to achieve their carbon reductions, and the businesses save money.



# Small Business: Environmental Self-Assessment Tool



Assessing your organization's environmental compliance, and green thinking approach, to doing business can help prioritize environmental sustainability in your work force, and makes your business more competitive!



## WHAT IS YOUR GREEN SCORE?

### TOTAL SCORE

- 0 to 24 -- TIME TO GET YOUR GREEN ON
- 24 to 35 -- GOOD START, KEEP THE MOMENTUM GOING
- 36 to 70 -- GREAT - YOU ARE A GREEN SUPERSTAR!

# In Closing....



Questions?

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