



# Green Business Network of Carroll County

*Save Green by Going Green*

## **Background**

Late in the summer of 2012, a group of local community organizations, including members from Waste Not! Carroll, Sierra Club (Catoctin Group), Sustainable Living MD, and Venturing Crew #202 began developing a program to encourage and cultivate sustainable business enterprises in Carroll County, MD. The goal of the program would be to provide businesses and entrepreneurs with a tool to help identify and adopt practices that reduce adverse environmental impact, improve operational efficiency, and enhance their business reputation.

## **How the Program Works**

At the heart of the Green Business Network is a certification process that evaluates the breadth and depth of a business's commitment to strengthening its efficiency, reducing its environmental impact and supporting a sustainable community.

The basis of the evaluation is the Green Business Scorecard. The Scorecard reflects best practices in four areas of environmental and community stewardship: Solid Waste Management, Environmentally Responsible Purchasing, Energy Efficiency and Renewable Energy, and Water Conservation and Quality.

In order for a business to become certified, it must meet specified implementation goals from a minimum number of measures from across the best practices categories. Additionally, participants agree to take certain steps to encourage employee participation and raise the visibility of the program.

Following a self-assessment, an interested business pays a nominal fee and arranges for a site verification visit by a member of the Green Business Network Team in order to confirm adoption of best practices and implementation goals.

Based on the review, a participating business is awarded a designation of Green Excellence of one, two or three levels. Each business will receive a decal sticker, an award certificate, mention and a link on the Planet Carroll ([www.planetcarroll.org](http://www.planetcarroll.org)) and Sustainable Living MD websites and a photograph with a press release sent to the *Carroll County Times*.

Certification is valid for two years. During that period, businesses are encouraged to raise their level of performance for future evaluations.

## **Why Go Green?**

Implementing environmental and community stewardship practices improves operational efficiency, enhances business reputation, and increases profitability.

As many of the measures save resources and reduce consumption, they result in lower operating costs, boosting profitability and freeing up capital for business investments. Furthermore,

recognition of environmental and community leadership engenders existing customer loyalty and attracts new business.

Moreover, certified green businesses benefit through shared marketing and promotion, reductions in operating costs and increased profitability, market and product differentiation and recognition of environmental and community leadership.

## Green Business Scorecard

### Levels of Green Business Certification

Level 1	50 – 99 points
Level 2	100 – 149 points
Level 3	150 – 200 points

### Fee Schedule for Certification (good for 2 years)

Businesses with less than 100 employees	\$25
Businesses with 100 or more employees	\$50

*Make checks payable to **Waste Not! Carroll.***

### 4 Steps to Get Started

- Step 1        Secure the Scorecard from [www.planetcarroll.org](http://www.planetcarroll.org)
- Step 2        Conduct the self-assessment at your business and complete the Scorecard
- Step 3        Tally your score.
- Step 4        Mail your completed Scorecard and payment to Sustainable Living MD,  
PO Box 1242 , Westminster MD 21158.

OR

Email your completed Scorecard to Don West ([themaywests@gmail.com](mailto:themaywests@gmail.com)).

Someone from the Green Business Network will contact you within 5 business days to schedule a site visit. If submitting your Scorecard by email, payment will be collected at the time of the site visit.

### Contacts:

Don West	<a href="mailto:themaywests@gmail.com">themaywests@gmail.com</a>
Dan Andrews	<a href="mailto:dooze@qis.net">dooze@qis.net</a>
Sally Long	<a href="mailto:slong432@comcast.net">slong432@comcast.net</a>

## GREEN BUSINESS SCORECARD

### SOLID WASTE MANAGEMENT (Total Points: 35 Bonus Points: 10)

*Reducing, reusing, and recycling turns materials that would otherwise become waste into valuable resources. It reduces the need for land-filling and incineration, saves energy and prevents pollution, decreases emissions of greenhouse gases, conserves natural resources, and helps sustain the environment for future generations.*

	Points
<b>Recycling (Total Points: 20)</b>	
A program is in place to collect all locally recyclable materials including office paper, newspaper, corrugated cardboard, glass, plastic, and aluminum <i>(6 points)</i> .	
Bins and signs are placed to facilitate participation by both employees and patrons. <i>(8 points)</i>	
Batteries are recycled <i>(2 points)</i>	
Fluorescent light bulbs and CFL's are recycled <i>(2 points)</i>	
Recycle vegetable oils for bio-fuels (for restaurants & kitchens) <i>(2 points)</i>	
<b>Composting Program Score (Total Points: 5)</b>	
A program is in place to compost food, landscaping, and other organic waste through a collection service or on-site system. <i>[5 points- comprehensive implementation, 3 points- partial implementation]</i>	
<b>Convenience Containers &amp; Shopping Bags (Total Points: 5)</b>	
Replace aluminum, plastic, polystyrene, and Styrofoam convenience containers and shopping bags with reusable or biodegradable alternatives. <i>[5 points- 90% of containers, 4 points- 70% of containers, 3 points- 50% of containers, 2 points- 30% of containers, 1 point- 10% of containers]</i>	
<b>Hazardous Materials Handling &amp; Disposal (Total Points: 5)</b>	
Chemicals, fertilizers, insecticides, paints, cleaning supplies, waste electronics, batteries, fluorescent light bulbs, and other hazardous materials are securely stored, and disposed of properly. Proper storage consists of labeling, spill control, sealed, non-leaking containers, and proper ventilation. Proper disposal consists of disposal with hazardous waste treatment or recycling facility. Please contact <a href="http://www.mdrecycles.org">www.mdrecycles.org</a> for more details about handling and disposal of business hazardous waste. <i>[5 points- comprehensive implementation, 3 points- partial implementation]</i>	
<b>Innovative Practice [Up to 10 points]</b>	
A business may score additional points for implementing green business practices related to solid waste management but not included in the scorecard. For example: reducing the number of copies made/year, reducing/eliminating unwanted bulk mail, buying products in re-useable containers or minimal packaging, donating still-useable items instead of sending to landfill	
Describe practice(s):	
<b>Total Points for Solid Waste Management</b>	

**ENVIRONMENTALLY RESPONSIBLE PURCHASING (Total Points: 20 Bonus Points: 10)**

*Businesses and other entities with environmentally responsible and locally supportive purchasing policies strive to obtain maximum value in expenditures, and work towards obtaining the "best value" by balancing short and long-term costs, maintenance, life cycle, and environmental costs in purchasing goods and services.*

	<b>Points</b>
<b>Buy Recycled (Total Points: 5)</b>	
A preference is to procurement of products containing recycled content such as office paper and stationary (30% post-consumer), paper towels & toilet paper (40% post-consumer content), office supplies. (5 points 3 or more different products)	
<b>Buy Repurposed (Total Points: 5)</b>	
Repurposed furniture, and construction and remodeling and other materials are used. (5 points for use of repurposed materials for 3 or more projects/furniture)	
<b>Buy Fresh, Buy Local (Total Points: 5)</b>	
A preference is given to food and beverage products grown, raised or produced in the surrounding area, such as fruits and vegetables, baked goods, meats, dairy products, eggs & poultry, and beverages. (5 points for 25% of products grown or produced locally) Describe briefly:	
<b>Buy Non-Toxic (Total Points: 5)</b>	
A program is in place to use non-toxic products such as biodegradable cleaning supplies, soy ink, low VOC paints, unbleached paper products (5 points for 50% or more products, 3 points for 25% or more)	
<b>Innovative Practices (Up to 10 points)</b> A business may score additional points for implementing environmentally responsible purchasing practices not included in the scorecard.	
Describe Innovative Practice(s)	
<b>Total Points for Environmentally Responsible Purchasing</b>	

**ENERGY EFFICIENCY and RENEWABLE ENERGY (Total Points: 95 Bonus Points: 45)**

*The United States has realized more new energy from efficiency than from all net expansions of domestic energy supplies put together. Thus, it is critically important to address all reasonable means to reduce the amount of energy we use by reducing consumption. With consumption reduced, measures to increase Green Energy will have the greatest benefit.*

	<b>Points</b>
<b>Self Energy Audit (Total Points: 5)</b>	
Complete the online, self-administered, energy audit at <a href="http://www.energyguide.com">www.energyguide.com</a> (enter zip code, select “Analyze Your Use”) to identify areas to improve energy efficiency. In order to meet the requirement of this measure the business must complete the “Detailed Analysis” option. Use a Kill-O-Watt type meter to conduct the self-energy audit.	
<b>Professional Energy Audit (Total Points:10)</b>	
Professional energy audit performed within previous 5 years to identify areas to improve energy efficiency. Completion of this measure may substitute for the “self energy audit” prerequisite.	
<b>Building Envelope (Total Points: 20)</b>	
ENERGY STAR-qualified windows are installed. <i>[5 points- comprehensive implementation, 3 points- partial implementation]</i>	
Install high performance attic and ceiling insulation <i>[5 points if attics are R-48 or cathedral ceilings are R-38]</i>	
Install radiant reflective barrier to reduce solar radiation summer heat gain and reduce cooling costs. <i>(5 points)</i>	
Install one or more of the following: reflective roof shingles, a metal roof, white roof, or a green roof <i>(5 points for 1, extra point for each additional installation)</i>	
<b>Water Heating Equipment: (Total Points: 5)</b>	
Measures are taken to improve efficiency of water heating systems. <i>(5 points- installation of tankless-type water heater with Energy Factor of at least 0.8; 4 points- installation of storage tank-type water heater with Energy Factor of at least 0.63 if gas-fired or 0.90 if electric; 3 points - install timing controls and insulation wraps on tank and pipes; 2 points- insulation wraps on tank and pipes)</i>	
<b>Energy Efficient Equipment &amp; Appliances: (Total Points: 5)</b>	
Appliances, electronic devices, and equipment purchased or leased by the business are Energy Star certified. For a complete list of ENERGY STAR products visit <a href="http://www.energystar.gov">www.energystar.gov</a> . <i>(1 point per appliance up to 5 points)</i>	

<b>Heating, Ventilation &amp; Air Conditioning System (HVAC): 15 points</b>	
<p>Install high performance, Energy Star certified HVAC system components. For a complete list of ENERGY STAR products visit <a href="http://www.energystar.gov">www.energystar.gov</a> [5 points for each furnace, heat pump, and air conditioning unit.</p> <p><i>For businesses with multiple units points: 5 points- 90% of units, 4 points- 70% of units, 3 points- 50% of units, 2 points- 30% of units, 1 point- 10% of units]</i></p>	
A Contract exists for periodic inspection and maintenance of HVAC system [5 points]	
<p>Programmable thermostats are installed and thermostats are set while business is occupied to 68° F or lower during heating season and 75° F or higher during cooling season. When the business is unoccupied the settings are no more than 60° F during heating season and no lower than 78° during cooling season.</p> <p><i>(Total 5 points)</i></p>	
<b>Energy Efficient Lighting (Total Points: 20)</b>	
<p>Replace interior incandescent and halogen lighting with fluorescent lighting or other lighting technology, such as LEDs, with equivalent efficiencies. [5 points- 90% of lighting fixtures, 4 points- 70% of lighting fixtures, 3 points- 50% of lighting fixtures, 2 points- 30% of lighting fixtures, 1 point- 10% of lighting fixtures]</p>	
<p>Upgrade traditional fluorescent lighting system (T-12) with energy efficient fluorescent lighting system (T-8 or T-5) or other lighting technology with equivalent efficiencies. [5 points- 100% of fluorescent fixtures, 4 points- 80% of fluorescent fixtures, 3 points- 80% of fluorescent fixtures, 2 points- 70% of fluorescent fixtures, 1 point- 10% of fluorescent fixtures]</p>	
<p>Timers or occupancy sensors installed for intermittent use areas and all lights (except security lights) turned off when business is closed. [5 points- 75% of lighting circuits, 4 points- 50% of lighting circuits, 3 points- 25% of lighting circuits, 2 points- 10% of lighting circuits, 1 point- 10% of lighting fixtures]</p>	
<p>Replace exterior incandescent and halogen lighting with fluorescent, metal halide, high-pressure sodium lighting or other lighting technology, such as LEDs, with equivalent efficiencies. [5 points- 90% of lighting fixtures, 4 points- 70% of lighting fixtures, 3 points- 50% of lighting fixtures, 2 points- 30% of lighting fixtures, 1 point- 10% of lighting fixtures]</p>	
<b>Innovative Practice (Up to 10 points)</b>	
<p><i>A business may score additional points for implementing energy efficient lighting practices not included in the scorecard.</i></p>	
Describe practice(s)	
<b>Total Points for Energy Efficiency and Renewable Energy</b>	

<b>Bonus Score: Renewable Energy Systems: (Total Points:10)</b>	
Installation of a renewable energy system such as photovoltaic, wind, or micro-hydroelectric, to generate electricity. (10 points- meets at least 50% of electricity consumption, 5 point- meets less than 50% of electricity consumption)	
<b>Bonus Score: A Solar Hot Water System is installed: (Total Points:10)</b>	
<b>Bonus Score: Solar light tube(s) and/or solar light shaft(s) are installed (Total Points: 10)</b>	
<b>Bonus Score: Go Carbon Neutral (Total Points: 5)</b>	
Reduce your carbon footprint with the purchase of renewable energy credits from MDE. [5 points- 100% of monthly electricity usage offset, 4 points- 75% of monthly electricity usage offset, 3 points- 50% of monthly electricity usage offset, 2 points- 25% of monthly electricity usage offset, 1 point- 10% of monthly electricity usage offset]	
<b>Total Bonus Points</b>	

**WATER CONSERVATION & QUALITY (Total Points: 55 Bonus Points: 20)**

*Water is a fundamental part of our lives and comprises 60%-70% of our bodies. It is easy to forget how completely we depend on it. In fact, human survival is dependent on water. It is a valuable commodity and is not a resource with unlimited supply. We must take measures to assure we protect our water quantity and quality. Water conservation is important because it preserves and protects our natural resources, it saves money for you and your community, and it insures the reliability of your water supply.*

	<b>Points</b>
<p>Water Assessment (15 Points): If on City water, complete a water audit of current annual water use and inventory of current practices where water is used, including a physical inventory of all indoor fixtures, landscape features, etc.</p>	
<p>Water conserving fixtures in place with flow rates equal to or less than current building code (toilets <math>\leq</math> 1.6 gallons per flush, urinals <math>\leq</math> 1.28 gallons per flush, dual flush, showers <math>\leq</math> 2.5 gallons per minute, faucets <math>\leq</math> 2.2 gallons per minute, ). [5 points- all fixtures, 4 points- <math>&gt;70\%</math>, 3 points- 50%, 2 points- 30%, 1 point- 10%]</p>	
<p>Behavioral prompt signs are posted at each point of use. E.g. "Please turn off water when not actually using" in a commercial kitchen setting. (5 points)</p>	
<p>Outdoor water usage is minimized by one or more of the following: not washing sidewalks, driveways and vehicles with potable water, planting native, drought-tolerant vegetation, eliminating or minimizing watering, installing drip irrigation systems for watering that is done. [5 points- all four measures, 4 points- three measures, 3 points - 2 of measures, 1 point- one measure]</p>	
<p>Rainwater collection system is installed for outdoor water use or indoor plumbing as permitted by local ordinances. [5 points for capture of 5000 gallons or more; 3 points for capture of 1000 gallons or more; 1 point for capture of 55 gallons or more ]</p>	
<p>Measures are in place to minimize stormwater runoff and eliminate pollutants. Best management practices include elimination of fertilizers or use of organic fertilizers, permeable pavement for driveways and parking lots, installation of storm water wetlands or rain gardens and capture of all water from a 3 inch rain event within the property boundary. [15 points- all four practices, 10 points- three measures, 5 points- one measure]</p>	
<p>Minimize or eliminate the use of chemical pesticides through principles of integrated pest management. Specify in pest control contracts the prioritization of prevention practices and least toxic alternatives. [5 points]</p>	



<b>Innovative Practice (Up to 10 Points)</b> <i>A business may score additional points for implementing green business practices related to water conservation and water quality but not included in the scorecard</i>	
Describe practice(s)	
<b>Total Points for Water Conservation &amp; Quality</b>	

### Scorecard Summary

<b>Section</b>	<b>Points</b>
Solid Waste Management	
Environmentally Responsible Purchasing	
Energy Efficiency & Renewable Energy	
Water Conservation	
<b>Total Points</b>	

Revised 7/30/13

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For GBN Administrative Use Only

Date Scorecard received:

Payment received:

Checked by:

Site visit:

Date of Acceptance: