

The Business of Going Green

May 18, 2023

Rita Haake – Senior Vice President, Choose DuPage

Cassie Carroll – Program Director, SEDAC at UIUC





Mission: Decrease the energy footprint of Illinois and beyond.



Energy code training



Energy efficiency services



Building energy education



Public water infrastructure energy
assessments



Green business services



Climate action planning



Workforce development



Solar feasibility

The Illinois Green Business Program

The Illinois Green Business Program was founded in 2008 by the Illinois Green Business Association (IGBA)

- Mission: make it easier for businesses to go green
- Bring national expertise to Illinois businesses
- Sustainable business as a standard practice

Partnership between IGBA and the Smart Energy Design Assistance Center (SEDAC) at the University of Illinois



Webinar Overview

- **Drivers of Sustainability in Business**
- **Benefits of Business Sustainability**
- **The Illinois Green Business Program**
- **Sustainability Tips & Resources for All Businesses**
- **Discussion and questions**

SEDAC
SMART ENERGY DESIGN ASSISTANCE CENTER

**ILLINOIS GREEN
BUSINESS ASSOCIATION**

What is Driving Sustainability in Business?



Sustainability in Business.

In business, sustainability refers to doing business without negatively impacting the environment, community, or society as a whole

Shared Value Opportunity: “doing good” can have a direct impact on your company’s ability to do well

National & International Initiatives

- **90% of the world's corporations are reporting on sustainability activities**
- **Corporations are investing in their customers and supply chains**
 - “Race to Net Zero” by 2050 – UN’s Campaign
 - Intuit – Halve GHGs of 50% of customers by 2030
- **Carbon accounting and climate baselining becoming more prevalent; intersection with equity**
- **Small business sustainability initiatives growing nationally, regionally, locally**

Why does business sustainability matter?

- Many businesses are still recovering from the pandemic
- Cost of goods are increasing
- New incentives & funding opportunities emerging regularly
- Limited time and capacity to investigate & implement things outside of core business operations



Employees care.

70% of employees and job seekers say a sustainability program makes an employer more appealing.

44% of executives consider their company's climate initiatives to be an effective tool for recruitment and retention.



Customers care.

What makes a “good company”?

The Shelton Group found that consumers think that a “good company” is one that:



Makes a real
commitment
to climate
change

Recycles or
produces
recyclable
items

Works to
reduce waste

Carries U.S.
made or eco-
friendly
products

Treats its
employees
well



Customers care.



The time is now – most people are willing to cut ties with brands that do not take action.

70% of people would be willing to cancel their relationship with a brand that does not take sustainability and social initiatives seriously and 69% would even leave their current company to work for a brand that places a greater focus on these efforts.

If organizations can clearly demonstrate the progress they are making on environmental and social issues, people would be more willing to pay a premium for their products and services (87%); invest in them (83%); and work for them (83%).



The impacts of our changing climate affect our *communities*.

**Align your company with regional climate reduction goals
& maintain beautiful places to live & work in the region!**





But you don't have to move
mountains to make an impact.

Just start somewhere.

The Illinois Green Business Program

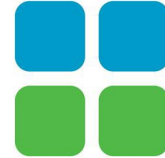


What is a “Green Business”?

- Saves money by wasting less
- Creates cleaner and healthier places to live and work
- Engages employees and their community in green practices
- On a journey of continuous improvement



B R E W P O I N T
C O F F E E



beyond
properties



ILLINOIS GREEN
BUSINESS ASSOCIATION



What is a Green Business Program?

Team of sustainability specialists uncovering opportunities for your unique business.

One-stop shop for sustainability resources, incentives, etc. and support to start your sustainability journey.

Recognition for your green efforts.

Helps businesses **reach goals** and provides a **green marketplace** for consumers



ILLINOIS GREEN
BUSINESS ASSOCIATION



SEDAC
SMART ENERGY DESIGN ASSISTANCE CENTER

Business Benefits.

Save money by wasting less.

Identify unique sustainability solutions that **increase efficiency.**

Enhance your brand with positive, sustainable PR and **differentiation in the regional market.**

Attract customers who care about their community and the environment.

Save time and valuable resources by not approaching sustainability alone.



Sectors we work with.

Light Manufacturing
Logistics & Distribution
Office & Retail

- Real estate
- Banking
- Retail
- Janitorial services
- Nonprofits
- Office-based businesses

Hotel & Lodging
Restaurant & Café

- Grocery stores
- Auto Body & Repair**
Dry Cleaners

Coming Soon:
Schools/Education



How we help businesses.

Three key steps:

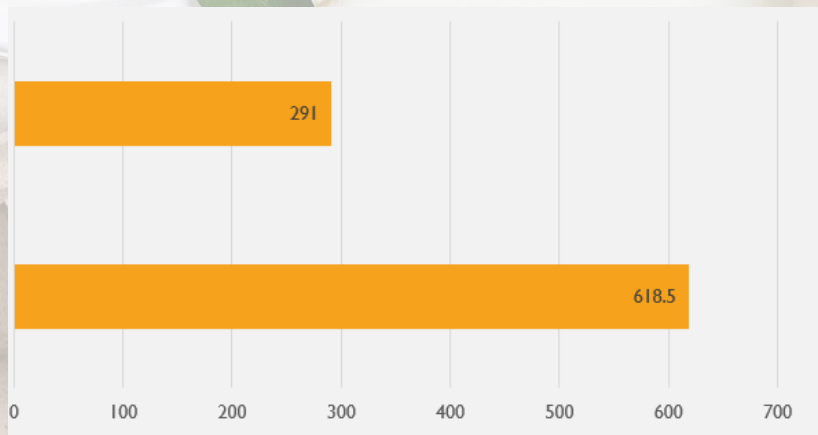
**Assess
Opportunities**

Take Action

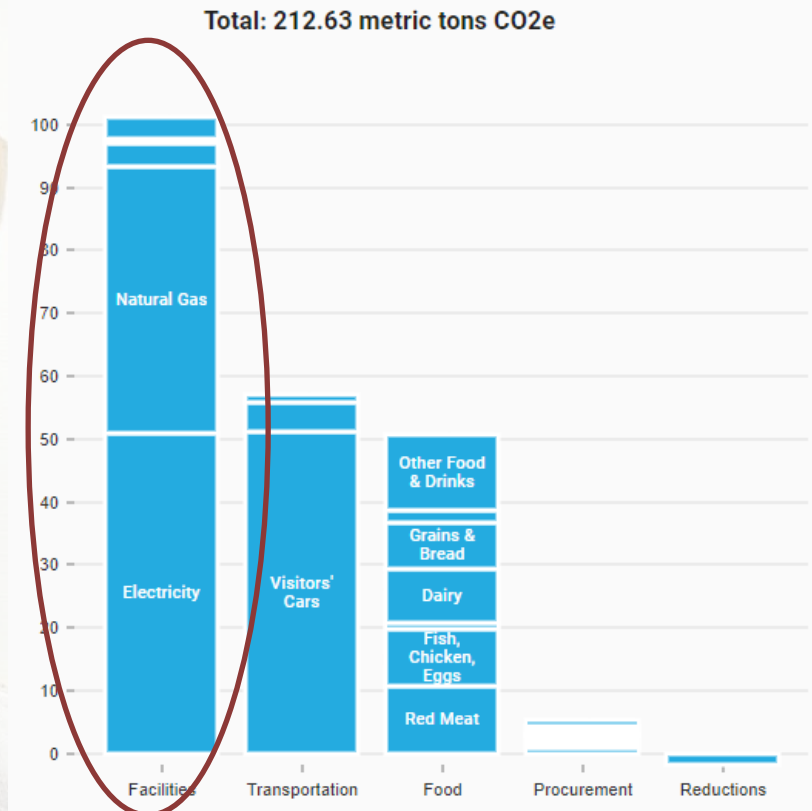
**Get
Recognized!**

Step 1: Assess Opportunities

We focus your efforts through benchmarking.



Restaurant Example

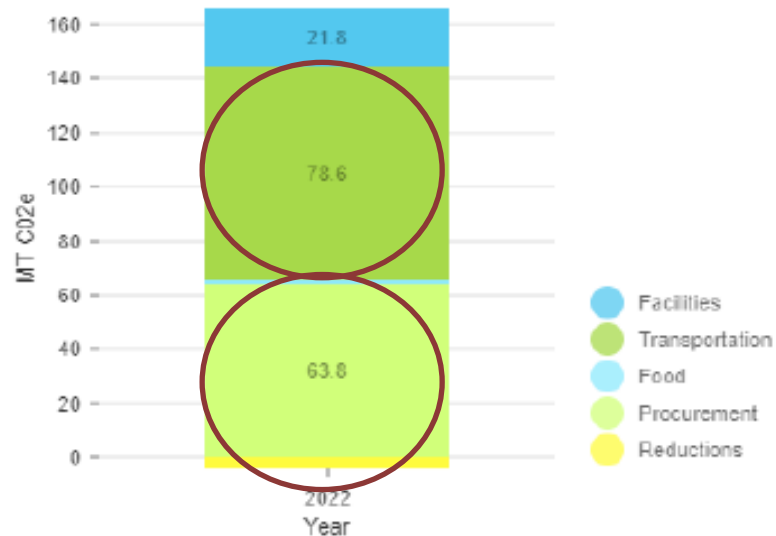


Step 1: Assess Opportunities

Emissions Summary Data

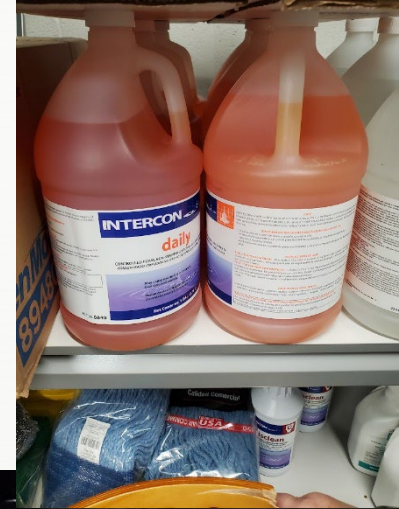
| | 2022 | Total |
|----------------|------|-------|
| Facilities | 21.8 | 21.8 |
| Transportation | 78.6 | 78.6 |
| Food | 1.7 | 1.7 |
| Procurement | 63.8 | 63.8 |
| Reductions | -3.8 | -3.8 |
| Total | 162 | 162 |

Emissions By Year



Step 1: Assess Opportunities

We assess your operations.



Step 1: Assess Opportunities

We build a green action plan.

Upgrading existing light bulbs to LEDs across Thrive will save about 26,000 kWh, or \$3,200, annually. If Thrive takes advantage of the ComEd Energy Efficiency Program's standard incentive, the estimated payback period will be 1.6 years for the lighting retrofit project. Lighting fixture retrofits may have a longer payback period, but in our approach, we estimated the savings and costs for direct bulb replacements.

Table 2: Estimated Energy Savings – Upgrading Lighting to LEDs

| | Quantity of Bulbs to Replace | Annual Resource Savings (kWh) | Annual Cost Savings | Estimated Project Cost | Project Costs with Incentives | Payback Period |
|-----------------------|---------------------------------|----------------------------------|------------------------|---------------------------|----------------------------------|-------------------|
| LED Bulb Retrofits | 480 | 26,000 | \$3,200 | \$12,000 | \$5,000 | 1.6 |

Step 2: Take Action

We help you move projects forward.

Goal: Reduce Energy Use

- Pursue green action plan items that reduce energy
- Connect to ComEd and Nicor Energy Efficiency Programs
 - FREE energy assessments
 - Instant Discounts
 - Free equipment
 - Incentives!
- Navigate equipment replacements

Step 2: Take Action

Key Standard measure incentives updates 2022 to 2023

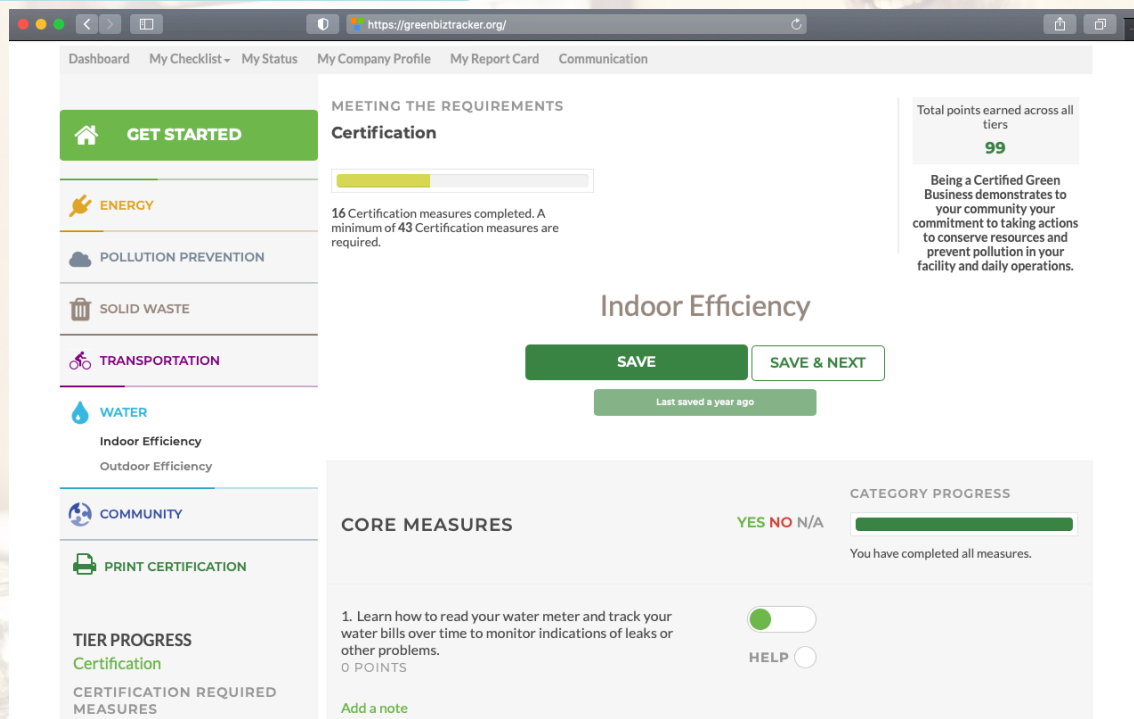
| Measure Name* | 2022 Incentive | 2023 Incentive |
|--|----------------------------|----------------------------|
| Indoor LED Fixtures and Retrofits | \$0.70 per Watt Reduced | \$0.80 per Watt Reduced |
| Outdoor and Garage - LED Fixtures and Retrofits | \$0.70 per Watt Reduced | \$0.80 per Watt Reduced |
| Indoor and Outdoor Networked Lighting Measures | \$0.85 per Watt Reduced | \$1 per Watt Reduced |
| Occupancy Sensors | \$0.16 per Watt Controlled | \$0.25 per Watt Controlled |
| Chillers with Integrated VSD | \$100 per Ton | \$150 per Ton |
| Oil-Free Bearing Chiller | \$200 per Ton | \$250 per Ton |
| Compressed Air - Air Compressor(s) with Integrated VSD <= 200 HP | \$130 per HP | \$200 per HP |
| Hybrid Injection Molding Machine | \$55 per Ton | \$75 per Ton |
| All Electric Injection Molding Machine | \$65 per Ton | \$75 per Ton |
| Fiber Laser Cutting Machines | \$2,500 per output KW | \$3,000 per output KW |

*This is not an all-inclusive list, please see link for additional incentives – [Standard Incentives](#)

*Incentives are subject to change

Step 2: Take Action

We help you track progress.



The screenshot displays the GreenBiz Tracker web application. The browser address bar shows the URL <https://greenbiztracker.org/>. The navigation menu includes Dashboard, My Checklist, My Status, My Company Profile, My Report Card, and Communication. The left sidebar features a 'GET STARTED' button and a list of categories: ENERGY, POLLUTION PREVENTION, SOLID WASTE, TRANSPORTATION, WATER, and COMMUNITY. The 'WATER' category is selected, showing 'Indoor Efficiency' and 'Outdoor Efficiency' options. The 'Indoor Efficiency' section is active, displaying a progress bar for 'MEETING THE REQUIREMENTS' and a 'Certification' status. A summary box on the right indicates 'Total points earned across all tiers' as 99, with a description of the Certified Green Business commitment. Below this, the 'Indoor Efficiency' section has 'SAVE' and 'SAVE & NEXT' buttons, with a note 'Last saved a year ago'. The 'CORE MEASURES' section shows a 'CATEGORY PROGRESS' bar at 100% and a list of measures, including '1. Learn how to read your water meter and track your water bills over time to monitor indications of leaks or other problems.' with a toggle switch and a 'HELP' button.

Dashboard My Checklist My Status My Company Profile My Report Card Communication

GET STARTED

ENERGY

POLLUTION PREVENTION

SOLID WASTE

TRANSPORTATION

WATER

Indoor Efficiency
Outdoor Efficiency

COMMUNITY

PRINT CERTIFICATION

TIER PROGRESS

Certification

CERTIFICATION REQUIRED MEASURES

MEETING THE REQUIREMENTS

Certification

16 Certification measures completed. A minimum of 43 Certification measures are required.

Indoor Efficiency

SAVE **SAVE & NEXT**

Last saved a year ago

CORE MEASURES

CATEGORY PROGRESS

YES NO N/A

You have completed all measures.

1. Learn how to read your water meter and track your water bills over time to monitor indications of leaks or other problems.

0 POINTS

Add a note

Total points earned across all tiers
99

Being a Certified Green Business demonstrates to your community your commitment to taking actions to conserve resources and prevent pollution in your facility and daily operations.

Step 3: Get Recognized

We amplify your accomplishments!

- Press release
- Social media
- Public map listing
- County-wide Choose DuPage Promotion
- Statewide recognition (IGBA + SEDAC)
- Recognition event (announcement coming)



Sustainability Tips & Resources



Every business should...

Install LED lighting + occupancy sensors

- Indoor, outdoor and exit signs
- **ComEd Energy Efficiency Program offers HIGHER incentives for small businesses!**



Screw-in HID

| Screw-In / Pin-Base / Other Products | Incentives | Specifications | | | |
|---|--------------------|----------------|-------------|-------------|---------------------|
| | | ENERGY STAR® | DLC® Listed | UL® LISTED* | Non-Listed Category |
| Decorative lamps <310 lumens | \$6 / Lamp | X | | | |
| Screw-in HID LED - mogul base ≤ 100 watts | \$25 / Lamp | | X | | |
| Screw-in HID LED - mogul base > 100 watts | \$55 / Lamp | | X | | |
| Screw-in HID LED - medium base | \$25 / Lamp | | | | X |
| 4 Pin-base LED | \$10 / Lamp | | X | | |
| 4 Pin-base LED (G24q/GX24q > 18W) | \$10 / Lamp | | | | X |
| 2 Pin-base LED | \$10 / Lamp | | | | X |

Every business should...

Small Business offering details

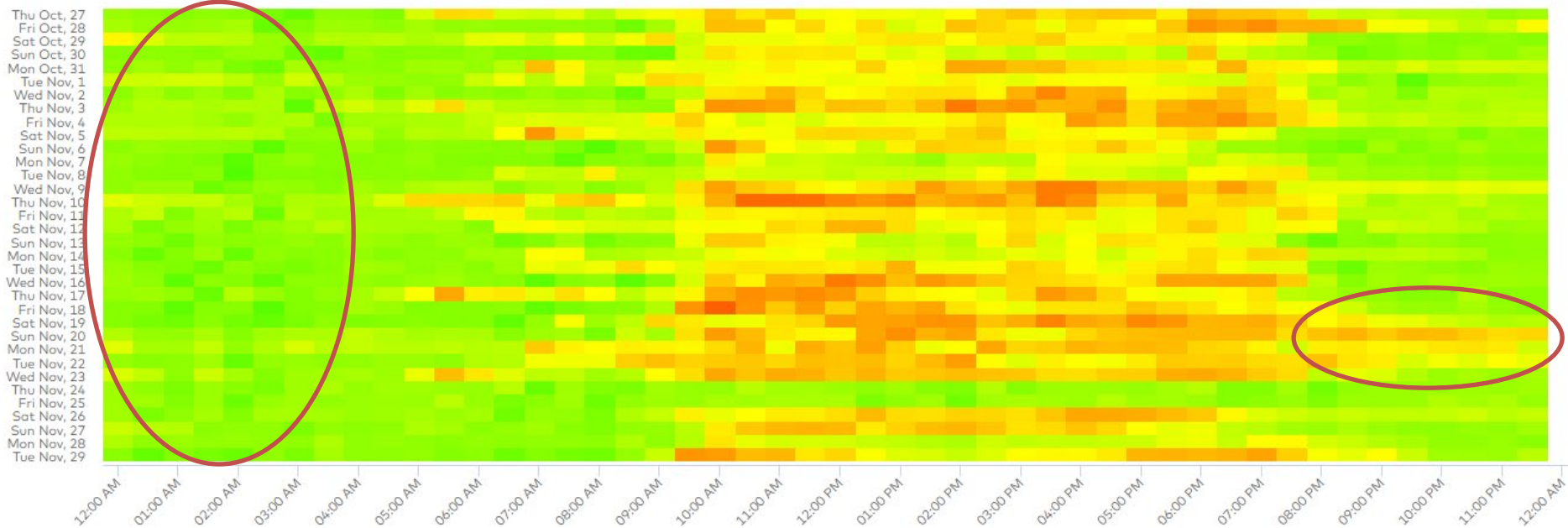
- Eligible customers:
 - Small businesses and public facilities
 - Private & Public: < 400 kW Peak Demand
- Closed network of 79 professional, qualified, trained, and approved Energy Efficiency Service Providers
- Incentives typically cover 50% - 75% of the project cost
- Equipment categories include:
 - Indoor and Outdoor Lighting
 - Refrigeration
 - HVAC
 - Compressed Air
 - Building Envelope



Every business should...

Program thermostats for off-peak hours

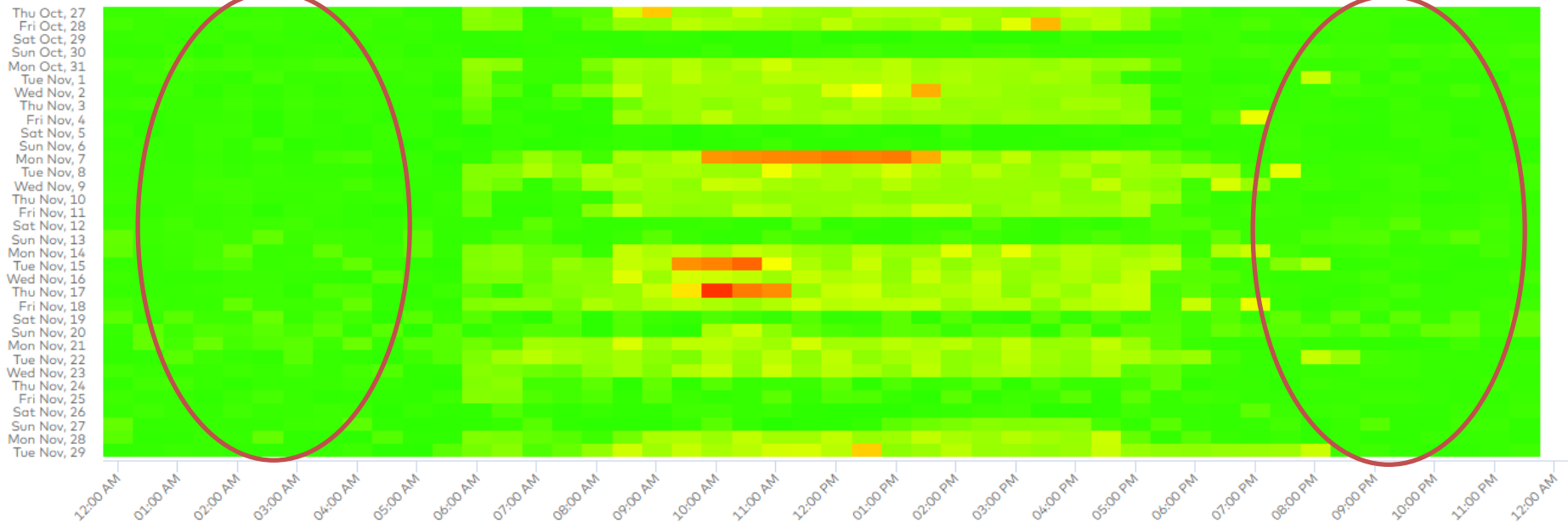
... or install programmable thermostats



Every business should...

Program thermostats for off-peak hour

... or install programmable thermostats



Every business should...

Purchase less-toxic products.

- Cleaning supplies
- Paint
- Fiber-based products

Reduce disposable items in your business to reduce waste.

Always choose reusable and recyclable over disposable!



Every business should...

Investigate solar or renewable energy.

You don't have to commit – explore what is available!

Available Incentives:

- Federal tax credit: 30%
- State Renewable Energy Credits: 35-40%
- MACRS depreciation rate: 10-20%
- Total: 80-90% costs covered

**** Most incentives pay back within 1-2 years**

Every
situation/roof is
different!



Every business should...

Integrate sustainability into their company's mission and/or values.

- Align it with a core value of your company
- Incorporate it into: job descriptions, employee training, new hire training, and report on progress annually.

Engage & inform staff in the process.

“Workers feel they also need more information and training on how to help their company reach their sustainability goals.”



Every business should...

Start somewhere!

Don't be afraid to try out new strategies.

It's a journey – not a race.

Think about opportunities that will most benefit your business and start there.



Every business should...

**Accomplish easy wins
and
keep going!**

**The Illinois Green Business Program
is here to help.**



Thank you!

Questions?

Cassie Carroll
217-300-6477
ccarrol2@illinois.edu

