

GREEN BUSINESS



Sustainability and Opportunity



An Ojibwa Perspective

NiiCaP



Nijji Capital Partners, Inc.

Nijji Capital Partners Inc. - Small Business Training

What is “Green”?

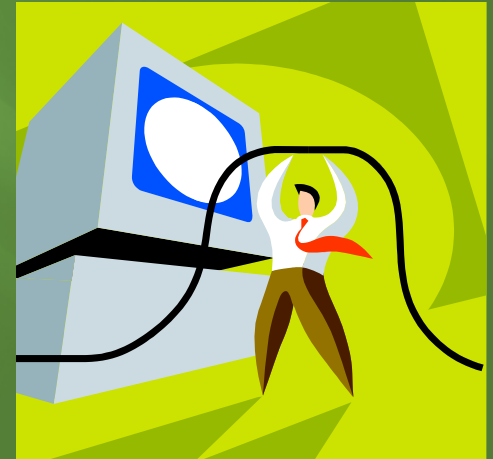
- ▣ What comes to mind when we hear the term “green”?
- ▣ What does sustainability mean to you?
- ▣ How do Ojibwa people practice sustainability?



What is “Green”?

There are three common definitions of green:

1. Greener than the competition
2. Incorporates green practices into a firms business operations
3. Creates green products or services



Sustainability

“The practice of providing for the needs of the present population in a way that doesn’t jeopardize the ability of future generations to provide for themselves. The use of resources that can be replaced, reused, and/or renewed so they are not depleted.”

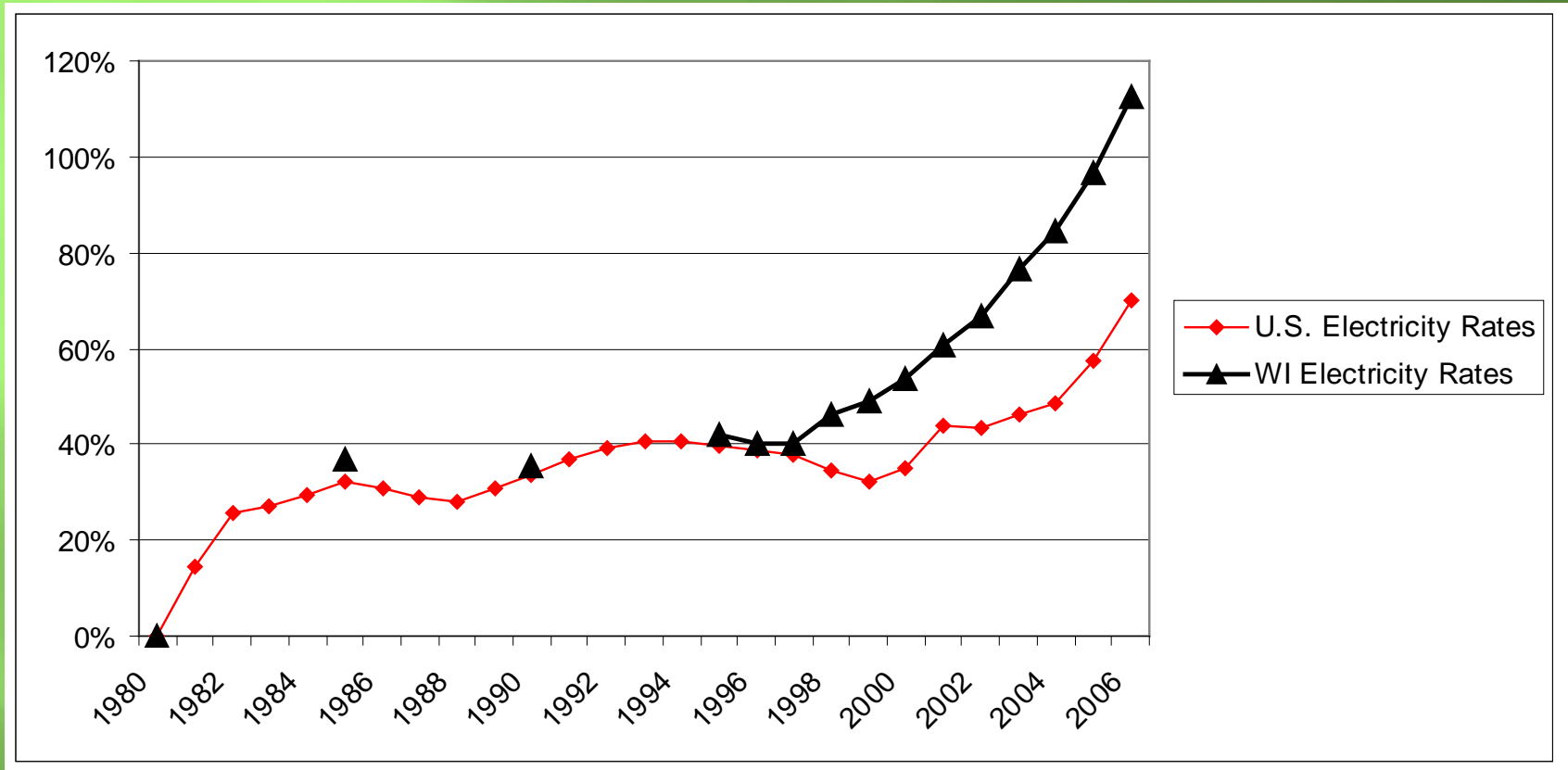
Sound familiar?



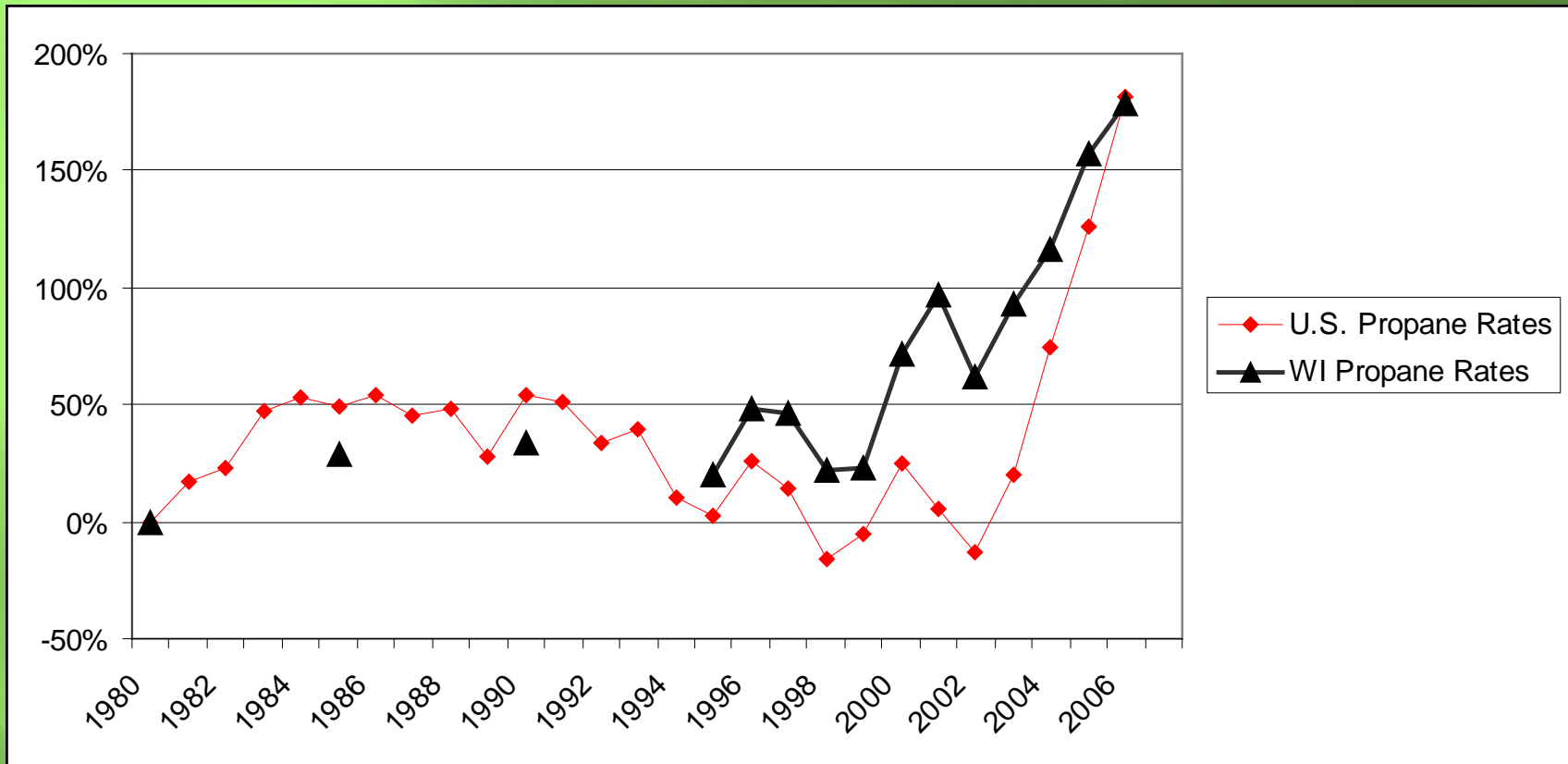
Why have a Green Business?

- ▣ Financial Reasons
- ▣ Environmental Reasons
- ▣ Socio-Political Reasons
- ▣ Others ???

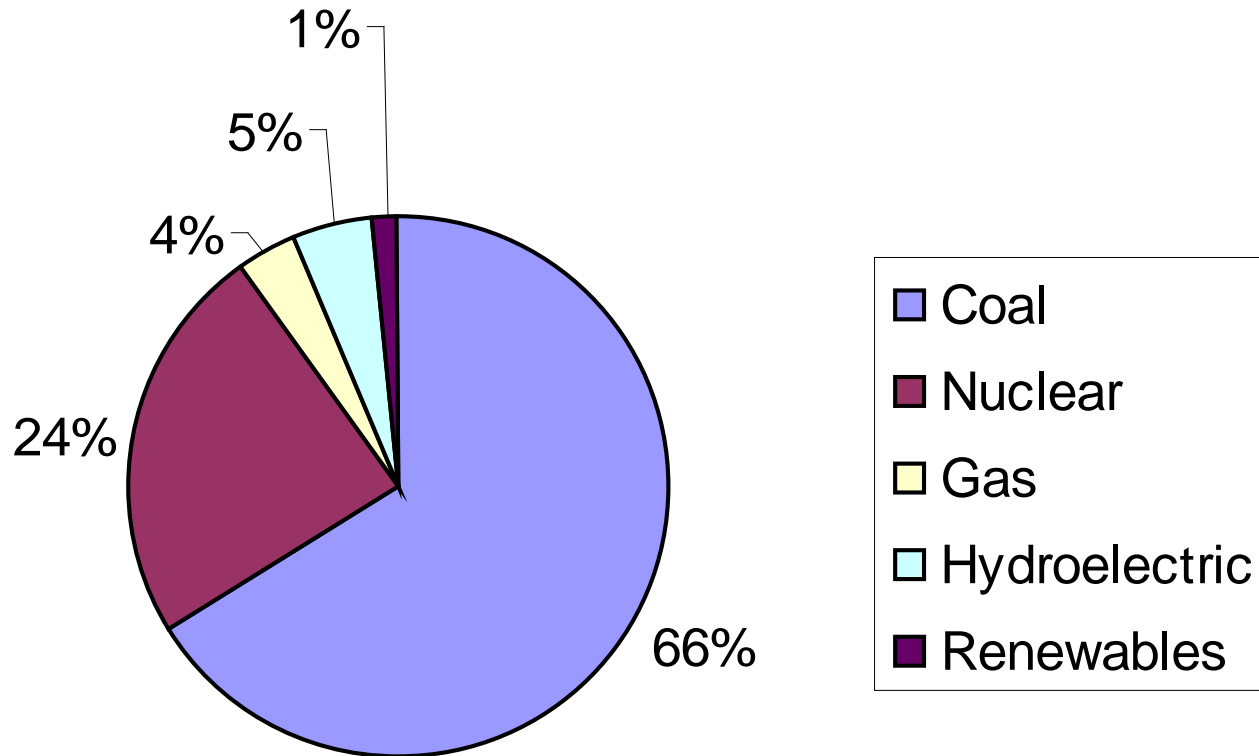
Electricity Price Trends



Propane Price Trends

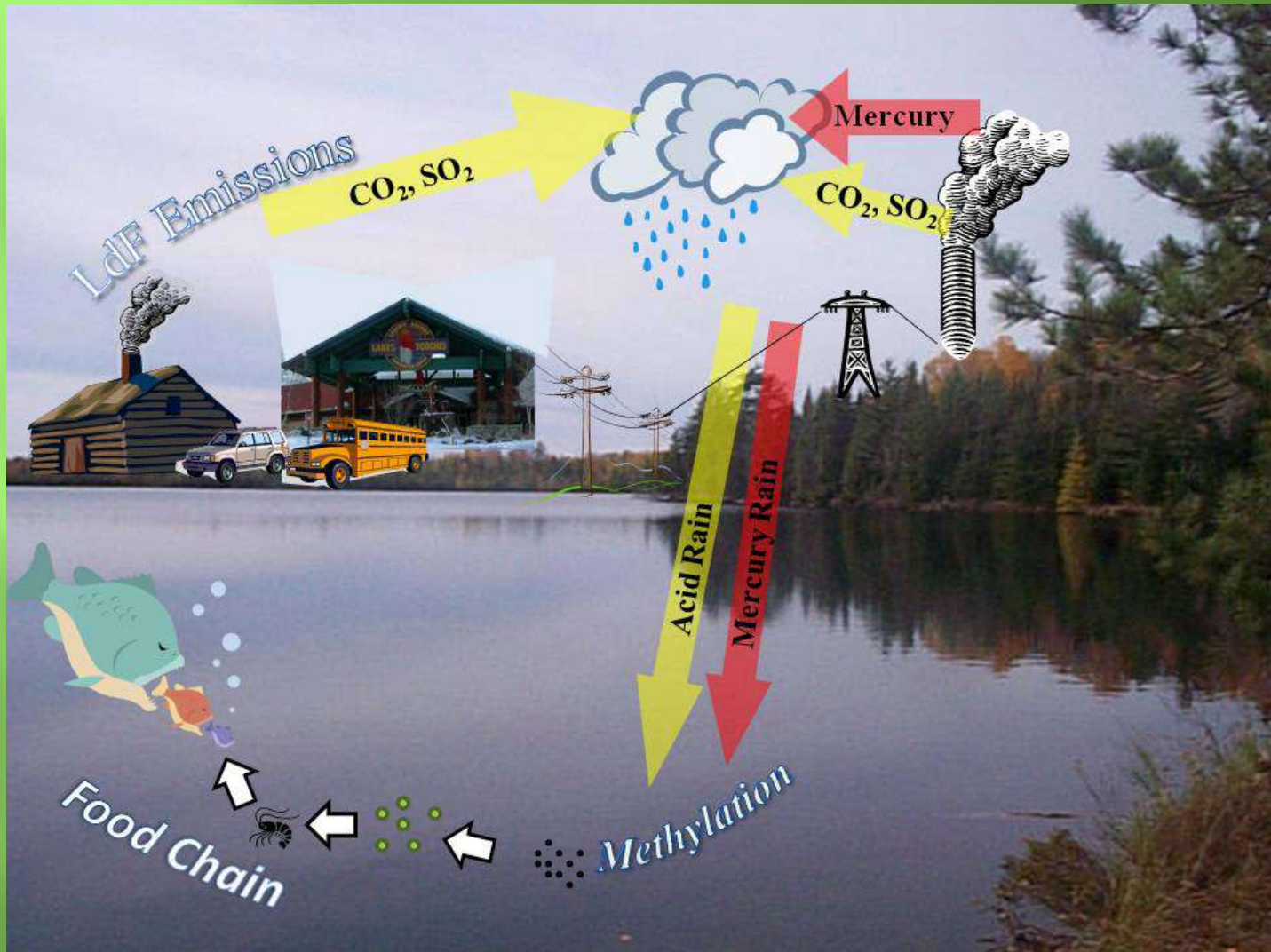


Environmental Impacts



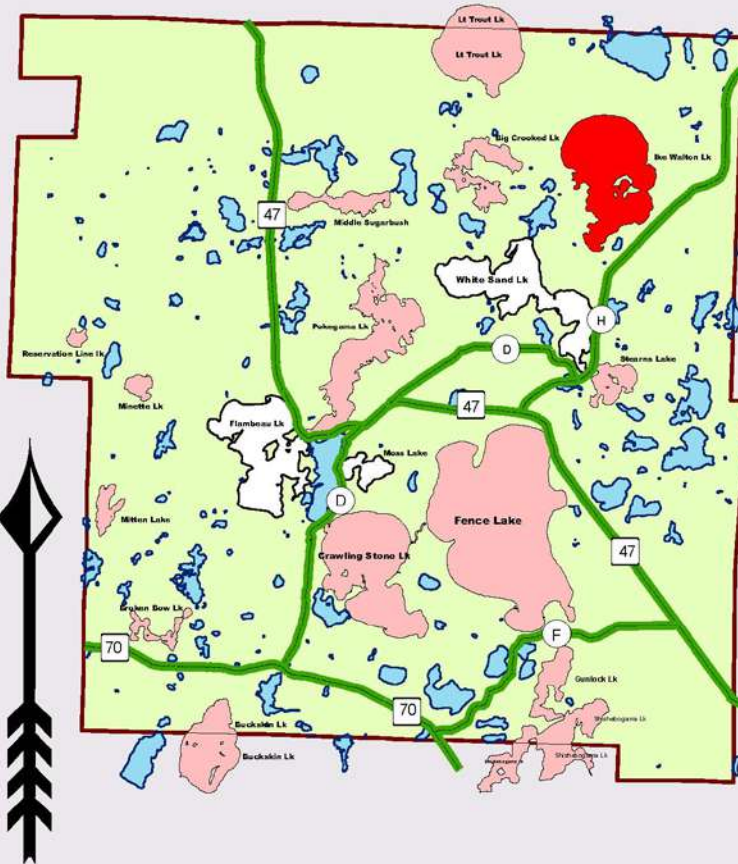
Wisconsin Public Service Corp.'s power supply

Mercury Cycle



Contaminated Walleye

Lac du Flambeau Mercury Advisory



Safe Eating Guidelines (Mercury) –

for most of Lac du Flambeau Walleye Lakes

All fish contain some mercury. Large fish, especially walleye contain more mercury than small fish, like perch. In some lakes and rivers, mercury bioaccumulates to higher levels in fish.

This map contains special advice for fish that have been found to contain mercury at higher levels. Women of childbearing age who intend on becoming pregnant and children under 15 should be especially careful to follow the guidance.

Women of Childbearing Years, Nursing Mothers, and all Children under 15 Should Follow this Map for Walleye over 18 Inches Long:

- Do Not Eat Walleye from Lakes Labeled – Red 
- Do Not Eat More Than One Walleye a Month from Lakes Labeled - Pink 
- Do Not Eat More Than One Walleye a Week from Lakes Labeled - White 
- Lakes have not been analyzed for mercury content - Blue 

Men and Women beyond their childbearing years should eat no more than one Walleye over 18 inches long per week.

For more detailed fish consumption advice please review the information on the back of this map.

Environmental Disasters



Socio-Political Issues

- ▣ Energy Security
 - Global issue

- ▣ Energy Independence
 - Global and Local Issue



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Business Overview

- Agribusiness
- Commercial Business
- Industrial Business
- Schools & Government
- Apartments & Condos
- New Construction
- Equipment & Systems
- Emerging Technologies
- Education & Training
- Business Resources
- Market Providers

Printable Version

Home > Business

Energy Efficiency and Renewable Energy for Businesses

Now more than ever, Wisconsin businesses are looking for ways to save energy and money and protect their bottom lines. At Focus on Energy, we want to help. **In fact, we've helped Wisconsin businesses save more than \$212 million in annual energy costs since 2001.**

What can Focus on Energy do for you?

Look to us for free support and services to help you identify and install cost-effective energy-efficiency and renewable energy projects. Our services include:

- **Expert assistance and energy assessments** to identify energy-saving opportunities at your facility
- **Technical expertise** to help you select and implement cost-effective projects and practices
- **Financial incentives** to help cover the costs of energy-saving equipment and upgrades

Who do we serve?

Focus on Energy's expertise extends to all eligible Wisconsin businesses, including:

- Agribusiness**
 - Aquaculture facilities
 - Commercial agribusiness
 - Dairy & livestock farms
 - Grain facilities
 - Greenhouses
 - Irrigation needs
- Commercial businesses**
 - Churches
 - Commercial offices and retail
 - [Grocery & convenient stores](#)
 - [Healthcare facilities](#)
 - [Hotel & lodging facilities](#)
 - [IT & data centers](#)
 - [Restaurant & foodservice](#)
 - Sporting & ice arenas
- Industrial businesses**
 - Ethanol plants
 - [Food processors](#)
 - Metal-casting factories
 - [Plastics manufacturers](#)
 - [Pulp & paper makers](#)
 - [Water & wastewater operations](#)
- Schools and government**
 - Churches coupled with schools
 - City & county building & infrastructure
 - K-12 public & private schools
 - Private, public, and technical colleges
 - Public healthcare facilities
 - State government facilities
 - Tribes of Wisconsin
- Apartments & condos**
- New construction**

Featured Article:

[Energy Connections eNewsletters](#)—an electronic newsletter dedicated to helping Wisconsin businesses save energy and money. [Learn more >](#)

Featured Article:

[Get the tools and information you need to run your steam system more efficiently.](#)


Attend the Steam Systems Assessment workshop. Seats are filling up fast. [Learn more >](#)

Featured Article:

[Industrial, commercial, school, and government facility managers—learn how to take a systematic approach to energy efficiency.](#)

Sign up for a *Practical Energy Management* course. Seats are filling up fast. [Learn more >](#)

EnergyStar.gov/benchmark



SUPERIOR ENERGY MANAGEMENT CREATES ENVIRONMENTAL LEADERS
U.S. Environmental Protection Agency - U.S. Department of Energy

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Buildings & Plants [Home > Buildings & Plants > Portfolio Manager Overview](#)

Portfolio Manager Overview

Portfolio Manager is an interactive energy management tool that allows you to track and assess energy and water consumption across your entire portfolio of buildings in a secure online environment. Whether you own, manage, or hold properties for investment, Portfolio Manager can help you set investment priorities, identify under-performing buildings, verify efficiency improvements, and receive EPA recognition for superior energy performance.

How can Portfolio Manager help me?

- ▾ [Manage Energy and Water Consumption for all Buildings](#)
- ▾ [Rate Building Energy Performance](#)
- ▾ [Estimate Your Carbon Footprint](#)
- ▾ [Set Investment Priorities](#)
- ▾ [Verify and Track Progress of Improvement Projects](#)
- ▾ [Gain EPA Recognition](#)
- ▾ [Related Tools](#)

Manage Energy and Water Consumption for All Buildings

Portfolio Manager helps you track and assess energy and water consumption within individual buildings as well as across your entire building portfolio. Enter energy consumption and cost data into your Portfolio Manager account to benchmark building energy performance, assess energy management goals over time, and identify strategic opportunities for savings and recognition opportunities. [EPA has developed a Benchmarking Starter Kit to help you get started quickly.](#)

Any building can efficiently track and manage resources through the use of Portfolio Manager. The tool allows you to streamline your portfolio's energy and water data, and track key consumption, performance, and cost information portfolio-wide. For example, you can:

- Track multiple energy and water meters for each facility
- Customize meter names and key information
- Benchmark your facilities relative to their past performance
- View percent improvement in weather-normalized [source energy](#)
- Monitor energy and water costs
- Share your building data with others inside or outside of your organization
- Enter operating characteristics, tailored to each space use category within your building

Rate Your Building's Energy Performance

For many facilities, you can rate their energy performance on a scale of 1-100 relative to similar buildings nationwide. Your building is not compared to the other buildings entered into Portfolio Manager to determine your

News

- New!** [AWARDS: Small Businesses and Congregations Improve Energy Efficiency and Fight Climate Change](#)
- [Start the School Year with ENERGY STAR](#)
- [New Tools Available to Help Employees Save Energy and Money](#)
- [2011 ENERGY STAR Award Applications Available](#)

2010 Buildings & Plants News Room

Portfolio Manager Login

User name:

Forgot your username?

Password:

Forgot Your Password?

[New User? Register](#)

Selected Resources

- [ENERGY STAR Benchmarking Starter Kit](#)
- [Learn How The Rating System Works](#)
- [Take the Portfolio Manager Tour](#)
- [Review Eligibility Requirements](#)
- [Read Technical Descriptions of Rating Methodology](#)
- [Review Supporting Documents](#)

[Join ENERGY STAR](#)



Environment

How do we define our environment?

- Community
- Waste Management
- Energy
- Air Quality
- Water Quality
- Soil Quality
- Transportation
- Agriculture
- Population



Environment

Community

Lac du Flambeau is a community with a common background. Traditionally Ojibwa were “go it alone” types of people, communal activities are important.

Green initiatives often involve people working together which increases our sense of community.



Environment

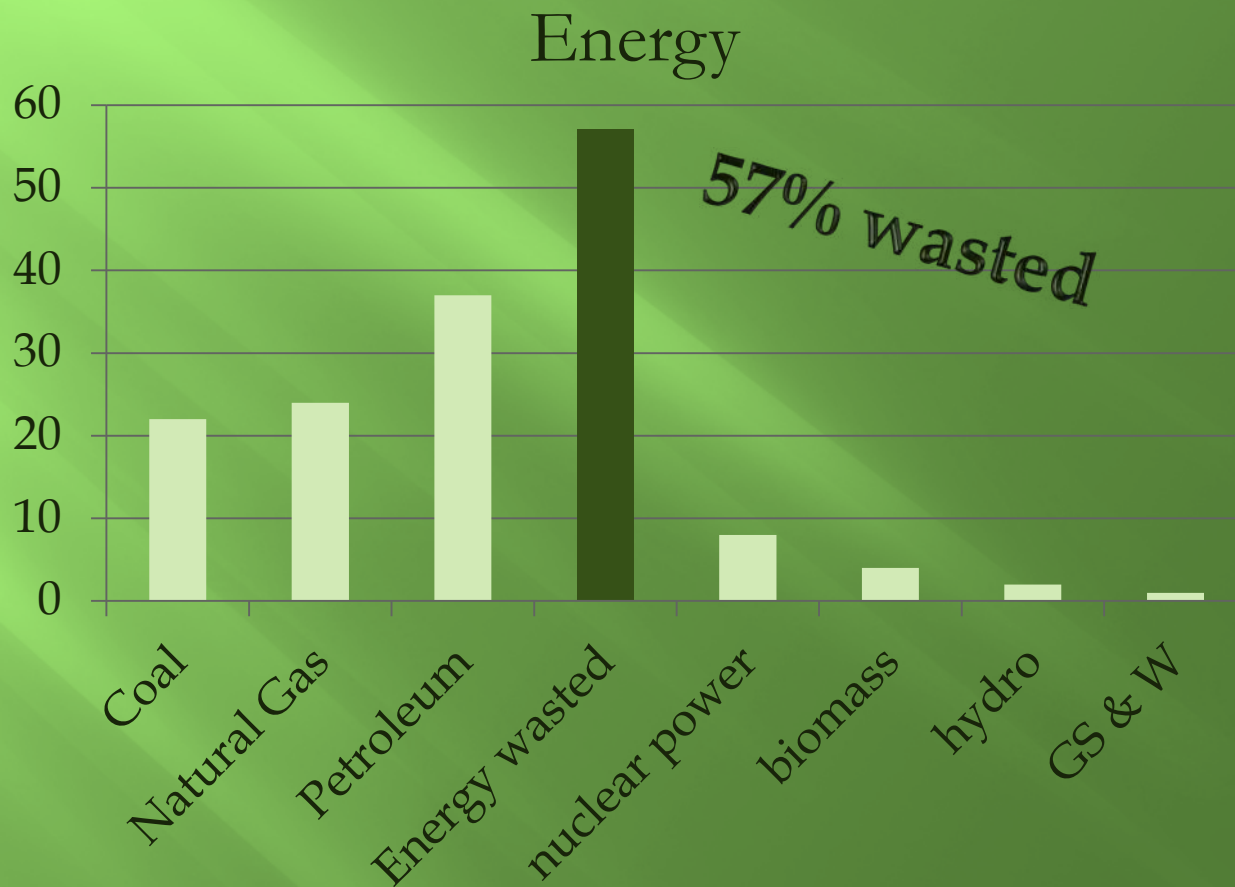
Waste Management

The difference between what is garbage and what is recyclable is growing.

“Green Waste” (grass clippings, brush, tree trimmings, and the like) has spurred growth in mulch mowers, choppers, and other ways to compost materials.



Environment



Break down of energy sources in the U.S. according to Energy Info Admin.

Environment

Energy

Residential and commercial energy consumption accounts for 72% of all electricity and 13% of all fossil fuels consumed in the US. This mean huge potential for energy savings.

- Natural daylight can replace 30 – 60 percent of energy for lighting
- Natural ventilation can replace 20 – 40 percent of air conditioning
- Natural shading can replace another 10%



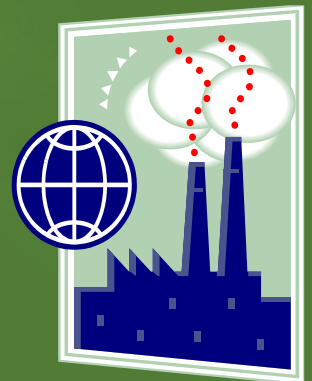


Environment

Air Quality

Greenhouse gases thin out the ozone layer allowing more harmful rays from the sun to reach the earth. Also ground level ozone results in smog which is the earths attempt to protect itself and correct the levels of greenhouse gases.

What can we do to combat air pollution?



Environment

Water Quality

1972 Clean Water Act – mainly for industrial polluters

Rain washes away herbicides, pesticides, fertilizer, pet waste, motor oil, transmission fluid, wiper fluids, cleaners, rubber, ceramic, copper (from tires) all of which end up in our water supply.



Environment

Soil Quality

Soil erosion is a big concern. New structures require the removal of trees and vegetation, loose soil is washed away. Generally, the top 2 inches of soil are nutrient rich which means.

Also, toxic dumping is contaminating drinking water and “browning” the soil.



Environment

Transportation

Cars, not factories, are the biggest contributor of CO₂ and use 40% of all oil based fuels in the US. Mass transit appears to be the primary solution but require a huge investment on the part of municipalities.

What can we do to wean ourselves off of automobiles?



Environment

Agriculture

Locally grown and/or organic food choices help reduce our reliance on huge food producers that often transport over long distance (fossil fuel consumption) and use pesticides and other methods to increase profits that are not good for the earth or humans!



Environment

Population

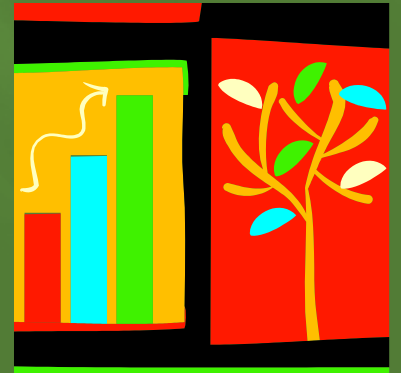
There are currently 6.5 billion people on earth. The US has 5% of the worlds population but consumes 25% of the worlds resources. If everyone lived as Americans do, we would need four more planets to support life. One solution is Integrated Resource Management (IRM).

Native American population rose to almost two million in 1990, a 455 percent increase in forty years



Sustainability

Making your business green. We talked about green issues and now you have a good idea of what green is. There are simple things we can do to make our business green. Lets discuss a few.



Profit

Green Businesses still need to remain profitable. Renewable energy and other green technology costs are coming down. How can we tap into these emerging technologies?

Business plans must still project profitability.

Assumptions should be based on facts regarding trends and historical data.



Culture

Ojibwa did not need to address these concerns prior to assimilation attempts. Now that we are in control of our own destinies, how can we bring Ojibwa traditions into

the main stream?

Should we?

How can we protect our traditions?





Opportunities

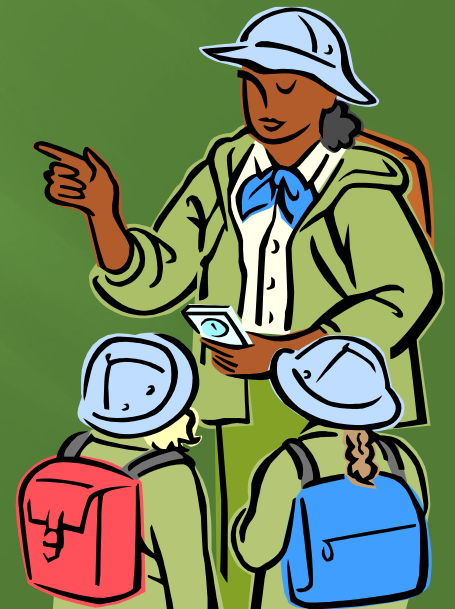
Marketing a green business and incorporating green across the 4 P's

- ▣ Price – Customers will only pay a premium if there is perceived additional product value.
- ▣ Place – few customers will go out of their way to buy green. In store promotions are the best way to promote green products and services.
- ▣ Promotion – promote your green credentials and achievements. Enter environmental awards and publicize green stories.



Opportunities

- ▣ Creating a new product or service
- ▣ Product life cycle:
 - Introduction
 - Growth
 - Maturity
 - Decline



Opportunities

New industries are emerging and growing. We can join the movement and help uncover innovative ideas based on Traditional principles.

- Energy
- Bio mass
- Recycling
- Construction
- Household products
- Can you name others



Opportunities

Entering the value chain



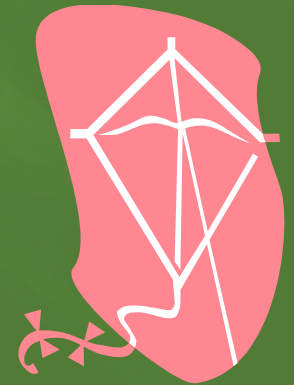
Opportunities

- **Energy Conservation and Efficiency**
 - Building Weatherization
 - Purchase Energy Efficient Appliances and Equipment
 - Equipment Maintenance
 - Purchase Locally
 - Get Educated



Opportunities

- **Renewable Energy**
 - Solar Photovoltaic
 - Solar Water heaters
 - Wind
 - Geothermal Heating and Cooling
 - Biomass Heating



Resources

Wisconsin Focus on Energy

www.focusonenergy.com

Midwest Renewable Energy Association

www.the-mrea.org

WI Office of Energy Independence

www.energyindependence.wi.gov



Resources

US Green Building Council

www.usgbc.org

Travel Green Wisconsin

www.travelgreenwisconsin.com

LdF Tribe's Energy Program

715-588-7214



Resources

Small Business Administration

www.sba.gov

Environmental Protection Agency

www.epa.gov

Great Lakes Indian Fish and Wildlife Commission

www.glifwc.org



Resources

The Natural Step

www.naturalstep.org

Alliance for Sustainability

www.afs.nonprofitoffice.com

Green Business

www.business.gov/manage/green-business





Green Business

Sustainability and Opportunity –An Ojibwa Perspective

Presented by:

NiiJii Capital Partners, Inc.

&

LDF Tribal Natural Resources