

Innovation On The Go:

**Keeping the Program Fresh,
Relevant & Energized**



Jean Ponzi – Green Resources Manager

EarthWays Center of the Missouri Botanical Garden



Since 2010 over 160 companies, representing over 130,000 employees, have VOLUNTARILY engaged with:

- Sustainability policies
- Employee education and involvement
- Purchasing and supply chain greening
- Energy and water conservation
- Recycling and waste minimization
- Transportation alternatives
- Biodiversity
- Innovations of all kinds

A Partnership Of



www.stlouisgreenchallenge.com

Primary Drivers: Sustainability within CSR

GRI'S MISSION

To make sustainability reporting standard practice for all organizations



- Global Reporting Index
- Carbon Disclosure Project
- AASHE Stars
- ENERGY STAR Portfolio Mgr
- LEED and SITES
- Zero Waste Business Network
- Other industry-specific sustainability metrics



Primary Drivers: Young talent!



Abeinsa Engineering, Trane, HOK

Notably Absent Local Drivers:

- Regulation
- Energy costs
- Water costs
- Landfill costs



Challenge activity in
the St. Louis region is
almost entirely

VOLUNTARY

Inaugural Class - 2010

3Degrees/St. Louis Earth Day

Ameren

Arcturis

AT&T

Bethesda Health Group

Boeing

Brown Shoe Company

Bryan Cave

Burns & McDonnell

Bunge North America

Cassidy Turley

Christner

Color Art Integrated Interiors

Commerce Bank

Deloitte

EDC of St Charles County

East-West Gateway Council

Emmis Communications

Express Scripts

Farnsworth Group

Federal Reserve Bank of St. Louis

Focus St. Louis

Gallop Johnson & Neuman

Geotechnology

Graybar Electric

HOK

The Hauser Group

Habitat for Humanity – St. Louis

IAMCP-St. Louis

Laclede Gas

Lewis and Clark Community College

Mackey Mitchell

Madison County Treasurer's Office

Maritz

Markwort Sporting Goods Company

McKendree University

Metro

Microsoft Certified Partners Assn.

Millipore

Missouri Botanical Garden

Moonrise Hotel

Partnership for Downtown St. Louis

SCI Engineering

SWT Design

St. Louis Cardinals

St. Louis Community College

St. Louis County Economic Council

St. Louis RCGA

St. Louis University

Southwestern Illinois College

Special School District of St. Louis County

Stan Gellman Graphic Design

Tarlton

Tower Grove Park

UMB Bank

The Vandiver Group

Walsh & Associates

Wells Fargo Advisors





ST. LOUIS GREEN BUSINESS CHALLENGE



Abengoa Bioenergy
 Advertisers Printing Company
 Ameren
 America's Central Port
 Arcturis
 Ascension Health
 AT&T Missouri
 Bethesda Health Group, Inc.
 The Boeing Company
 Brightergy Solar Solutions
 Bunge North America
 Burns & McDonnell
 Cannon Design
 Challenge Unlimited
 Christner, Inc.
 City of St. Peters
 Clayco
 Color Art Integrated Interiors
 Commerce Bank
 Coventry Health Care
 Covidien
 Daniel and Henry
 Datotel, LLC
 Deloitte
 The Doe Run Company
 EDC of St. Charles County
 Edward Jones
 Enterprise Holdings
 Environmental Operations, Inc.
 Federal Reserve Bank of St. Louis

Global Products, Inc.
 Graybar
 Green Street Development Group
 HOK
 Holland Construction Services
 Husch Blackwell LLP
 Jacobs
 Jones Lang LaSalle
 KPMG
 Laclede Gas Company
 Lambert-St. Louis International Airport
 Lawrence Group
 Lewis and Clark Community College
 Madison County Government
 Maritz
 Markwort Sporting Goods Company
 McCormack Baron Companies
 Metro
 Microgrid Energy
 Missouri Botanical Garden
 Missouri Historical Society
 Monsanto Company
 Nine Network of Public Media
 Novus International
 Office Essentials, Inc.
 Paric Corporation
 The Partnership for Downtown St. Louis
 Saint Louis University -
 Center for Sustainability

Saint Louis Zoo
 Sandberg Phoenix & von Gontard P.C.
 Save-A-Lot Foods
 Savvis
 Schnuck Markets, Inc.
 SCI Engineering, Inc.
 Sheet Metal Workers Local 36
 Sigma-Aldrich
 Sifton Energy Solutions
 Southwestern Illinois College
 St. Louis Cardinals
 St. Louis Community College
 St. Louis Office for Developmental
 Disability Resources
 St. Louis Rams
 St. Louis RCGA
 Stan Gellman Graphic Design
 Standing Partnership
 StraightUp Solar
 SWT Design
 Tarlton Corporation
 Thompson Coburn LLP
 TME, Inc.
 UMB Bank
 URS Corporation
 U.S. Bank
 The Vandiver Group, Inc.
 Walsh & Associates, Inc.
 Webster University
 Wells Fargo Advisors

2013

www.stlouisgreenchallenge.com

ST. LOUIS GREEN BUSINESS CHALLENGE CLASS OF 2015

LEADERS

| | |
|-----------------------------------|---|
| AECOM | Missouri History Museum |
| Ascension | Monsanto |
| AT&T Missouri | Nine Network of Public Media |
| CBRE | PolyOne |
| Commerce Bank | RBO PrintLogistix |
| Edward Jones | Safety National |
| Enterprise Holdings, Inc. | Sandberg Phoenix & von Gontard P.C. |
| EPC, Inc. | Sitton Energy Solutions |
| Federal Reserve Bank of St. Louis | St. Louis College of Pharmacy |
| Four Seasons Hotel St. Louis | St. Louis Office for Developmental Disability Resources |
| JLL | Thompson Coburn LLP |
| Mallinckrodt Pharmaceuticals | Trane |
| Maritz | U.S. Bancorp Community Development Corporation |
| Metro Lighting | Webster University |
| Microgrid Energy | Wells Fargo Advisors |
| Missouri American Water | |

CHAMPIONS

| | | |
|--------------------------------|---------------------------|-------------------------------|
| Ameren | Global Products, Inc. | Saint Louis Zoo |
| Arcturis | Graybar | St. Louis Cardinals |
| Bethesda Health Group | Jacobs | SCI Engineering, Inc. |
| Bi-State Development / Metro | Lawrence Group | Southwestern Illinois College |
| Burns & McDonnell | Madison County | SWT Design |
| Christner, Inc. | Markwort Sporting Goods | Tarlton Corporation |
| City of St. Peters | Missouri Botanical Garden | UMB Bank |
| Color Art Integrated Interiors | Office Essentials | UniGroup, Inc. |
| Farnsworth Group | Saint Louis University | |



ST. LOUIS GREEN BUSINESS CHALLENGE CLASS OF 2015

APPRENTICES.....

Contemporary Art Museum St. Louis
DJM Ecological Services, Inc.
Forest Park Forever
MRC Recycling
NISA Investment Advisors, L.L.C.
World Wide Technology, Inc.

GREEN CITIES.....

City of Alton (IL)
City of Highland (IL)
City of Maplewood (MO)
City of St. Charles (MO)
City of University City (MO)

Challenge 2014 by the Numbers

In 2014, 63 companies, institutions, and governmental bodies completed the Challenge



8 completed the Apprentices Level

38 completed the Leaders Level

17 completed the Champions Level

84% provide employees with education on how to “green” both home and workplace

79% have a corporate sustainability policy

61% use green-certified cleaning products

53% implemented a green purchasing policy

45% calculated their company’s greenhouse gas or carbon footprint

41% committed to reduce their energy consumption by 10%

33% committed to reduce their waste by 25%

33 companies participated in activities related to the High Performance Building Initiative

22 companies benchmarked their building’s energy consumption

30 companies participated in activities related to the Biodiversity Initiative

23 companies completed a biodiversity survey of their property

CHALLENGE 2015 BY THE NUMBERS

61 companies, non-profits, institutions, and governmental bodies completed the Challenge.

6 completed the Apprentice Level

28 completed the Leader Level

22 completed the Champion Level

5 municipalities participated in the program's inaugural Green Cities Challenge

100% of Challenge companies have formed a Green Team to lead sustainability efforts

100% of Challenge companies participate in workplace recycling

92% established a corporate sustainability policy

94% provided employees with education toward greening both home and workplace

96% promoted and support alternative transportation for employee commuting

73% have implemented a green purchasing policy

52% use green-certified cleaning products

48% benchmarked and tracking company energy usage to facilitate increased efficiency

40% calculated their company's greenhouse gas or carbon footprint

35 companies participated in activities related to the High Performance Building Initiative

27 companies participated in activities related to the Biodiversity Initiative

Diverse Levels of Participation –

resources for any type and size of business

Challenge APPRENTICE

- For companies starting sustainability activity and smaller businesses
- 3 month timeframe - 2 seminars

Challenge LEADER

- Addressing the green fundamentals common to every kind of business
- 8 month timeframe - monthly seminars, Green Business tours and events

Challenge CHAMPION

- Taking on more advanced measures including pre-requisites
- Joint participation over 8 months with Leader companies

Green Cities Challenge

- 2015 pilot group informed program evolution to meet unique needs and constraints of municipal business operations – full roll-out in May 2016

EVERY Level

- Scorecards guide strategic Green policy & practice implementation
- Customized coaching from EarthWays Center sustainability experts
- Participation in regional professional network of Green Business leaders
- Recognition through Awards Event and Case Study publication
- B-to-B marketing through Green Products & Services Expo

It Starts with a Scorecard . . .



St. Louis Green Business Challenge Scorecard



| | |
|---|---|
| Company Name: | |
| Site Location: | |
| Number of Employees At Site Location (Full-time, part-time, contract, etc): | |
| Building Owner or Tenant? | |
| Square Feet of Office Space at Site Location: | |
| Green Business Challenge Contact: | |
| Baseline Score (due March 15, 2010) | 0 |
| Final Score (due October 15, 2010) | |

| Question Number | Outreach | Question | Answer (yes/no) | Points Achieved | Points Available | How did you achieve this strategy? Please provide a short description of the action taken. |
|-----------------|------------------------|---|-----------------|-----------------|------------------|---|
| O1.1 | Green Team Functions | Green Team Organization: Does your company have a "Green Team," which is responsible for managing sustainability initiatives at this site (1pt)? Do you have a dedicated staff person whose written job duties include responsibility for sustainability initiatives in your business (1pt)? Does your Green Team meet at least quarterly (1pt)? | | | 3 | |
| O1.2 | | Certified Staff: Does your company have a BOC or LEED-AP accredited person on staff or contract to assist with sustainability? | | | 1 | |
| O1.3 | | Level of Commitment: Has your company's CEO provided written support for the company sustainability efforts (1pt)? Do you have dedicated budget resources to support sustainability efforts (1pt)? | | | 2 | |
| O1.4 | | Educational Sessions: Does your company's Green Team hold educational sessions for all company employees? | | | 1 | |
| O2.1 | Internal Communication | Sustainability Guidelines: Has your Green Team written a set of sustainability guidelines for the company and distributed it to all employees or made it accessible on the company's internal website? | | | 2 | |
| O2.2 | | Progress Reports: Do you have ongoing measurement of your sustainability strategies and alert all staff with electronic reports on the progress of in-house environmental initiatives? | | | 2 | |
| O2.3 | | Recognition: Does your company recognize your sustainability accomplishments at least once a year? | | | 1 | |
| O3.1 | External Outreach | Corporate Policy: Have you posted your company's approved Sustainability policy, message and strategy on your website? | | | 2 | |

... Wraps with Recognition

Sustainable Success Reports

from the St. Louis Green Business Challenge

Green Practice Serves Up Benefits For Russo's Catering

By Jean Ponzi

When patriarch and company founder Matthew Russo set up shop in 1961, could he have imagined the business advantage of coupling catering to recycling, solar power and composting?

His son Mark Russo, the firm's current President, added a sustainable-thinking cap to the many operational hats he wears. He confirms that Russo's Green efforts support family values as well as business plans: growing into new trends while maintaining both fine food and service traditions.

Most of the Green updates work behind the scenes of Russo's bustling offices, commissary and Café, located at 9904 Page Avenue in Overland, but these efforts are showcased at the company's own four banquet locations and in over 50 regional venues. Catering serves.

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All food prepared in Russo's "Trucktor" compostable ware, deliciously taking



Russo's Catering, UniGroup

Points! Points! Points!

- Oak/Actor Owner/Tenant
- Awards of Merit for most points gained
- Innovation Points
- 150 - Circle of Excellence
- 250 - Star in the Circle
- Bonus Points
- High Performance Initiative
- Biodiversity Initiative
- Mini-Challenges
- Mentoring
- Special Case Studies
- Early Submittal Points
- No-Point options!



Ameren Missouri

Annual Awards Event



- Format changes evolve efficiency
- Novel venues refresh the celebration

2010 - Laclede Gas Executive Center

2011-13 – Local hotel ballroom

2014-15 - Saint Louis Zoo

2016 - St. Louis Lambert
International Airport Concourse B



Green Teams: Essential Organization



Missouri Botanical Garden, Global Products Inc.



High Performance Buildings

with U.S. Green Building Council –
Missouri Gateway Chapter



UniGroup, Sheet Metal Workers Local 36



How to Set up a Property in Portfolio Manager



Better Business thru Biodiversity

Better Business Through Biodiversity

I. Educate Company Personal About Biodiversity Topics & Importance

| Awareness | Activity | Options | Points Available |
|--|--|--|------------------|
| <i>Explorations of Biodiversity are new in our region, but learning resources are sprouting up from various organizations.</i> | Attend Biodiversity seminar or training | <i>Green Challenge Seminar:</i> March 27, 3-5 p.m. at Missouri Botanical Garden or attend other offerings | 2 |
| | Host Biodiversity presentation at your company | Available from Missouri Botanical Garden, St. Louis Audubon, etc. | 2 |
| | | | 4 |



Maritz



Graybar, Deloitte

Employee Engagement



Options from Green Fairs to Service Projects

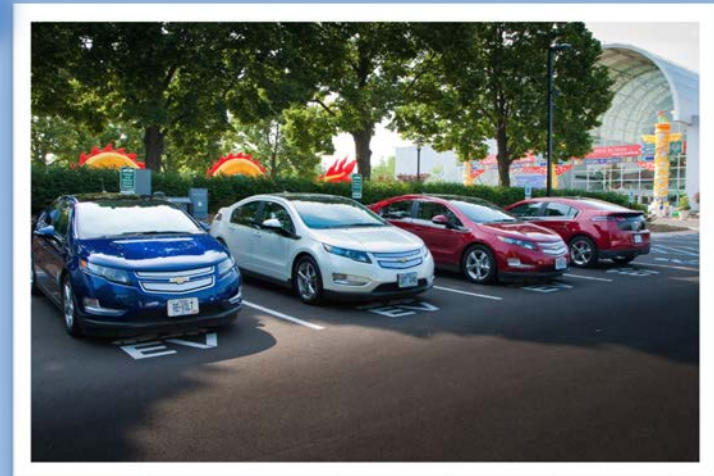


Wells Fargo Advisors – Maritz – Saint Louis Zoo – St. Louis Cardinals

Transportation Alternatives



- Carpooling
- Cycling
- Electric Vehicles
- Transit
- Carshare
- Commuter Surveys



with RideFinders, Velofix, Trailnet, Citizens for Modern Transit, Metro Transit, Enterprise

Strive for 75

with Missouri Recycling Association



e-Cycling, TerraCycle, Food Waste Composting,
Green Purchasing, Take Back The Tap - and more!

Accomplishment Books & Awards

Evidence of Achievement



Sponsorship Opportunities



Green Business Tours



- Seeing our colleagues' efforts in action
- Augmenting monthly seminar presentations

Republic Services, St. Louis Science Center,
Waste Management Milam Landfill

Green Products & Services EXPO



**ST. LOUIS
GREEN BUSINESS
CHALLENGE
EXPO
09.12.12**



Exhibitors List as of September 4th

| Company | Product/Service | Company | Product/Service |
|---|---------------------------------|--|---------------------------------|
| The Advertiser's Printing Company | Printing | Missouri Botanical Garden | Sustainability |
| Amzeren | Energy Efficiency | Office Essentials | Office Products |
| Apex Midwest | Painting & Roofing | Pure Power | Renewable Energy Credits |
| Blue Sky Lighting | Lighting | Premier Skylights | Windows |
| Breckenridge Material Company | Pervious Concrete | Rainwater Harvesting Supply Company | Stormwater Management |
| Brightergy Solar | Solar Energy | Republic Services | Waste Disposal |
| Chubb Insurance | Insurance | RideFinders | Transportation |
| Color Art Integrated Interiors | Office Interiors and Technology | Russo's Catering | Catering |
| Datotel | Information Technology | Saint Louis University - Center for Sustainability | Education |
| Deer Creek Watershed Alliance | Watershed Improvement | St. Louis Clean Cities | Transportation |
| Enterprise Rent-A-Car | Transportation | St. Louis County SAVES | Residential Energy Improvements |
| PDH Engineering | Energy Audits | St. Louis Earth Day | Recycling |
| Global Products | Promotional Products | St. Louis Green.com | Media |
| GoGreenSolar Lighting | Lighting | St. Louis RCGA | Business Association |
| Graybar | Lighting | Siron Energy Solutions | Energy Audits |
| Halcyon Shades | Solar Shades | Southwestern Illinois Coll | Education |
| Laclede Gas Company | Transportation | SustainEdge | Sustainability |
| Lambert-St. Louis International Airport | Transportation | TechSmart Energy | Lighting |
| The Living Wall Company | Landscaping | U.S. Green Building Council - Missouri Gateway Chapter | Green Building Education |
| Local Harvest Café | Catering | TrailNet | Transportation |
| Metropolitan St. Louis Sewer District | Stormwater Management | Waste Management | Waste Disposal |
| Microgrid Solar | Solar Energy | | |



B-to-B Marketing: Ongoing Advantage



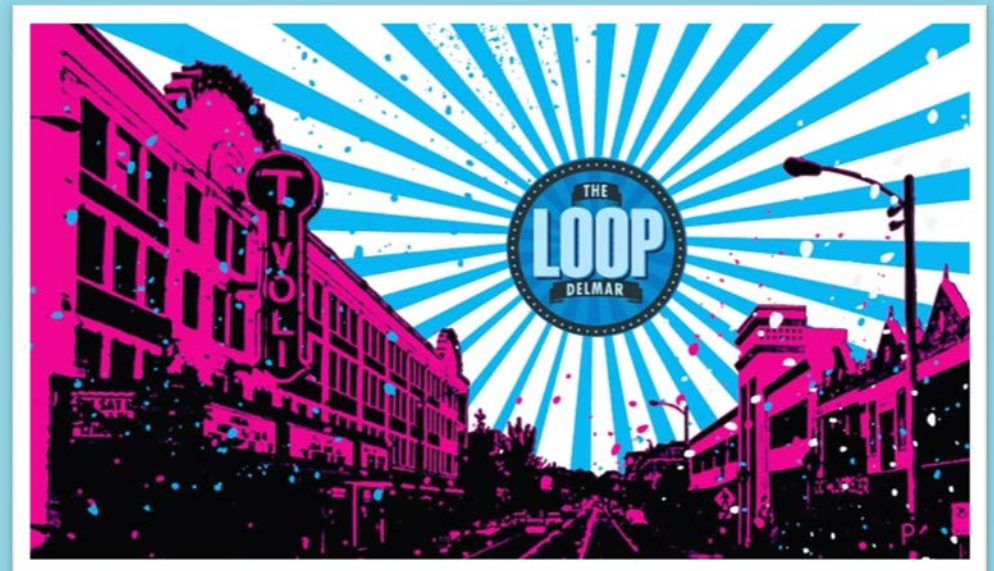
- Office supplies
- Energy audits
- Retro-commissioning evals
- Solar and energy efficiency services
- Alternative transportation services
- Employee engagement and charitable options
- Cleaning services
- Investment services
- Higher education offerings
- Biodiversity options
- Shoes



Cultivating a culture of business exchange w/o a “selling” overtone

Steps into New Business Sectors

- Apprentice
- Green Cities
- Entrepreneurs
- Small Business
- Luncheon Series



Communication Strategies

- Online and staff-distributed archive of shared resources
- Posting visual/narrative events
- Monthly seminar presentations archived
- Bi-monthly e-Newsletter
- Advertising - not a great investment
- Not much emphasis on Social Media – yet



Challenge Economics

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CHALLENGE

Presented by:



GraybaR®
works to your advantage

Sustaining Sponsors



ActOnEnergy.com



This project was funded by the
St. Louis-Jefferson Solid Waste Management District
and the Missouri Department of Natural Resources



Missouri Department
of Natural Resources



Income:

- Sponsorships
- Participation fees
- Grants
- In-kind contributions
- Event tickets

Expenses:

- Staffing
- Event costs
- Award Production
- Accomplishment Book

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GREEN BUSINESS CHALLENGE

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