



Press Kit

*The Green Business Bureau
2011*

About the Green Business Bureau



Since 2007, the global recession has affected nearly every business in nearly every sector. Given current demographic trends, potential growth rates will fall to 1.45% a year over the next 10 years – the slowest growth since the Second World War. In fact, here in the US, the economy mustered only a 1.75% growth in the second quarter of 2010.

Worldwide, however, the green economy is growing faster than the economy as a whole, and reports show that while the general economy has struggled, the green economy has thrived as green consumers continue to demand green products and services. The US green economy has consistently averaged growth rates between 18% and 25% every year for the past five years, and is predicted to grow at a further 16% in 2011 and 24% in 2012

The Green Business Bureau (GBB) was founded to help small- and medium-sized businesses profit from this “mega trend” by implementing sustainable business practices.

A nationally-recognized, third party certification organization, the GBB offers easy-to-use tools and roadmaps to help businesses become eco-efficient. Our best-in-class online certification engine sets forth green initiatives that are leading the way for how small- and medium-sized companies conduct business. Our program is strengthened by onsite verification of certification through our exclusive partnership with Green Irene and their national network of over 600 eco-consultants.

In today's eco-conscious markets, environmental sustainability equals economic sustainability.

Marcos Cordero, CEO, Green Business Bureau

The GBB program offers three levels of certification: Aware, Gold and Platinum. Upon joining, members are given an assessment of current business operations, with immediate credit earned for green practices

already in place. As they undertake and complete our unique set of green initiatives, they earn credits that advance them to the higher levels of membership and recognition.

What makes GBB certification different?

High ROI – The GBB certification offers a menu of over 250 initiatives, many of which cost little or nothing to implement, but result in a significant return in terms of materials and energy cost savings.

Revenue Opportunities – In addition to the revenue growth our members enjoy through the attraction of new, green consumers, GBB promotes our member businesses and their products/services through social media, complimentary press releases, newsletters, and other avenues. Because our network extends far beyond our membership to include media, bloggers, and important voices in the green business sphere, we are able to expose our members to markets they might not otherwise reach.

Transparency – False claims promoting the greenness of products and services is often called “greenwashing” and it is a practice that has led to wariness in the green marketplace. GBB has created a transparent system – both for our own organization and those of our members - that gives confidence to consumers looking for green products and services. Our members display a unique, interactive membership seal on their websites. When customers click on the seal, they are able to view every green initiative completed by the member.

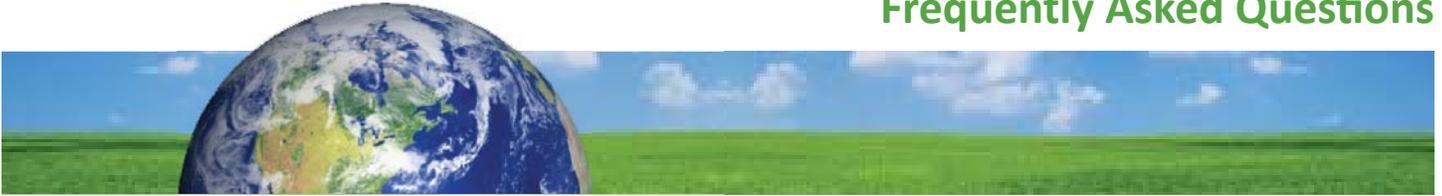
Independent Auditing - Greenwashing has created a sense of “buyer beware” when it comes to products and services. GBB offers member business and their customers the confidence of independent, third-party onsite audits. These audits ascertain the completion of initiatives and substantiate the certification of our members.

Quick Facts



Name:	Green Business Bureau
Founded:	2008
Headquarters:	5555 Morningside Dr. Suite 202 Houston, TX 77005
Phone:	(866) 979-1071
Web site:	www.gbb.org
Blog:	www.gbb.org/blog
Twitter:	greenbureau
Facebook:	Green Business Bureau
LinkedIn:	Green Business Bureau
Founders:	Marcos Cordero Co-Founder and CEO Frank Vega Co-Founder and Sales and Marketing Advisor
Target Market:	Small- and medium-sized businesses
Levels of: Certification	Green Business Aware Green Business Gold Green Business Platinum
Mission:	The mission of the Green Business Bureau is to foster environmental awareness among businesses and promote business practices that are both environmentally responsible and commercially beneficial.

Frequently Asked Questions



Why was the Green Business Bureau started?

The Green Business Bureau was founded in 2008 by a group of environmental and business professionals who recognized a need for a national, trusted green certification program that offered sustainable resources, guidelines and instructions for small- to medium-sized companies.

Why should a business go green?

Tangible benefits come from taking a company green – businesses that do so can save money, impact the environment, attract new customers, bring employees together, and showcase a real marketing edge. The GBB also works to keep members informed of the newest regulations affecting green business practices in various industries.

Is the Green Business Bureau a government agency?

The Green Business Bureau is a private, for-profit, third-party independent organization that provides tools, resources and certification to assist businesses in their sustainability goals.

What is green business certification?

Green business certification identifies a company that follows ongoing, environmentally-sustainable business practices in the office and on the client-side of the business.

How does the Green Business Bureau certification differ from other green certifications?

Our green business certification certifies that the *business operations* of a company meet the required standards for sustainability. Other main certification bodies and what they certify include:

- Products: Green Seal
- Buildings: The U.S. Green Building Council LEED Green Building Rating System
- Energy Efficient Products: Certified by the U.S. Government's ENERGY STAR Program

How were the GBB initiatives developed?

Our standards are developed, monitored, and administered by a panel of experts associated with the Green Business Bureau. This panel includes members of LEED, individuals in the legal and compliance arena, and folks with experience in renewable energy.

Our goal was to maximize the benefits for businesses and for the environment by combining standards and guidelines set forth by the EPA, USGBC LEED System, government agencies, industry-specific certifying entities, and other third party, independent performance labeling organizations into a single source for green business initiatives.

Each initiative is evaluated for its relevance on the GBB membership community and is ranked in three areas - Investment Level, Effort Level, and Environmental Benefit. A point value is assigned to each initiative based on these three criteria. All content is monitored consistently and regular updates to our standards are made as appropriate (usually monthly).

What businesses are eligible for green business certification?

The Green Business Bureau serves small- and medium-sized businesses across all industries in the US and Canada. In addition, we have created Eco-Industries Programs (EIPs) that incorporate our standard menu of green initiatives, along with industry-specific initiatives developed by the EPA and trade-related bodies. Our current list of EIPs includes Janitorial and Cleaning Services; Dry Cleaning; Landscaping; Office Supplies Vending; Building and Construction; Horticultural Nurseries; Retail; Hotels and Lodging; and Restaurants.

How do you track the success of your members?

Through our exclusive partnership with Green Irene, our members receive third part auditing to verify completion of initiatives. This onsite verification gives consumers the confidence to know that a company has actually done the work to call themselves green.

In addition, we offer a best-in-class membership seal for member websites. When a customer clicks on the seal, the entire list of initiatives completed by the company is displayed – giving total transparency into the member's green efforts.



Marcos Cordero, Co-Founder and CEO

Marcos Cordero – Co-Founder and CEO

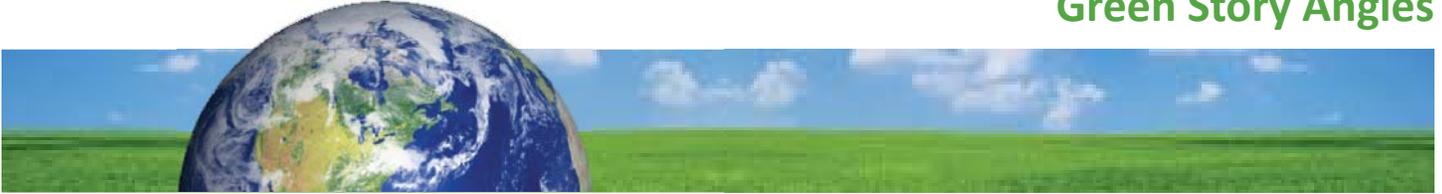
Marcos co-founded the Green Business Bureau to promote and support the green business philosophy throughout North America. He is a LEED-accredited professional and has extensive experience in the environmental and photovoltaic industries. Marcos earned a mechanical engineering degree from MIT followed by an MBA from the Harvard Business School. Marcos is currently the vice president of the Harvard Business School Club of Houston.

Frank Vega – Co-Founder, Sales and Marketing Advisor

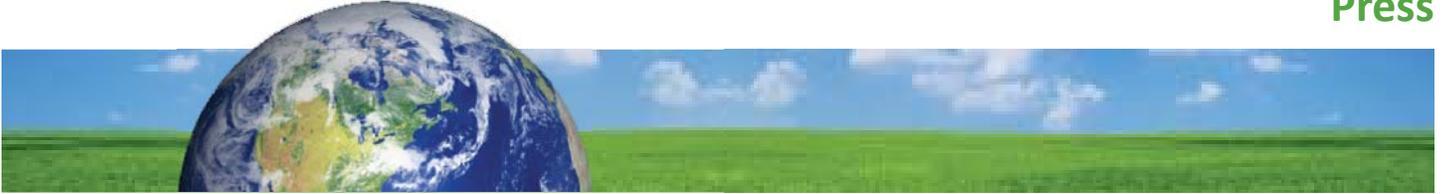
Frank helped to co-found the Green Business Bureau after launching many successful marketing companies, including the Newspaper Subscription Service and Monster-book.com. He holds a bachelor's degree in finance from the University of Florida and is currently president for the Houston chapter of the Entrepreneurs Organization.

Jay Sullivan – Vice President of Business Development

Jay helps build industry awareness of the Green Business Bureau's sustainable tools and certification programs. With over 16 years of experience in professional development and management of businesses' accounting, finance and daily operations, Jay has worked as head of national and global sales and marketing efforts at well-known Fortune 500 companies, including Advanced Micro Devices (AMD) and Dell. Jay has an undergraduate degree in Finance from Kent State University and an MBA from the University of Nevada, Reno. Jay has previous experience in small, start-up companies; however, his experience is predominantly in Fortune 500 companies.



- Recruiting top talent to your green business
- Why now is the time for a green restaurant, day care, dry cleaners, auto shop, etc.
- How to publicize your business using only green marketing
- Back to school: become a green school advocate
- The changing face of Houston business: Green Business Bureau emerges in the Energy Capital
- Top women-owned green businesses
- Trends in environmental management
- Give your boss the gift of green
- Most eco-friendly businesses of 2010
- Green business resolutions for 2011
- Five ways to create a sustainable office space
- Green job round up: did they really play out in 2010 as expected?
- Using green to bring back your office camaraderie
- The profitability of sustainable offices
- Low-hanging fruit: the easy green practices your business may not know about
- The sustainable procedures and regulations your business may be missing
- Green Business Bureau certifications promote competition amongst local businesses
- The money wasted in a non-green business
- Goodbye to green lip-service: are your business partners really green?



As Featured in:

Entrepreneur

FAST COMPANY

YAHOO! FINANCE

HOUSTON CHRONICLE

HOUSTON BUSINESS JOURNAL



Green Progress
for a green future



Hotel Business

BUSINESS NEWS DAILY
A guide for startups & small businesses

- | | |
|----------------------|---|
| Fast Company: | http://www.fastcompany.com/1619837/earth-day-2010-a-world-of-green-opportunity |
| Fast Company: | http://www.fastcompany.com/1665293/certifying-green-businesses-with-green-irene-and-the-green-business-bureau |
| Entrepreneur: | http://www01.entrepreneur.com/startingabusiness/going-green/article206194.html |
| Yahoo Finance: | http://cf.us.biz.yahoo.com/entrepreneur/100419/206194.id.html?v=1 |
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| Business News Daily | http://www.businessnewsdaily.com/2011-spring-predictions-small-business-owners-0942/ |
| Smart Planet (IBM): | http://www.smartplanet.com/business/blog/business-brains/corporate-sustainability-is-not-out-of-reach-of-small-businesses/6339/ |
| ENN: | http://www.enn.com/press_releases/3321 |
| Net Green News: | http://netgreennews.com/ngn-daily-home-depot-and-greenwashing/ |
| Houston Chronicle: | http://www.chron.com/disp/story.mpl/business/6535318.html |
| ABC 7 Los Angeles: | http://www.greenrightnow.com/kabc/2010/02/09/green-business-bureau-helps-small-businesses-show-their-green-side/ |
| Green Progress: | http://www.greenprogress.com/environment_article.php?id=1677 |
| Green Energy News: | http://www.renewable-energy-news.info/personalized-green-business-certification/ |
| Examiner.com: | http://www.examiner.com/x-43803-Dallas-Green-Culture-Examiner~y2010m8d3-Hotels-agencies-work-to-meet-traveler-desire-for-ecofriendly-options |
| GreenhouseGrower.com | http://www.greenhousegrower.com/news/?storyid=3582 |



The Green Business Bureau Becomes
Trust Provider for Ebay's World of Good

The Green Business Bureau was recently added to the list of Ebay World of Good trust providers which gives members entrée to this powerful selling sphere.

November 4, 2009 HOUSTON – The Green Business Bureau (GBB) recently joined with [Ebay's World of Good](#) to become a trust provider for vendors seeking to sell their products on this sister site of online auction behemoth Ebay.com.

WorldofGood.com (WOG) by eBay is the world's first online marketplace to convene thousands of People Positive and Eco Positive sellers and products all in one place, empowering consumers to shop in ways that align with their personal values. Respected, independent organizations verify the positive impact every product has on people and the planet. WOG's goal is to ensure that every choice you make on their site is a good one.

WOG has instituted a system of Trust Providers, and each seller, product or producer on WOG must maintain a verified relationship with at least one Trust Provider, and these relationships are reflected in every WOG listing. A Trust Provider is an organization with a stated mission of promoting social or ecological good. Trust Providers encourage transparency within supply chains, promoting ecological sustainability, economic empowerment, or ethical business practices.

"We are delighted to be named a Trust Provider for Ebay World of Good," Marcos Cordero, GBB CEO and Co-founder. "The mission of World of Good makes it a great partnership for us, and we can now offer our members the opportunity to offer their products to customers actively seeking out eco-friendly companies and products."

In addition, says Cordero, GBB members gain the extra benefit of the Ebay brand and reach.

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Green Business Bureau and Green Irene Team up to Create Comprehensive Green Business Certification Program

Partnership provides small- to medium-sized businesses in over 20 industries with Green Business Bureau's tailored initiatives as well as the in-person support of Green Irene's national network of more than 500 expert Eco-Consultants in their quest to become certified green.

April 14, 2010 HOUSTON – The Green Business Bureau (GBB) and [Green Irene LLC](#) announced today that they have signed an exclusive long-term agreement to merge their respective services to create a comprehensive in-person audited green business certification program. Through the joint venture, GBB gains in-person local Eco-Consultants to help its members implement certification and to provide on-site audits to ascertain ongoing eligibility with the requirements.

“We’re thrilled that this agreement adds Green Irene’s national network of well-trained Eco-Consultants to our existing arsenal of green business certification tools and that we can offer our members more personalized assistance on their path to going green,” said Marcos Cordero, GBB CEO and co-founder.

“Green Business Bureau offers its members an innovative, web-based system of initiatives a business can undertake on its path to greening its operations. Green Irene provides the largest national network of well-trained Eco-Consultants who help local businesses reduce operating costs, create a healthier workplace for their employees, and attract green-minded customers and business partners,” said PJ Stafford, co-founder of Green Irene. “Together, we now offer a comprehensive, in-person audited green business certification.”

The GBB online platform is being integrated with Green Irene’s existing in-person Green Office Makeover service, resulting in a joint offering that provides members a deeper, more complete menu of services with the strengths and benefits of both programs.

“We will still offer our basic service, but Green Irene’s expert Eco-Consultants allow us to add much deeper premium services to our members,” said Cordero.

The Premium Green Business Bureau Certification powered by Green Irene will combine the current GBB offering with an in-person consultation with one of Green Irene’s more than 500 Eco-Consultants and unlimited access to “Ask Green Irene”, a combination online database of the most effective green innovations and expert U.S.-based green researchers who offer personalized support in helping businesses on their path to more sustainable business operations. Eco-Consultants can also provide onsite overview presentations for employees about their company’s green initiatives at member businesses. Eco-Consultants will remain in contact with members and will verify, in person, that businesses are performing the initiatives set forth by GBB for certification.

“Green Irene Eco-Consultants currently undergo more than 30 hours of initial training, and they bring a wide breadth and depth of skills. Our Eco-Consultants work part time or full time to be a force for positive green change in their communities. We have consultants whose qualifications range from LEED accredited professionals and energy auditors to MBAs with a concentration in sustainable business management,” said Stafford. “To ensure the highest quality service in an evolving market, Eco-Consultants will now be trained not only in business sustainability issues, but GBB certification requirements specifically, before we send them to implement GBB certifications or audit member businesses.”

The combination of GBB’s state-of-the-art technology and green business certification program and Green Irene’s national network of professional Eco-Consultants means that eco-conscious businesses can be confident they are receiving the most thorough and comprehensive service offering on the market today.

“Greenwashing is such a huge concern today, and rightly so,” said Cordero. “GBB and Green Irene together are creating the industry standard for a reasonably priced green business certification for small- and mid-sized businesses. Businesses who want to go green can be confident that a certification through GBB and Green Irene will stand against the strongest detractors. I speak for PJ and myself when I say we’re proud to offer a combination of environmental initiatives and accountability that is truly hard to beat.”

“Green Irene and GBB can now offer specialized green business certifications tailored to more than 20 industries”, said Stafford. “Topics covered include energy and water conservation, improving indoor air quality, creating a toxic-free workplace, green purchasing and paper reduction strategies, lighting replacements, sustainable travel and transportation options, tax credits and other available federal, state and local financial incentives.”

The combined GBB and Green Irene green business certification program is available now. Visit the [GBB website](#) or [GBB.GreenIrene.com](#) for more information on either company and to sign up for this certification.

###

Green Business Bureau Helps Members Recycled Used Electronics and IT Equipment

The Green Business Bureau announced today that it has signed an agreement with CorporateRenew that will give its members the value-added service of managing their used electronics.

June 23, 2010 HOUSTON – Disposing of old electronics like computers and cell phones has become a challenge for businesses, as this type of “e-waste” is now considered hazardous because it contains toxic chemicals like lead and mercury, as well as flame retardants that are possible carcinogens. As the nation’s leading green business certification program, the Green Business Bureau is tackling this challenge directly, and has just announced a partnership with [CorporateRenew](#) a service of [YouRenew.com](#). The joint effort will give Green Business Bureau members access to the CorporateRenew “recycle for cash” program as a part of their membership benefits.

“At the Green Business Bureau, our mission is to always focus on the economic viability of going green for our members,” says Marcos Cordero, CEO and co-founder. “Our new partnership with CorporateRenew is simply another way that we can help our members go green and realize an economic benefit by doing so.”

Through the agreement, Green Business Bureau members will be able to recycle old electronic equipment, cell phones and PDAs through CorporateRenew’s easy process, which involves a simple online form and free UPS or FedEx pick up. CorporateRenew then distributes the e-waste to their E-Stewards Initiative founding member and ISO 14001-certified recycling partners for environmentally-sustainable recycling and reuse. Green Business Bureau members then receive a check and an End Use report detailing their order.

“We were especially impressed with the professionalism and thoroughness of the CorporateRenew program,” says Cordero. “They employ a two-step data wiping process to ensure our members’ confidential information is protected, and they will shred and recycle any electronics that either cannot be wiped clean or that are beyond repair through their NAID-certified recycling partner.”

Cordero also points out that the goals of CorporateRenew are closely aligned with those of the Green Business Bureau. Namely:

- **Transparency** – The Green Business Bureau prides itself on transparency both in its own business practices and the transparency it provides to the customers of its members. CorporateRenew allows customers a trial order to test the process before placing a full order and provides a detailed End Use Report at the end of the recycling process.
- **Convenience** – The Green Business Bureau’s online tool for completing environmental initiatives is considered best-in-class for its innovation, ease of use and convenience. CorporateRenew makes their recycling process as convenient as possible by allowing orders to be placed online, or through an account representative at 1.888.363.7473, and arranging free UPS or FedEx pick up at the customer location.
- **Incentive** – The Green Business Bureau’s initiatives are focused on realizing the most economic benefit from employing sustainable business practices. CorporateRenew’s service is centered on recovering the most value from old electronics.
- **Environmental Credibility** – The Green Business Bureau has developed its initiatives based on guidelines set forth by the US EPA, Department of Energy and other governing entities and offers a national network of over 600 ecoconsultants to independently verify member certifications. CorporateRenew adheres to a non-export, no-landfill policy for every piece of electronic equipment it receives and partners exclusively with ISO 14001-certified recyclers and E-Stewards Initiative founding members.

Read more about the partnership between the Green Business Bureau and CorporateRenew [here](#).

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Green Business Bureau Added to AAA Eco Program

The Green Business Bureau has been added to the list of AAA's approved eco-certification programs.

August 16, 2010 HOUSTON – The Green Business Bureau (GBB) today announced that it has been added to The AAA Eco Program as an approved eco-certification program. The AAA Eco Program identifies lodgings that are certified as eco-friendly by well-established, reputable government and private programs.

“The GBB is thrilled to be included in the AAA Eco Program on their list of national providers alongside certification leaders like ENERGY STAR, Green Seal and the U.S. Green Building Council’s LEED,” Marcos Cordero, GBB CEO and co-founder. “This is a huge endorsement of the strength and validity of our program in ensuring that lodging properties are operating in sustainable, earth-friendly manner.”

Properties that wish to become members of the AAA Eco Program must demonstrate a relationship with one of the eco-certification entities listed on the AAA website (<http://www.aaa.biz/approved/eco.html>). Once approved, the property is awarded the generic Eco Program icon in TourBook® guides and in AAA.com listings, and eco-certification is offered as a lodging search criterion on AAA.com.

According to AAA.com, “The icon provides generic notice only of properties certified by one or more of the recognized programs.”

The addition of the GBB to the AAA Eco Program is a direct result of the organization’s recent launch of a new Eco-Industries Program for Hotels (E-IPH). This newest addition to the GBB’s best-in-class green business certification platform features initiatives and information to help members gain an edge in the competitive hotel and lodging industry.

“We recognized that travelers are seeking out green accommodations and services,” says Cordero. “Our E-IPH is designed to help hotels and other lodging establishments implement the green practices these consumers are looking for.”

“We are honored that the AAA has recognized those efforts and included us in their Eco Program, and we are looking forward to working together to give travelers the peace of mind that they have chosen lodgings that are operating in a sustainable manner,” adds Cordero.

For more information on the AAA Eco Program and GBB’s involvement, visit <http://www.aaa.biz/approved/eco.html>.

For more information about the E-IPH, visit the GBB at www.gbb.org.

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Green Business Bureau Added to Travelocity Green Travel Program

The Green Business Bureau has been added to the list of Travelocity's approved green hotel certification programs.

October 11, 2010 HOUSTON – The Green Business Bureau (GBB) today announced that it has been added to Travelocity's Green Travel Program as an approved green hotel certification program. The Travelocity Green Travel program and its Green Hotel Directory identifies lodgings that are certified as eco-friendly by well-established, reputable government and private programs.

"The GBB is thrilled to be included in the Travelocity Green Travel Program on their list of national providers alongside green hotel certification leaders like ENERGY STAR, Green Seal and the U.S. Green Building Council's LEED," Marcos Cordero, GBB CEO and co-founder. "This is a huge endorsement of the strength and validity of our program, as Travelocity's Green Travel Program is creating the standard framework for sustainable tourism."

Hotels that wish to join the Travelocity Green Hotels Directory must demonstrate a relationship with one of the green hotel certification entities listed on the Travelocity website (<http://www.travelocity.com/TravelForGood/gr-directory.html>). Travelocity's rigorous green travel program does not accept "self-certified" hotels, and demands that their certification partners guarantee provision of on-site audits. Once certified by an approved green hotel program, hotels that earn Travelocity's Eco-Friendly Hotel icon are flagged across the Travelocity site, making it easy to attract the attention of green travelers.

The inclusion of GBB on the Travelocity list of Certification Partners was due to both the ability of GBB to offer independent, on-site auditing and the recent addition of hotel-specific initiatives to its certification program. The GBB's exclusive partnership with Green Irene and its national network of over 600 Eco-Consultants provides members in the lodging industry with onsite audits, as well as access to onsite support and training, while the recent launch of the Eco-Industries Program for Hotels (E-IPH) features initiatives and information to help members gain an edge in the competitive hotel and lodging industry, .

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