



GOOD FOR NEVADA.
GREAT FOR BUSINESS.

2021 IMPACT REPORT



NEVADA GREEN BUSINESS FLOURISHES

When we see the first green sprouts in our springtime gardens, it's almost impossible to believe these tiny seedlings will bear abundant fruit. But with careful attention, the right nourishment and abundant patience, once-tiny sprouts bring a joyful bounty of goodness.

So it has been with greenUP! and the Nevada Green Business Network. Years of painstaking preparation, development of an inspired vision of a better world, commitment of just the right resources, and — always — abundant patience are bearing fruit. Through initiatives such as the Nevada Green Business Certification Program, we are seeing measurable and steadily growing progress toward sustainable business practices across our state.

This is important work. The very future of our planet hangs in the balance. Businesses that engage in sustainable, green practices play a critical role in ensuring a thriving economy and a healthy Nevada for years to come.

We are particularly pleased with the cooperative, collaborative approach undertaken by the many private companies, public agencies, and individual citizens that have joined us in this cause. They have placed the benefit of the entire community, the entire planet, in the forefront.

Nevada Green Business Network and greenUP! recognize, too, that sustainability extends far beyond energy efficiency, waste reduction and stewardship of natural resources. We are pledged to the fair treatment and meaningful involvement of all people, and we are committed to active engagement in environmental justice issues. We seek to advance the well-being of all people in Nevada.

Since 2019, when Western Nevada College and greenUP! received federal funding to launch Nevada Green Business Network, we have visited with hundreds of businesses, talked with dozens of leaders of the sustainability effort statewide, and conducted numerous training sessions. We have nurtured our tiny seedlings. The first harvests are appearing. Together, we can ensure many healthy harvests to come.

DONNA WALDEN
FOUNDER AND DIRECTOR

TABLE OF CONTENTS

- 4 GREEN BUSINESS IS A GROWTH STRATEGY
- 5 NEVADA GREEN BUSINESS NETWORK
- 6 PRIORITIZING NEVADA'S FUTURE
- 8 OUR MISSION, VISION AND VALUES
- 9 GREEN BUSINESSES SHOW THEY CARE
- 10 HOW WE WORK
- 12 NEVADA BUSINESSES CERTIFIED GREEN
- 13 OUR IMPACT
- 14 ENVIRONMENTAL OUTCOMES REPORTING
- 15 NEVADA GREEN BUSINESS INNOVATORS



100

NEVADA
BUSINESSES

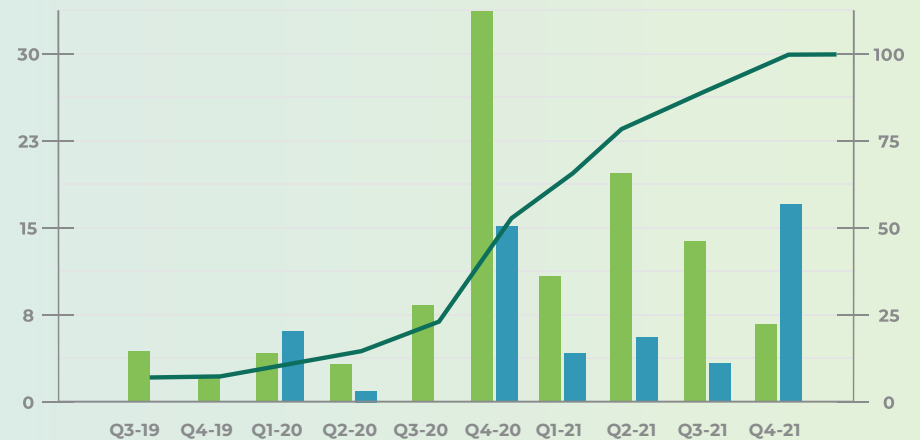
70

IN PROGRESS

30

CERTIFIED

GREEN BUSINESS IS A GROWTH STRATEGY



CERTIFIED



IN PROCESS



GROWTH

We're just getting started.

NEVADA GREEN BUSINESS NETWORK

In 2019, the Nevada Green Business Network (NVGBN) launched a voluntary, statewide green business certification program. We believe that business has a significant role to play in protecting Nevada's natural resources, transitioning to a green economy, and averting the climate emergency.

We know that learning and implementing green practices can seem overwhelming to a small business. So we started by building a coalition of partners to provide free assistance. Our team and partners help small businesses move through their industry-specific checklist to identify and implement green practices that make sense for their organizations.

Our coalition of Partners has grown to 11 organizations strong. Two of our newest partners, the Reno + Sparks Chamber of Commerce and the Nevada Conservation League, expand our reach in Northern Nevada's business community and in the state's most populated region in Southern Nevada.



The Reno-Sparks Chamber of Commerce is one of our community's leading advocates for the transition to a clean energy economy. We are supporting the Nevada Green Business Network by offering green business certification training to educate our members. It is one of the many ways we inform and educate members on the opportunities in clean energy – from creating good-paying jobs for our community to how green business practices can help to improve their bottom line.

ANN SILVER

CEO

WE HAVE AMBITION!

We've reached 100 businesses in our first two years and are prepared for aggressive growth in green business certifications.

Nevada small businesses employ

42%

of the state's workforce.

99%

of all Nevada businesses are a small business.



OPEN

PRIORITIZING NEVADA'S GREEN FUTURE

We brought a transformative green business framework and web-based software tool called GreenBizTracker to Nevada. This tool is proving to be a game changer for statewide green business programs across the United States. Developed by the California Green Business Network, the tool simplifies the green business certification process for businesses. It facilitates data collection to allow green business programs to validate and report measurable outcomes.

In 2018, greenUPI, a Nevada-based environmental nonprofit, collaborated with Western Nevada College (WNC) to secure a federal grant to establish NVGBN and set up the Nevada Green Business Certification Program.

Working with local and state government, nonprofit, and industry stakeholders, we adapted the framework specifically for the Nevada business community. Then in 2020, we formally launched the program along with a business-friendly website. This report shares our progress and impact.



Western Nevada College is an honored member of Nevada's Green Business Network expanding partnerships through the network and certified businesses. NVGBN's impactful role in Nevada's workforce ecosystem provides recognition of businesses, employees, and stakeholders allowing significant contributions to a healthy, vibrant future for Nevada.

GEORGIA KENYON WHITE, PHD
DIRECTOR, PROFESSIONAL AND APPLIED TECHNOLOGY



OUR GOALS



Launch a statewide green business program to foster business leadership in sustainability.



Accelerate progress toward the state's environmental priorities.



Engage Nevada's students and workforce in real-world experience in the application of green business practices across key industries.

8

STATES

12,744

CERTIFIED
BUSINESSES
NATIONWIDE

Source: GreenBizTracker



I'm working every day in the Senate to help build a sustainable future for Nevada. The Nevada Green Business Network has been an incredible partner to the Silver State as we work to build our clean economy, create jobs, help businesses become more energy-efficient, and combat the climate crisis. I'm eager to see the continued success of this coalition and will keep pushing to help Nevada small businesses go green, save money, and create good-paying jobs.

CATHERINE CORTEZ-MASTO

UNITED STATES SENATOR

WE'RE GRATEFUL.

The Nevada Green Business Program is made possible through funding provided by the U.S. Environmental Protection Agency's Exchange Network and Pollution Prevention Grant Programs.

WE'RE DRIVEN BY OUR MISSION, VISION AND VALUES



WE ARE HERE FOR YOU.

Our mission is to educate and assist Nevada businesses and organizations in achieving green business certification to increase economic prosperity and create sustainable communities.

AND OUR FUTURE.

We envision our transition to a thriving, green economy that ensures a healthy Nevada for generations to come.

BY FOCUSING ON WHAT MATTERS.

Our values guide how we work with partners and the business community.

WE ARE COMMITTED TO:

Celebrate leadership and innovation.

Promote the pillars of sustainability:
people, prosperity, planet.

Support businesses through education.

Foster a diverse and inclusive community.

Build a vibrant network.

Improve Nevadans' health and wellbeing.



GREEN BUSINESSES SHOW THEY CARE ABOUT OUR FUTURE

Becoming a green business is a great way to increase profitability. Green practices reduce utility costs, improve operational efficiency, and lower maintenance costs. Savings free up resources that can be invested in growth or other priorities.



The aggregated annual savings of Nevada's 30 certified green businesses are nearly \$109,165

The Nevada Green Business Certification Program offers industry-specific best practices in seven action areas.



COMMITMENT



ENERGY



POLLUTION
PREVENTION



SOLID
WASTE



TRANSPORTATION



WATER



WASTEWATER



The Nevada Climate Strategy is clear: reducing Nevada's greenhouse gases and laying the groundwork for a climate-resilient economy is going to take effort from all economic sectors. We are thankful to businesses that are committed to reducing their greenhouse gases through energy savings and doing their part to help reach our state's climate goals.

DAVID BOBZIEN

DIRECTOR OF THE NEVADA
GOVERNOR'S OFFICE OF ENERGY

Green business certification also provides transparency and builds trust with employees and customers by validating efforts. More than 80 percent of U.S. workers polled believe it is important to work for an organization that makes the environment a top priority.

It also offers a distinct advantage by differentiating businesses from competitors. And today, with more than 70 percent of customers saying they want to buy from businesses that are helping to protect the environment and are willing to pay more for products from those companies, it will help attract new customers.

HOW WE WORK

The Nevada Green Business Program is led by a talented staff and supported by Green Business Advisors. Our team offers a technology solution, free assistance, education and training, connections to utility incentive programs, and useful resources on a range of topics – from forming a green team to no- and low-cost energy-efficiency solutions.

WEBSITE LAUNCH

In December of 2020, we launched our website. The website serves as an effective resource for businesses to learn about the Nevada Green Business Certification Program. It engages and educates visitors on the value of green business certification and how they can get started. It offers valuable resources like an introductory PowerPoint, digital brochure, useful guides, and case studies. News and Events keep businesses informed and current.

TECHNICAL ASSISTANCE

We offer technical assistance, information about utility incentive programs, recommendations on low- and no-cost measures, and access to valuable resources. We developed and curated a range of helpful guides, templates, and resources that can be accessed through GreenBizTracker. Our team makes on-site visits to help businesses identify and implement green practices that make sense for their organization.

Green Business Advisors have engaged with more than 100 businesses and 1,356 employees.





We've developed 37 unique virtual or in-person sessions that attracted more than 230 attendees.

EDUCATION AND TRAINING

We've fostered strategic relationships with industry associations and agencies to offer industry-specific training and workshops. We hosted a manufacturers roundtable and offered green business certification training as well as industry-specific training in hospitality and lodging, auto repair and auto body, and metal manufacturing.

INNOVATIVE BUSINESS SOLUTION

Our program utilizes an innovative performance management system called GreenBizTracker. This user-friendly web-based and mobile tool helps businesses move through their industry-specific checklist and document their progress. We offer a hands-on approach to ensure businesses can easily navigate the system.

37
TRAININGS

230
ATTENDEES

5
CASE
STUDIES

1356
EMPLOYEES
ENGAGED



Keep Truckee Meadows Beautiful is pleased to partner with the Nevada Green Business Network because helping businesses in Reno and Sparks operate more sustainably helps us to achieve one of our mission objectives: creating a more sustainable region.

MARK CAMERON

EXECUTIVE DIRECTOR

We've showcased five companies in blog posts and listed 11 companies on our ad slider.



1,735
WEB VISITS

580
FOLLOWERS

6,002
PAGEVIEWS

3 MIN
AVERAGE
SESSION

CONNECT BUSINESSES WITH CUSTOMERS

We promote certified green businesses through an online green business directory, a mobile app called Shop Green, and social media. Businesses that meet higher levels of certification also are promoted on the nvgreenbusiness.org website.

CERTIFICATION

Before granting certification, our team reviews the documentation and information provided through GreenBizTracker. A final site audit is conducted to verify the actions taken prior to certification. Once certified, businesses receive a certificate and window cling that communicates their achievement to employees and customers.

30 NEVADA BUSINESSES CERTIFIED GREEN

TIER 1

Aroma Retail LLC
Arts For All Nevada
Baker Hughes Bently NV
Comstock Farm
Continuum Packing
D'terra Law, LLC
Extremely Emollient
Katherine Winans, CMP
Las Vegas Professional
Organizers LLC
Mills Roofing Inc.
North Sails Nevada
Reno+Sparks Chamber
of Commerce
Simple Power Solar
So Juicy
The Nest
VitalBeeBuds LLC
Wayfarer Vans LLC

TIER 2

Harley-Davidson
Financial Services
My Reno Computer Tutor
Outsiders Hair Studio
Professional Dog Mom LLC
Space Cadet
Strange Bikinis, LLC

HIGHEST TIER

Brand Geek/Law Office of
Lara Pearson Ltd, PBC
CARE Chest of Sierra
Nevada
Davidson's Organics
JP Copoulos Architect
Merchology
Nevada Roots
Patagonia Reno Outlet



Making these changes in our business shows that we really care, we're not just in it for a buzzword. We want our customers to follow our lead as we try our hardest to minimize our impact on the planet.

RUSTY DONLON

GENERAL MANAGER OF WAYFARER VANS



LEADER

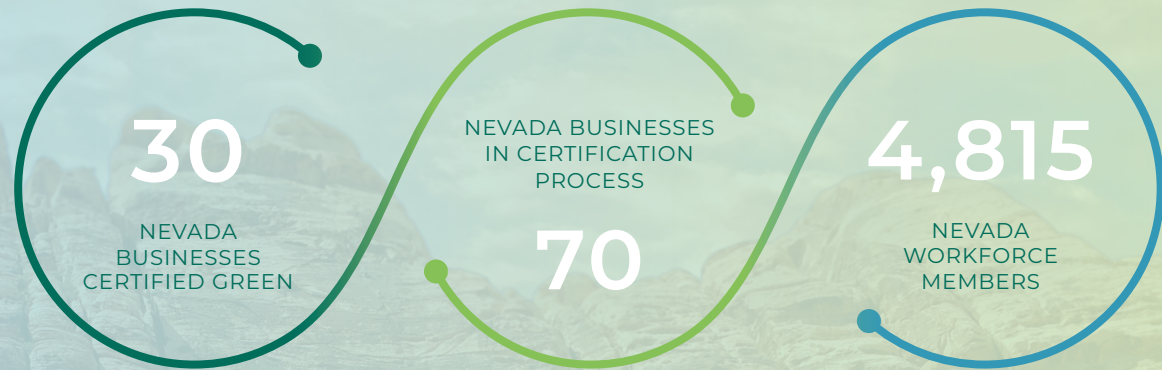


CHAMPION

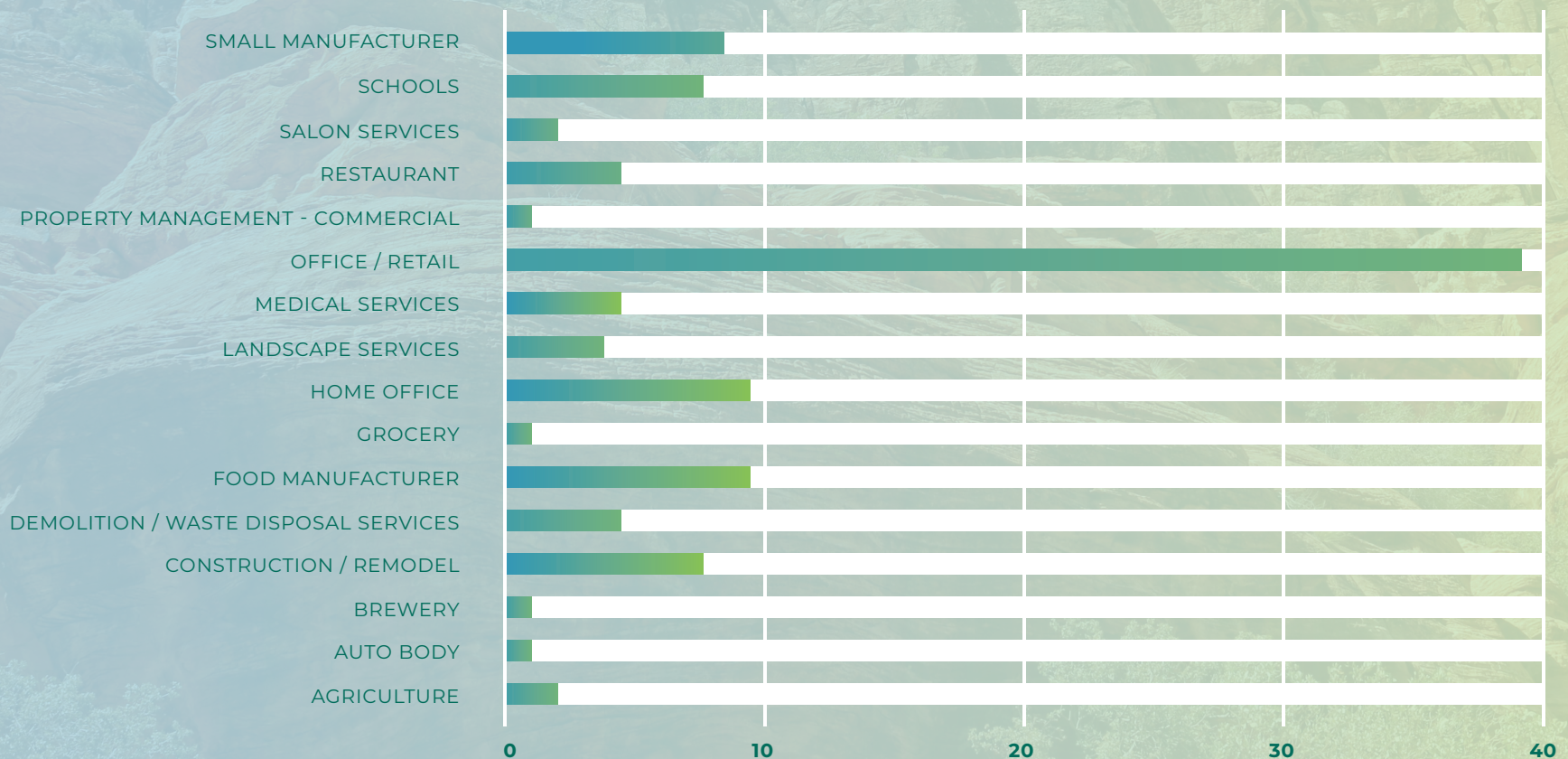


INNOVATOR

OUR IMPACT



BUSINESS BY SECTOR CERTIFIED AND IN PROCESS



ENVIRONMENTAL OUTCOMES REPORTING

We use data from GreenBizTracker to report the collective impact that certified green businesses are having on their bottom line, and toward environmental goals.



**Total Aggregated
Cost Savings:**

\$109,165



The way Nevadans do business matters – I applaud our Green Business Network partners for opening doors for more businesses to go green and be part of the solution to create a more sustainable, equitable, climate-resilient future for the Silver State. From conserving water and energy, to utilizing cleaner technologies that reduce greenhouse gas pollution, to recycling and cutting waste, Nevada's green businesses shine the light on how protecting our planet can go hand-in-hand with a strong economy, satisfied employees, and happy customers.

BRADLEY CROWELL

DIRECTOR OF THE NEVADA DEPARTMENT
OF CONSERVATION AND NATURAL RESOURCES

The calculations for measures have been sourced from well-cited and trusted authorities. These calculations were peer reviewed and updated by government entities and consultants most recently in 2020 and reviewed by NDEP in 2021.



THIS YEAR WE SAVED...



276,355 lbs
of carbon emissions

638,987 kwh
of electricity



12,389 thm
of natural gas

2,018,908 gal
of water



378,447 lbs
of solid waste

363 gal
of hazardous waste



MEET A FEW OF NEVADA'S GREEN BUSINESS INNOVATORS

DAVIDSON'S ORGANICS

Davidson's Organics is recognized around the world for its exclusively organic tea products and sustainable business practices. Even with its well-earned reputation, the owners strive to do better.

The company's practices met 70 percent of the green business program requirements, such as sustainable packaging and composting tea waste from manufacturing. Energy efficiency became a focus for additional efforts.

Improvements at the 50,000-square-foot facility included motion-sensor LED lighting, high-gloss white paint for better reflectance, new skylights, sealing of air gap, and cellulose insulation. These and other practices optimized operational and energy efficiency.

Green business certification enhanced the Davidson's Organics brand, reinforcing its relationships with employees, suppliers, and customers.

NEVADA ROOTS

Nevada Roots has earned a reputation for providing high-quality tree services while also protecting the environment. The home-based business already featured LED lighting, nontoxic cleaning, curbside recycling, and yard waste composting.

Realizing that INNOVATOR status was within reach, the owners evaluated costs and implemented measures that worked best for their business and family.

Low-flow showerhead and faucets fixtures, recycled-content paper products, and paperless customer communications and invoices to name a few.

The owners quickly discovered that green business certification offered credibility, made it easier to communicate with customers, and strengthened their brand as an environmentally conscious business.

MERCHOLOGY

Merchology focuses on the science, art, and skill of preparing custom apparel and gifts. The Minnesota-based, family-owned business opened a small manufacturing facility in Sparks, Nevada, in 2019 where 23 employees run apparel-embroidery production.

Green business certification was a learning process for the team. Some areas called for small changes – expanding sustainable purchasing, installing new LED light fixtures and motion sensors, and setting computers to go into sleep mode after 15 minutes of inactivity.

Others required more, such as working with the janitorial services provider to switch to certified green cleaning products.

Green business certification validated Merchology's progress, led to a renewed Environmental Policy Statement, and inspired its first Environmental Impact Report.





@nvgreenbusiness