



Presented by:



**March 19, 2014**

A partnership of



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# Green Products and Services EXPO – Late September, 2014 – Sheet Metal Workers Hall

Sponsored by: **UMB**<sup>®</sup>

Count on more.



# Awards Ceremony Luncheon— Late January, 2015

Reception Sponsored by:

**TARLTON**



# Agenda

- **Introductions – Goals for 2014**
- **Overview of 2014 Challenge**
- **What's New in the Scorecards**
- **Accomplishments from 2013 Challenge**
- **Community Initiatives**
- **Upcoming Events**
- **Questions and Announcements**

# Overview of 2014 Challenge

- Three Tracks suited to company's level of engagement
  - **Apprentice** for small businesses starting sustainability strategies
  - **Leader** for new entrants or companies looking to improve score
  - **Champion** for returning Challenge teams who mastered the scorecard
- Each level receives support from Missouri Botanical Garden sustainability staff
- Each level recognized at Award Ceremony

# Challenge Apprentice Track

- Three month program
- 1<sup>st</sup> session starts April 29
- 2 seminars cover sustainability policies, energy and waste reduction strategies, energy efficiency
- Support from MOBOT sustainability staff
- Partnership with area Chambers of Commerce
- Complete menu of options on policies and accomplishments to receive award
- Accomplishments published



# Apprentice Track – Options Menu



## St. Louis Green Business Challenge Apprentice Program

### Menu of Options To Complete

#### Policies (Complete at least 5)

- Form a company-wide Green Team across all company functions
- Complete a sustainability policy for your company and share it with your employees, vendors, and supply chain
- Establish a company-approved no-idling plan at your dock and driveway
- Establish a company-approved no-smoking policy for indoors and on campus or outside of building
- Establish a 10% company-approved waste reduction plan
- Complete a green purchasing policy addressing at least one of the following: office paper, janitorial paper and cleaning supplies, or catering services
- Establish a 10% company-approved energy reduction plan
- Complete a lighting audit to identify energy conservation potentials
- Develop a policy to purchase only ENERGY STAR-rated computers, office equipment and kitchen equipment

#### Accomplishments (Complete at least 3)

- Distribute sustainability education materials or classes for your employees at the workplace and at home
- Provide a sustainability education workshop or program for staff
- Demonstrate a 10% or greater reduction in office paper landfill waste (i.e. reduced use or consumption, increased recycling) during the Small Business Advantage program timeframe
- Install recycling and/or composting collection sites throughout the workplace
- Eliminate Styrofoam in your company's kitchen supplies and work with your office supply vendor to reduce styrofoam packaging.
- Eliminate plastic bottles for use in corporate meeting and events and replace with refillable serving options (pitchers & glasses)
- Convert to use of a minimum 30% recycled paper content for office paper or janitorial paper products
- Demonstrate a 10% or greater reduction in energy consumption from last year's same 4-month time period
- Replace 10% of low-efficiency lighting with high efficiency lighting such as compact fluorescent or T-8 or LED lamps
- Make use of utility or other efficiency incentives to improve business' overall energy efficiency
- Install on-site renewable energy or purchase renewable energy credits
- Install pervious pavers, rain gardens or native landscaping to reduce stormwater runoff and/or increase biodiversity
- Conduct a commuting audit and reduce the percentage of employees commuting to work in single-occupancy vehicles by 10% during Small Business Advantage program timeframe.
- Complete a greenhouse gas inventory or carbon footprint documentation for your company.

3.19.14



# Challenge Leader Track

- Eight-month comprehensive curriculum
- Site visit from MOBOT sustainability staff
- Complete scorecard on green teams/outreach, energy, waste, water, indoor environmental air quality, clean transportation strategies; High Performance Buildings and Biodiversity
- Awards of Merit on level of points gained from baseline and total points:
  - Tenant/Owner categories
  - **Acorns** at 75 baseline points and below for Tenants; 100 points and below for Owners; **Oaks** are above.
  - Circle of Excellence  $\geq 150$  pts; Star Circle of Excellence  $\geq 250$  pts
  - All companies receive achievement awards based on program completion



# Challenge Leader Scorecard

## 2014 St. Louis Green Business Challenge Leaders Scorecard

Company Name: \_\_\_\_\_  
 Address of Site Location: \_\_\_\_\_  
 Number of Employees at Site Location: \_\_\_\_\_  
 Square Feet of Office Space at Site Location: \_\_\_\_\_  
 Primary Green Business Challenge Contact ( Name, Title, Email below): \_\_\_\_\_  
 Secondary Green Business Challenge Contact ( Name, Title, Email below): \_\_\_\_\_  
 Owner or Tenant\*: \_\_\_\_\_

Note: Owners can adjust their workspace and property without property manager engagement



Challenge Scorecard:	Baseline Score (due March 31)	0	Final Score (due November 17)	0
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Category	Scoring Summary	Baseline	Final
Outreach		0	0
Energy		0	0
Indoor Environmental Quality		0	0
Waste		0	0
Water		0	0
Transportation		0	0
High Performance Building			0
Biodiversity			0
<b>Total Points</b>		<b>0</b>	<b>0</b>

Subject to review by Challenge staff, extra credit points are available for:  
**Case Study** of this year's accomplishments and innovations (template provided) - 3 pts  
**Innovations** - Submit claims as attachment to final scorecard - 15 possible points

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Exemplary internal measure in pilot phase = 1 point  
 Fully implemented exemplary measure having internal (within company) impact = 2 points  
 Pilot project with external benefits (beyond company operations) = 2 points  
 Fully implemented exemplary measure across the company with conservation and education ramifications beyond company operations = 3 points  
 Innovation point claims may be for exemplary performance in a scorecard measure or for sustainability efforts unique to your business.  
 Visit [www.stlouisgreenchallenge.com](http://www.stlouisgreenchallenge.com) for scorecard resources

# Challenge Champion Track

- Participate in monthly programs
- Site visit from MOBOT Sustainability Staff
- New scorecard with categories: Advancing the Challenge, Advancing the Community, Advancing Your Company's Performance
- High Performance Building and Biodiversity Scorecard emphasis
- Serve as mentor to Challenge Apprentice or Leaders
- Provide case study and Accomplishments published



# Challenge Champion Track

2014 St. Louis Green Business Challenge Champion Scorecard DRAFT - 3/18/2014

Question	Points Available	Points Earned by Nov. 17
<b>Perquisites</b>		
1. Complete High Performance Building Scorecard	195	
2. Complete Biodiversity Scorecard	130	
<b>Advancing the Challenge</b>		
3. Recruit new Challenge participants (2 points new company up to 5)	10	
4. Promote participation in the St. Louis Green Business Challenge to your clients through stories in external media (newsletter, website, news stories)	5	
5. Serve as a mentor to new Challenge participant	10	
6. Provide a video or case study describing innovative sustainability accomplishment	10	
<b>Advancing Community Sustainability</b>		
7. Sponsor (cash or in-kind) or send volunteers to community-wide sustainability events (2 points per event up to 5 events)	10	
8. Share strategies by powerpoints, documents, case study, or presentations about:		
8a. Increasing sustainable practices of suppliers and vendors	10	
8b. Innovative employee education program about sustainability in the workplace	10	
8c. Innovative employee education program about sustainability at home	10	
<b>Advancing Your Company's Performance</b>		
145		
9. Complete a Greenhouse Gas Inventory of direct energy consumption, fleet usage+ employee commuting and travel	10	
10. Pledge to reduce Greenhouse Gas Emmissions by 25% by 2020	5	
11. Display St. Louis Clean Air Partnership Alert Day Signs during Ozone Season and communicate alerts to all employees	5	
12. Implement and share one Greenhouse Gas Reduction Strategy	10	
13. Increase by 10% the number of employees who commute to work by carpool, transit, walk, or bicycle (use Challenge's transportation survey template)	10	
14. Participate in Project Clear with MSD or reduce stormwater runoff from property through native plantings, rain gardens or pervious pavement	10	
15. Pledge the Strive for 75% to increase diversion rate to 75% (see www.mora.org)	5	
16. Complete an waste audit (trash sort)	5	
17. Achieve 25% reduction in waste over the year (5pts); 26-50% (10 pts); 51-75% (15 pts); 75+ (20 pts)	20	
18. Share utility energy efficiency incentives information with employees (BizSavers, Act On Energy, Laclede Gas) and St. Louis County SAVES program with employees	5	
19. Reduce energy bill costs by 10% from last year (elec+nat. gas) (10 pts); by 11% to 25% (15 pts); 26% to 50% (20 pts); 51+ (30 pts)	30	
20. Share energy reduction strategies by powerpoints, documents, case study, etc.	10	
21. Reduce Heat Island effect by putting in white roof or green roof	10	
22. Increase by 5% the amount of renewable energy used or through purchased credits	10	
<b>Total Available Points</b>	<b>545</b>	

# New Features of 2014 Scorecards

- Apprentice level track with options of policies and accomplishments
- Scorecard laid out to print on legal paper!
- Blacked out sections of scorecard to encourage new accomplishments for 2014 (especially in outreach and employee education)
- Green Events and Meetings Strategies
- Green Cleaning strategies better defined
- Increased points for higher percentages of recycled paper content
- Incentives for bottle filling stations
- New High Performance Building Scorecard
- New Biodiversity Scorecard
- New Champion Scorecard

# Mastering the Challenge

- Jefferson National Parks Association
- Mallinckrodt Pharmaceuticals
- UniGroup, Inc.
- Kozeny-Wagner

# Community Initiatives

- St. Louis High Performance Building Initiative
- St. Louis Earth Day
- One STL
- Alternative Fuel Events
- City of St. Louis Sustainability Plan

# STILL TIME TO RECRUIT!

- Your building-tenant neighbors
- Product or service supplier
- Key partner or vendor
- Earn Scorecard points for recruiting companies!
- Earn points for mentoring!
- Simply talk about the Challenge and send people to website [www.stlouisgreenchallenge.com](http://www.stlouisgreenchallenge.com); we can follow-up with more information
- Enrollment deadline March 31.



# Announcements

# Upcoming Meetings

- **April 9:** St. Louis Green Business Challenge Seminar @ MOBOT EarthWays Center- 7:30 a.m. to 9:30 a.m.
  - *Topics: Biodiversity, Engaging Employees, Best Workplaces for Commuters*
- **April 10:** High Performance Building Initiative @ St. Louis Regional Chamber – 7:30 a.m. to 9:30 a.m.
  - *Topics: Introduction to ENERGY STAR, energy efficiency incentives*
- **May 6:** High Performance Building Initiative @ St. Louis Community College Corporate Campus, Bridgeton – 7:30 to 9:30 a.m.
  - *Topics: Portfolio Manager and benchmarking your building*
- **May 14:** St. Louis Green Business Challenge Seminar @ Graphic Arts Westport Conference Center, **11:30 a.m. to 1:30 p.m.**  
(lunch provided)

**Thank you for participating in the  
2014 St. Louis Green Business  
Challenge!**

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