



GOOD FOR NEVADA.
GREAT FOR BUSINESS.

2023 IMPACT REPORT



GREEN BUSINESS IS GOOD FOR NEVADA



Today, more than ever, our state is looking for leadership in Climate Action. Western Nevada College has always held the environment at the core of its values. We began the process of becoming carbon neutral in 2009 with the first of five solar energy displays on our Carson Campus that provide substantial savings in energy costs and help us move closer to energy sustainability.

In 2019, Western Nevada College, partnering with nonprofit greenUP!, founded the Nevada Green Business Network, a coalition of organizations that came together to offer a statewide green business certification program. The Nevada Green Business Program addresses climate action because we work with businesses to reduce greenhouse gas emissions, reduce energy and water usage, and reduce waste. We have had a number of sector specific trainings encouraging businesses to transition to low-carbon and renewable energy sources, thereby enhancing climate resilience and promoting sustainable practices to combat climate change.

As a community college, we work to serve our local communities and beyond. We bring together students, employers and community stakeholders to champion the role of higher education in shaping a skilled workforce. We are well positioned to work with manufacturers on adopting environmental best practices that help to keep our community healthy and clean. As WNC continues to grow – the college was up 17% in enrollment in Fall 2023 – we are expanding our reach to serve students and support businesses, including sustainable practices.

This report presents the measurable outcomes of the 57 small-to-medium businesses in Nevada that have shown commitment to green business certification to date. This is just the beginning of our success; the best is yet to come! Together, with our partnership with greenUP! and our other program partners, we can continue to make a difference in softening the impacts of our environment and assisting other businesses in doing the same.

J. KYLE DALPE, PH.D.
PRESIDENT OF WESTERN NEVADA COLLEGE

TABLE OF CONTENTS

- 2 INTRODUCTION BY KYLE DALPE
- 4 A NOTE FROM DONNA WALDEN
- 5 GREEN CERTIFICATION
- 6 ABOUT NEVADA GREEN BUSINESS
- 7 OUR PARTNERS
- 8 ENVIRONMENTAL OUTCOMES REPORTING
- 9 OUTCOMES AND EQUIVALENCES
- 10 2023 BUSINESS FEATURES
- 12 GREEN BUSINESS TRAINING
- 13 TESTIMONIALS
- 14 GREEN DINING / UNDERSERVED
- 15 MILESTONES
- 16 CERTIFIED GREEN BUSINESSES

A NOTE FROM OUR DIRECTOR

This year marks the 5th year of NVGBN's steady growth. It has been an amazing journey watching the green business program manifest and expand throughout Nevada. It started with an idea that made its way into a vision that our sustainability partners shared. greenUP! and Western Nevada College received support from the US EPA under Assistance Agreements that helped fund the database and network. We could not have achieved the results outlined in this report without the support of our Green Business Network Partners.

All our partners make a significant contribution, whether by helping to promote the green business program or by donating staff time to work with businesses on the GreenBizTracker checklists and methodology. The support from Reno+Sparks Chamber

of Commerce has been key to our growth, contributing financially to the execution of our vision and sharing resources to make our green business training events available and accessible to the public. Many businesses in the Reno Sparks Metropolitan Region have become certified thanks to the collaboration of Keep Truckee Meadows Beautiful.

Most recently, we have made inroads into the Las Vegas Metropolitan Area. A partnership with the City of Las Vegas is reaping several rewards.

It takes a Village, and we have a dedicated community of people making our beloved Nevada a better home to live in with promise for the future.

DONNA WALDEN
PRESIDENT OF GREENUP!
DIRECTOR OF NEVADA GREEN
BUSINESS NETWORK



"The City of Las Vegas has long been a leader when it comes to meeting the needs of today, while ensuring a sustainable future... In 2014 the city of Las Vegas was recognized with the U.S. Conference of Mayors Climate Protection Award and sustainability continues to be a key priority today. Being a partner with the Nevada Green Business Network allows us and our partners to foster one another's sustainability goals for the good of Southern Nevada."

CAROLYN G. GOODMAN
MAYOR OF LAS VEGAS

GREEN CERTIFICATION SUPPORTS OUR STATE'S SUSTAINABILITY GOALS

The transition to clean energy is needed now more than ever. Clean energy is a smart investment in our future that also reduces harmful air pollutants. Nevada can continue to invest in and accelerate clean energy projects statewide thanks to the U.S. Clean Energy Plan, made possible by the Bipartisan Infrastructure Law and the Inflation Reduction Act.

Becoming Green Business Certified aligns with Nevada's sustainability goals: Senate Bill 358 and Senate Bill 254. SB 358, enacted in 2019, aims for Nevada to become a leading producer and consumer of clean and renewable energy by 2050. It also encourages energy efficiency measures to benefit residents through improved air quality, reduced water use, and stable energy rates. Additionally, SB 358 establishes Renewable Portfolio Standards (RPS) requiring 50% of electricity sold in Nevada to come from renewable sources by 2030. By increasing the number of green-certified businesses in the state, Nevada can enhance energy efficiency, thus contributing to achieving its RPS goals.

SB254 sets ambitious economy-wide greenhouse gas reduction targets, aiming for a 28% reduction by 2025 and 45% by 2030 from 2005 levels, ultimately striving for zero or near-zero emissions by 2050. By improving resource efficiency and reducing GHG emissions, Nevada green certified businesses play a crucial role in aligning with Nevada's statutory emissions reduction goals and advancing its transition to a sustainable and resilient economy.

"The City of Reno supports the Nevada Green Business Program. It fits within our 2019-2025 Sustainability and Climate Action Plan and helps businesses take meaningful steps to improve the health of our community."

SUZANNE GRONEMAN
SUSTAINABILITY MANAGER FOR CITY OF RENO



OUR PURPOSE

The Nevada Green Business Network operates a free, statewide certification program for small to medium businesses across 35 sectors. By educating businesses on pollution prevention and supporting their efforts to conserve resources, we aim to foster sustainable communities in our state and propel Nevada towards a thriving, green economy.

TO EARN THIS CERTIFICATION, BUSINESSES MUST:



Be compliant with all pertinent state and local environmental regulations.



Complete a sector-specific checklist of best practices and sustainable policies.



Validate adopted measures and successfully undergo a site visit.

Our dedicated Green Business Advisors work one-on-one with businesses to provide technical assistance, community resources, and innovative sustainable solutions. Upon recognition, businesses receive their certification package and earn a spot on the national green business directory "GreenBizTracker."

Through this online platform, we not only streamline the certification process but also gather tangible environmental metrics, enabling us to track the collective impact of our certified businesses and report on our program's overarching success.



"Incline Village General Improvement District's 'Waste Not' program has, for many years, been working with local businesses to green their operations. With millions of visitors to the Lake Tahoe region, a sustainability focus by businesses is necessary for the future. The Nevada Green Business Program provides strong business support to those leadership companies taking steps to reduce environmental impacts while providing valued community services."

MADONNA DUNBAR, MFA/BFA
RESOURCE CONSERVATIONIST, INCLINE VILLAGE
GID (IVGID) -WASTE NOT PROGRAMS
EXECUTIVE DIRECTOR, TAHOE WATER
SUPPLIERS ASSOCIATION (TWSA)

OUR PARTNERS



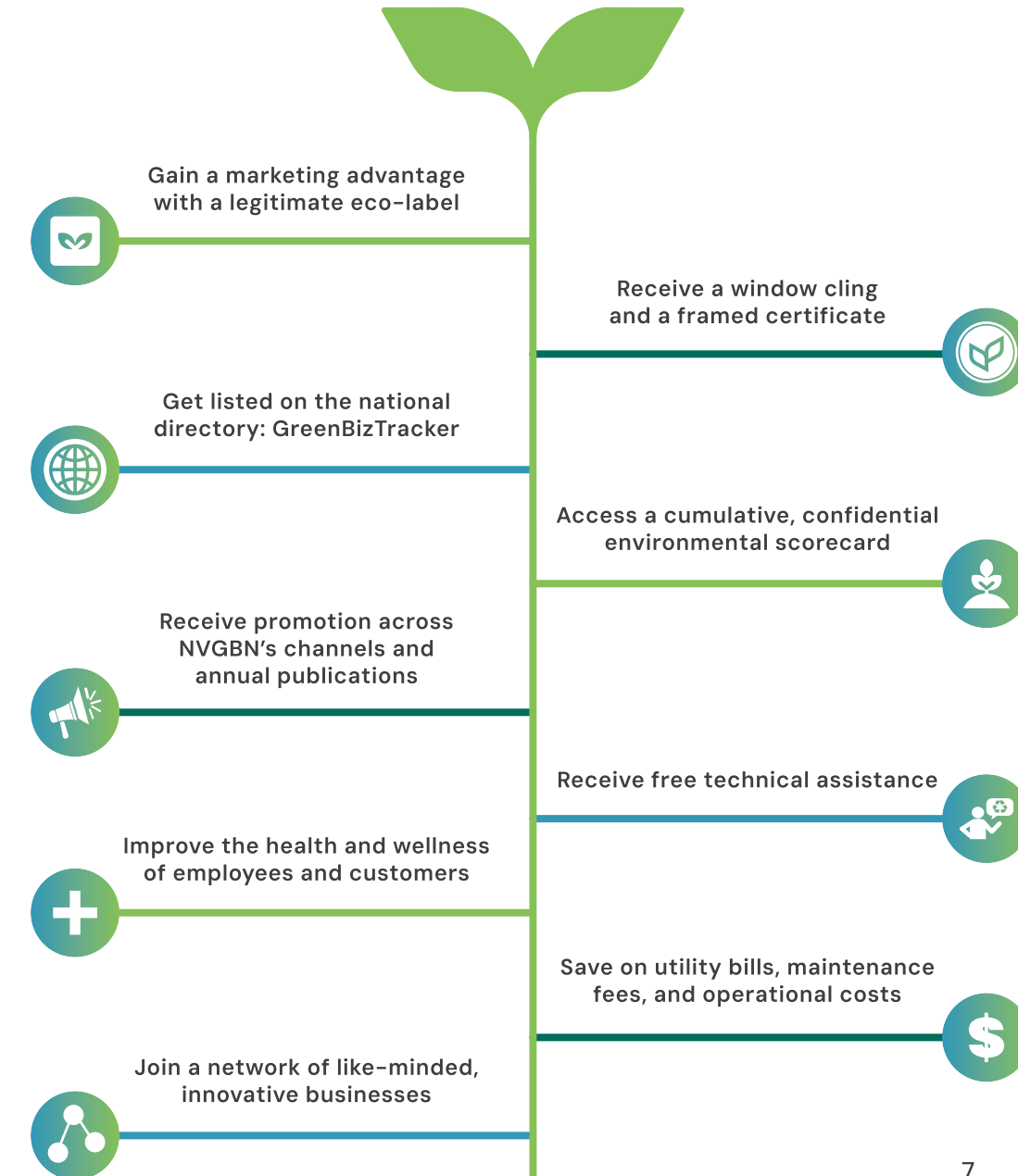
APPLY TO BECOME GREEN CERTIFIED

nv.greenbiztracker.org



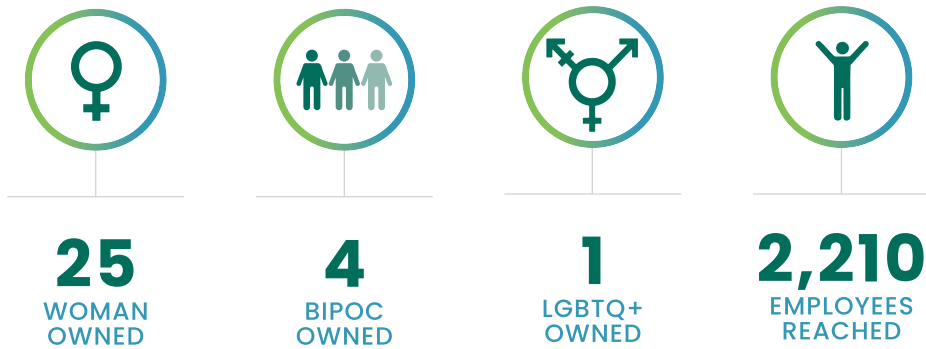
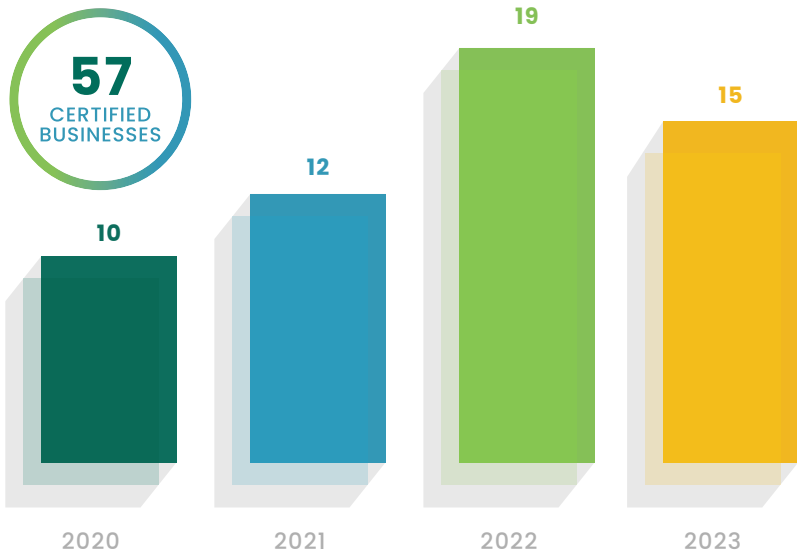
WESTERN NEVADA COLLEGE RECEIVED FINANCIAL SUPPORT FROM EPA UNDER AN ASSISTANCE AGREEMENT

BENEFITS OF GOING GREEN



ENVIRONMENTAL OUTCOMES REPORTING

From 2020 to 2023, we have certified 57 Nevada Green Businesses across a number of industries. Here are their collective environmental impacts:



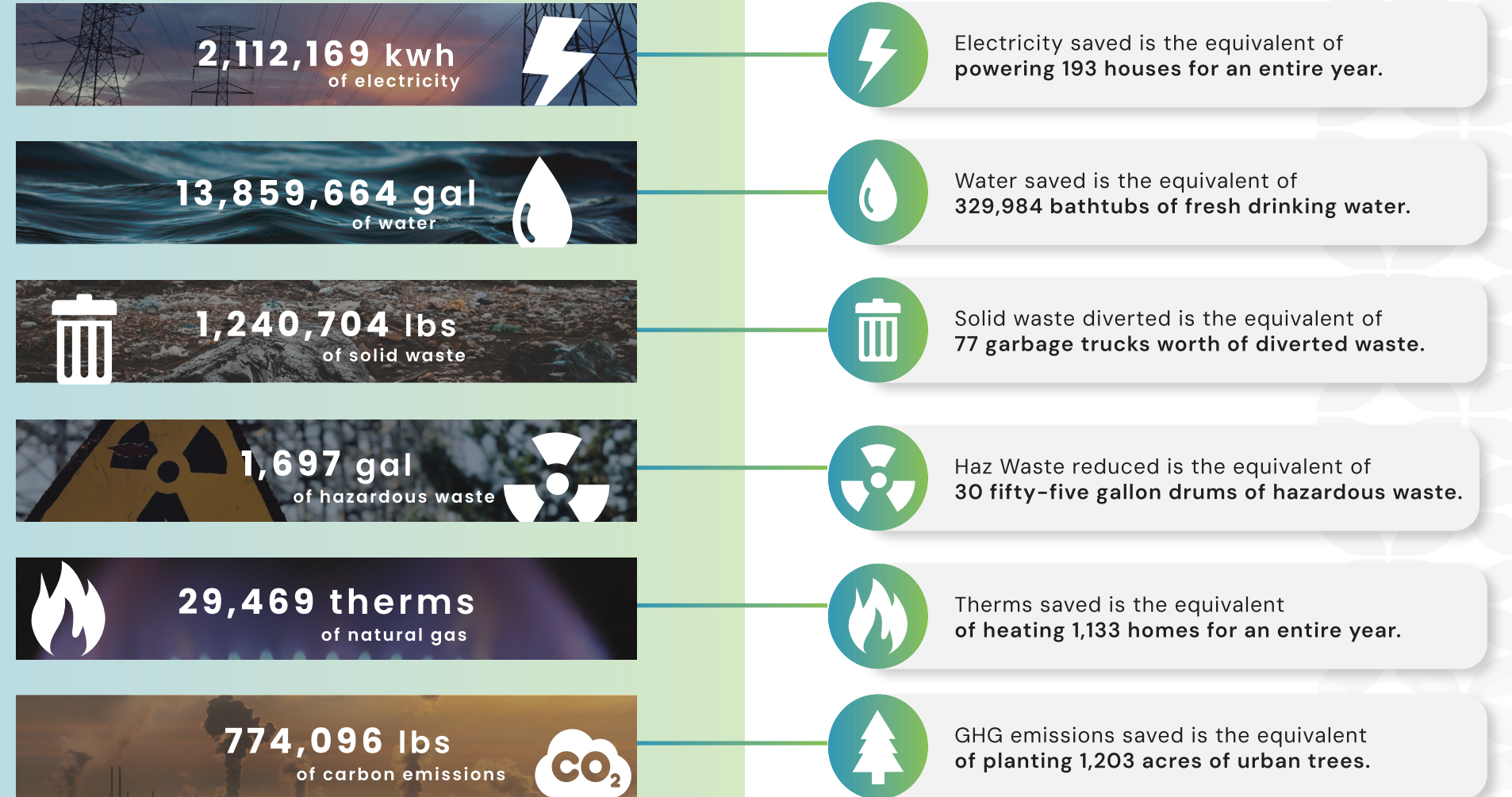
The calculations for measures have been sourced from well-cited and trusted authorities and published in a methodology guide. These calculations were peer reviewed and updated by government entities and consultants most recently in 2022.

SECTORS CERTIFIED

- | | | |
|--------------------|---------------------|-----------------|
| Agriculture | Food Manufacturer | Office / Retail |
| Auto Body | Garment Cleaning | Restaurant |
| Auto Repair | Home Office | Schools |
| Beauty Salon | Janitorial Services | Small Ranch |
| Brewery | Landscape Services | |
| Small Manufacturer | Medical Services | |



\$372,992 TOTAL AGGREGATED COST SAVINGS





2023 BUSINESS FEATURES

GEAR HUT INNOVATOR TIER RENO, NEVADA

This consignment store sells quality, used gear at discounted prices, eliminating the barrier to entry for many outdoor enthusiasts.

In addition to the sustainable nature of this business, Gear Hut's waste diversion is phenomenal. Shop owners Leah and Rusty have implemented a number of reuse programs (including bear can rentals and alternatives to single-use propane cylinders), and they've even partnered with Ski Trucks to down cycle old ski gear into furniture. They've also worked hard to secure recycling options for their building, and they organize regular community clean-up events through KTMB.

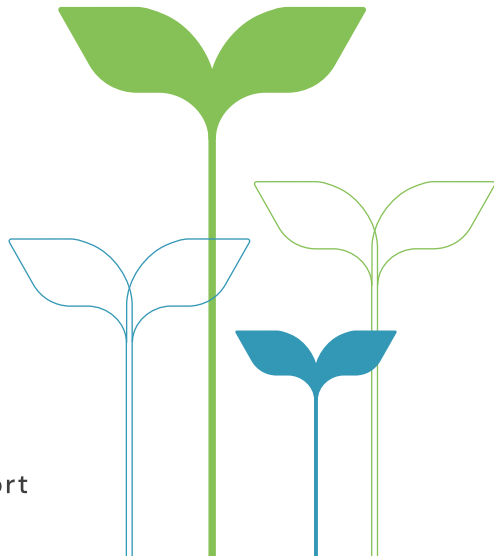
But the little things go a long way too! By tagging hangers instead of individual items, for instance, Gear Hut has prevented over 250 lbs of microplastics from entering our environment.

LOVELADY BREWING COMPANY FIRST GREEN CERTIFIED BREWERY IN NEVADA! DOWNTOWN HENDERSON, NEVADA

Lovelady Brewing Company is a family-owned business, and the family has always enjoyed the outdoors and taken responsibility for their actions. As a result of going through the green business certification, the Brewery changed outside lighting, placed a timer on their boiler, and in their taproom, moved the recycling can behind the bar because previously, the garbage cans and recycling cans were being used interchangeably. They educated their employees on what should be placed in the recycling container to avoid contamination.

Linda Lovelady is a Board member of the Nevada Craft Brewers Association whose main focus is to advance the state of craft beer in Nevada through legislative changes and marketing. As a board member, she feels sustainability and environmental issues are extremely important, especially since three of the four ingredients to produce beer, barley, hops and water, are directly affected by the climate.

Linda has advice for other Breweries thinking about sustainability. For breweries in the planning stages, she recommends building sustainable practices into their business plan. For breweries that are already open, her advice is to do what they can within their budget. "Whatever your budget is, even if you can make a small change, you will be helping our environment."



EMPIRE ELEMENTARY SCHOOL FIRST PUBLIC SCHOOL CERTIFIED IN NEVADA! CARSON CITY, NEVADA

Last year, Empire Elementary School became the first Green Certified public school in the state of Nevada! This undertaking was spearheaded by Adrienne Wiggins, the school's Computer Science Teacher and STEM Coordinator, who worked closely with our program partner, Envirolution, to bring certification down to the student level.

In 2021, Adrienne Wiggins launched the Green Biz Kids club, made up of over twenty 4th graders who met every Friday at lunch, to help implement the items on their Green School checklist. These students have performed energy and water audits, created custom conservation signage, and even received approval for a district-wide sustainability policy! Empire has also swapped over to reusable steel cafeteria trays and introduced share tables to reduce food waste, and they're always seeking new ways to reduce their environmental footprint.

A big thank you to Empire Elementary and the Green Biz Kids for setting such a wonderful example in our community!



"In an unprecedented collaboration with Empire Elementary School, Envirolution proudly played a pivotal role in achieving a significant milestone for Nevada – the green certification of the state's first public school. This accomplishment not only serves as a beacon of sustainable practice within our educational institutions but also reinforces our commitment to nurturing a greener future. As we look ahead, Envirolution is energized by the prospect of expanding our green certification efforts. We are determined to transform more schools across Nevada, embedding environmental consciousness in the heart of our communities and inspiring a new generation to uphold the principles of sustainability."

MISHKAT AL MOUMIN, PH.D
EXECUTIVE DIRECTOR, ENVIROLUTION



GREEN BUSINESS TRAINING

As part of its grant requirement, Western Nevada College and greenUP! provide sector-specific trainings in line with EPA's national emphasis areas. In 2022 and 2023, there were two Sustainable Brewers Workshops attended by more than 20 different Brewing and Distilling Establishments. Brewers convened to discuss topics such as the cost of greening operations, the need for recycling and composting infrastructure, the lack of incentives and rebates available, eco-conscious labeling, the efficiency of mobile canning services for smaller brewers, and CO2 availability and accessibility in Nevada.

The Reno + Sparks Chamber of Commerce and chamber partners have funded and supported numerous training sessions to teach Chamber Members and businesses about the benefits (for businesses and the state) of becoming green certified. The Chamber encourages businesses to enroll in the Green Business and Green Dining Certification trainings offered at the Chamber. As a voice for businesses in Washoe County, the Chamber is proud to represent our communities' drive to address environmental change across all business sectors. Find archived trainings at nvgreenbusiness.org.



"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
CHIEF EXECUTIVE OFFICER
THE RENO + SPARKS CHAMBER OF COMMERCE

GREEN BUSINESS TESTIMONIALS

GREEN SERENITY CHAMPION TIER LAS VEGAS, NEVADA



From the moment I embarked on this journey, I was pleasantly surprised by how seamless and straightforward the entire process was. NVGBN's step-by-step guidance made it incredibly easy for me to navigate through the certification requirements. The resources provided were comprehensive and user-friendly, ensuring that I had all the necessary information at my fingertips, and my Green Business Advisor was always ready to address my questions or concerns.

What truly sets this program apart is the emphasis on sustainability education. Not only did I achieve certification, but I also gained valuable insights and suggestions for enhancing sustainability within my business operations. These newfound practices not only benefit the environment but also contribute to long-term cost savings and improved efficiency.

I cannot thank NVGBN enough for their dedication to promoting environmentally friendly practices within our community. I wholeheartedly recommend this program to any business looking to make a positive impact.



LORA WAGENER CO CHAMPION TIER RENO, NEVADA



The green certification process was equally challenging, insightful, and empowering! I loved my calls with my Green Business Advisor, Kim Rios, because she was always so kind and helpful. It was so fun learning new ways to transform my business to become even more green and then unlocking each new level! I am already a fairly conscious and sustainable person, so it was really important to me that my morals and beliefs were reflected in my photography business, and receiving a green certification validated and solidified that. I am honored to finally say I am a Nevada Green Business, and I couldn't have done that without the help of KTMB!



"I've had the privilege of certifying a number of green businesses across the state, and I couldn't have asked for a more collaborative, inspiring group of professionals to work with. Be it a small startup or an established enterprise, each organization has demonstrated a genuine desire to reduce their environmental impact, increase operational efficiency, and conserve resources. I take great pride in our network members and their commitment to sustainability!"

ERICA GALLEGOS
GREEN BUSINESS PROGRAM COORDINATOR
WESTERN NEVADA COLLEGE





GREEN DINING IN NEVADA

The Green Dining Nevada initiative began in 2022 when several sustainability organizations formed a consortium to work with restaurants and eco-diners to curb waste and adopt best practices. Presently, 23 restaurants feature on the Green Dining Nevada directory, each having undergone a waste assessment and met sustainability criteria for inclusion in the program.

Reusable foodware is gaining significant traction across the nation. In Nevada, the University of Nevada Reno has demonstrated an early commitment to this trend by allowing students to pay a deposit and check out a takeout box that they can exchange for a fresh one during subsequent visits to the Pack Place Dining Hall. Likewise, Coffeebar teamed up with Okapi Reusables to offer a reusable cup service. Being the first organization to pilot reusable takeout containers in Nevada, greenUP! has recently expanded its Green-Box-To-Go program to leverage an app to make ordering easier and to better monitor customer usage and engagement.

Another popular Green Dining Nevada practice to encourage responsible dining is an online pledge where the public commits to undertake specific actions such as refusing disposable utensils or to 'Skip the Stuff', opting for dishes made with seasonal ingredients, and refusing printed receipts. This initiative aims to foster a culture of sustainability and waste reduction among diners statewide.

FOR MORE INFORMATION ABOUT GREEN DINING NEVADA VISIT:

greendiningnv.com



TO LEARN ABOUT GREENUP!'S GREEN BOX TO GO PROGRAM VISIT:

greenupnv.org/green-box-to-go/

WORKING WITH UNDERSERVED COMMUNITIES & WHY IT'S IMPORTANT

EPA requires that its grantees work with underserved communities as part of the Justice40 Initiative and make environmental justice a priority by developing programs and activities to address the disproportionately high and adverse human health, environmental, climate-related and other cumulative impacts on disadvantaged communities.

In order to achieve our goal of servicing underserved communities, we've hired Spanish-speaking employees to work with Latinx communities. We have translated many of our green business program checklists and also our green dining outreach materials into Spanish.

In 2023, greenUP! worked with the rural community of Baker, NV (population 80) at the entrance of Great Basin National Park off Highway 50 at the Utah Border. Six out of six restaurants went through the process of becoming a green dining district. Working with Sandra's Mexican Food Truck on green certification inspired us to create a Food Truck Checklist.



GREEN BUSINESS PROGRAM MILESTONES

2023

- Sustainable Brewers Summit - Henderson, NV
- R+S Chamber Green Business How-to Trainings
- 6-Hour Training for Food & Beverage Manufacturers
- Green Dining Training at Reno Public Market

2022

- Carson City Chamber GB Training
- R+S Chamber Green Business How-to Trainings
- Sustainable Brewers Workshop - Reno, NV
- Safer Alternatives for Toxic Chemicals and High VOC Content Industrial Formulations (5 virtual webinars)

2021

- NVGBN partners designed content for 6-week GB training
- 6-week GB training conducted April-May at R+Sparks Chamber
- Tahoe Truckee Green Lodging Workshop (virtual 2-day training)
- Metal Manufacturing & Finishing Workshop (9 virtual webinars)
- Auto-Body and Auto Repair Training at WNC

2020

- Signed on NVGBN partners
- Branding for network/program
- Creation of NVBN website
- 8-part Webinar Series on How Green Business can support post COVID-19 Recovery
- 2020 Golden Pinecone Sustainability Awards

2019

- Outreach to promote Nevada Green Business Network and Program
- Modified GreenBizTracker program and checklists for Nevada



2023 GOLDEN PINECONE SUSTAINABILITY AWARDS

The Golden Pinecone awards is a legacy event run for more than 30 years. The 2023 event was a green carpet event emceed by Reno radio personality Connie Wray. Recognition was given in 11 categories with 6 green businesses recognized.

The 2024 awards are being held October 10 at the Wilbur D. May Garden Court in Rancho San Rafael Regional Park, Reno. Look for updates in the media and at nvgreenbusiness.org.

"KTMB is proud to be part of the Nevada Green Business program, where we have been instrumental in certifying countless businesses to date. This program teaches businesses to reduce their waste footprint in impactful ways, which helps keep our Truckee Meadows beautiful."

DARCY PHILLIPS
EXECUTIVE DIRECTOR, KTMB



CERTIFIED GREEN BUSINESSES

TIER 1

Leader

Aroma Retail, LLC
 Arts For All Nevada
 Baker Hughes Bently Nevada
 Buenos Grill
 Campagni Auto Group
 – Carson City Toyota
 Cleen Green
 Comstock Farm
 Comstock Seed LLC
 Continuum Packing
 D'Terra Law, LLC
 Elektrikk Digital
 Empire Elementary School
 Extremely Emollient
 Harley-Davidson Financial Services
 L'essence Day Spa And Salon
 La Nova Beauty
 Las Vegas Professional Organizers LLC
 Lovelady Brewing Company
 Mac-O-Rama
 Mills Roofing Inc.

Mr. Bubbles Laundromat (7 locations)
 Mt. Rose Ski Tahoe – Office/Retail
 North Sails Nevada
 NV Auto Body
 Reno+Sparks Chamber of Commerce
 Simple Power Solar
 Slickdeals
 So Juicy
 Sol-Up (Las Vegas)
 Soulganizing
 The Greenhouse Project
 The Nest
 The Pad Climbing
 The Waste Less Shop
 TMCC Cafe Verde
 VitalBeeBuds LLC

TIER 2

Champion

Commence Studio
 Green Serenity
 Lora Wagener Co.
 My Reno Computer Tutor
 Outsiders Hair Studio
 Professional Dog Mom LLC
 Smash My Trash
 Space Cadet
 Strange Bikinis, LLC

TIER 3

Innovator

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

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