

# Green Means Business



**Jean Ponzi** – Green Resources Manager  
EarthWays Center



MISSOURI BOTANICAL GARDEN

**ST. LOUIS**™



**GREEN BUSINESS  
CHALLENGE**

 MISSOURI BOTANICAL GARDEN

**15** YEARS **SUSTAINABLY  
STRONG**

Since 2010, 270 companies, non-profits and municipalities, representing over 160,000 employees and nearly 570,000 residents have **VOLUNTARILY** engaged with:

- Sustainability policies
- Employee education, involvement
- Purchasing, supply chain greening
- Energy and water conservation
- Recycling and waste minimization
- Transportation alternatives
- Biodiversity
- Innovations of all kinds

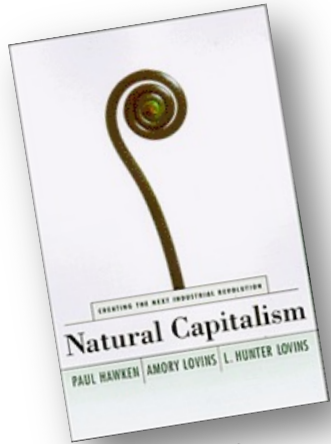
[www.stlouisgreenchallenge.com](http://www.stlouisgreenchallenge.com)

# Green Means Business: Milestones

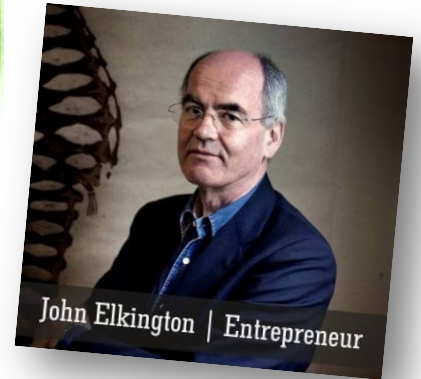
- 1990 - U.S. Green Building Council founded
- 1994 – Interface Carpeting founder Ray Anderson corporate challenge
- 1997 – Global Reporting Initiative (GRI) founded
- 1999 – “Natural Capitalism – Creating the Next Industrial Revolution”
- 2006 – Green Collar Jobs study, SF State University for Ella Baker Center
- 2007 – WalMart launches Global Responsibility Reporting
- 2008 – Chicago Green Office Challenge from City of Chicago, ICLEI, Office Depot
- 2010 – Green Sports Alliance founded – **Challenge launched in STL**
- 2015 – “COP 21” – Business influences U.S. to sign Paris Climate Accord
- 2020s - BlackRock CEO Larry Fink calls for business sector commitment to ESG reporting – middle-aged Millennials drive “conscious consumption” mainstream – pandemic disruptions – rise of AI



# 21<sup>st</sup> century business basics . . .



2000



1994

***Triple Bottom Line of Sustainability***



# It Starts with a Scorecard . . .



## St. Louis Green Business Challenge Scorecard



MISSOURI  
BOTANICAL  
GARDEN

Company Name:	
Site Location:	
Number of Employees At Site Location (Full-time, part-time, contract, etc):	
Building Owner or Tenant?	
Square Feet of Office Space at Site Location:	
Green Business Challenge Contact:	
Baseline Score (due March 15, 2010)	0
Final Score (due October 15, 2010)	

Question Number	Outreach	Question	Answer (yes/no)	Points Achieved	Points Available	How did you achieve this strategy? Please provide a short description of the action taken.
O1.1	Green Team Functions	<b>Green Team Organization:</b> Does your company have a "Green Team," which is responsible for managing sustainability initiatives at this site (1pt)? Do you have a dedicated staff person whose written job duties include responsibility for sustainability initiatives in your business (1pt)? Does your Green Team meet at least quarterly (1pt)?			3	
O1.2		<b>Certified Staff:</b> Does your company have a BOC or LEED-AP accredited person on staff or contract to assist with sustainability?			1	
O1.3		<b>Level of Commitment:</b> Has your company's CEO provided written support for the company sustainability efforts (1pt)? Do you have dedicated budget resources to support sustainability efforts (1pt)?			2	
O1.4		<b>Educational Sessions:</b> Does your company's Green Team hold educational sessions for all company employees?			1	
O2.1	Internal Communication	<b>Sustainability Guidelines:</b> Has your Green Team written a set of sustainability guidelines for the company and distributed it to all employees or made it accessible on the company's internal website?			2	
O2.2		<b>Progress Reports:</b> Do you have ongoing measurement of your sustainability strategies and alert all staff with electronic reports on the progress of in-house environmental initiatives?			2	
O2.3		<b>Recognition:</b> Does your company recognize your sustainability accomplishments at least once a year?			1	
O3.1	External Outreach	<b>Corporate Policy:</b> Have you posted your company's approved Sustainability policy, message and strategy on your website?			2	

# . . . runs on Green Team person-power . . .



Global Products Inc.  
Missouri Botanical Garden  
Saint Louis Zoo





# ... provides Recognition ...

## Sustainable Success Reports

from the St. Louis Green Business Challenge

### Green Practice Serves Up Benefits For Russo's Catering

By Jean Ponzi

**W**hen patriarch and company founder Matthew Russo set up shop in 1961, could he have imagined the business advantage of coupling catering to recycling, solar power and composting?

His son Mark Russo, the firm's current President, added a sustainable-thinking cap to the many operational hats he wears. He confirms that Russo's Green efforts support the values as well as business plans: maintaining the environment, reducing emissions, and working behind the scenes to support the community.

All food prepared in Russo's "Trucktoria" is served on compostable ware, deliciously taking Green to the streets!



**ST. LOUIS™**  
**GREEN BUSINESS CHALLENGE**



## 2020 ST. LOUIS GREEN BUSINESS CHALLENGE

Graybar  
CHAMPION INNOVATION PROJECT

Honoring Commitment to Sustainability



Graybar, Russo's Catering, UniGroup, Ameren Missouri

# ... and a B-to-B marketing advantage.



- Office and janitorial supplies
- Energy audits, retro-commissioning
- Solar and energy efficiency services
- Alternative transportation services
- Employee engagement & service options
- Cleaning services
- Investment services
- Higher education offerings
- Biodiverse property management options
- Waste minimization services
- IT related services



***Cultivating a culture of business exchange w/o a “selling” overtone***

## CHALLENGE 2023 BY THE NUMBERS

56 companies, non-profits, institutions, and governments participated the Challenge.

**100%** of participants have formed a **Green Team** to lead sustainability efforts

**100%** have established or are developing **Sustainability Policies**

**100%** kept up or started **Workplace Recycling**, even during remote working

**100%** kept up **Sustainability Communications** with colleagues or constituents

**99%** continued or added to **Special Waste Stream Recycling**

**98%** provided **Green Learning** opportunities or **Green-At-Home** resources

**95%** continued or implemented **Sustainable Purchasing**

**87%** promoted **Nature Connections**, including use of **Native Landscaping**

**85%** supported **Environmental Action**, contributing service, goods, or cash

**82%** participated in two or more **Challenge Events**

**75%** continued or increased **Tracking and Reporting** of resource usage

**75%** actively promoted workplace or personal/community **Wellness**

**74%** are **Doing Business** with another Challenge participant

**73%** promoted or actively supported **Green Transportation** options

**59%** experienced a **Business Advantage** from sustainability engagement

**48%** achieved or renewed **Green Certifications** for buildings or operations

**23%** continued to have a significant number of employees **Working Remotely**

# Achieving Results!





# Primary Drivers: Young Talent!



Abeinsa Engineering, Missouri Historical Society, Saint Louis Zoo, Missouri Botanical Garden  
Saint Louis Science Center, Trane, HOK, RideFinders





# Notably Absent Local Drivers:

- Regulation
- Energy costs
- Water costs
- Landfill costs



Green business activity  
in the St. Louis region  
is almost entirely

**VOLUNTARY**

# Recycling & Waste Minimization



**Trane:** Adopt-a-Highway volunteers  
**Graybar:** Corporate HQ Waste Audit  
**St. Louis Cardinals:** Green Week  
electronics recycling, recovering LED  
stadium light packing

**MO Botanical Garden:** Zero Waste Events





# Energy Efficiency & Renewables



**UniGroup:** 100 kW solar array

**StraightUp Solar:** Grow Solar, IL and MO

**St. Louis Cardinals:** LED stadium lighting, solar canopy

**Jefferson Nat'l Parks Assoc.:** Gateway Arch LED



# Biodiversity and Green Infrastructure



**Maritz:** Storm water management wetlands, green space restoration, on-site Beekeeping

**Deloitte:** National Day-of-Service invasive honeysuckle hack

**Granite City, IL:** Downtown rain garden

# Building Energy Efficiency



- Ordinances passed 2017, 2020
- All City of St. Louis buildings >50,000 ft<sup>2</sup> required to benchmark, track, report energy usage
- City of St. Louis commits to 100% renewable energy use by 2035
- Building Performance Std, 4<sup>th</sup> in U.S.
- PACE financing, utility incentives



[www.BetterBuildingsSTL.org](http://www.BetterBuildingsSTL.org)

*Source:* Missouri Gateway Green Building Council



# Building Energy Efficiency

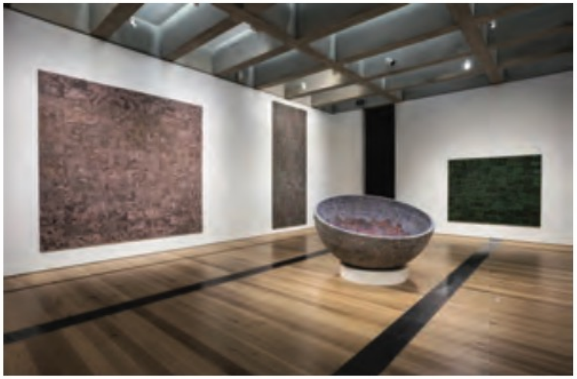
Pulitzer  
Arts  
Foundation



MISSOURI  
HISTORICAL  
SOCIETY



Contemporary Art  
Museum St. Louis



SAINT LOUIS ART MUSEUM

# Renewables Development



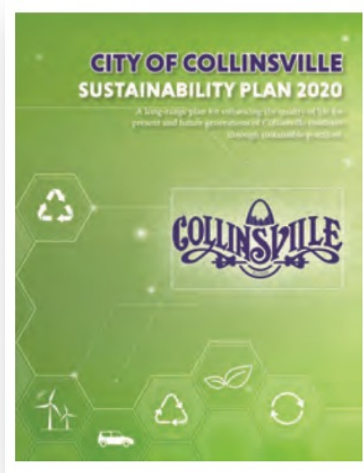
Government & Regulations

## St. Louis commits to 100 percent clean energy goal





# Regional Climate Action



## ST. LOUIS REGIONAL EMISSIONS REDUCTION COMMITMENT

A St. Louis Regional Partnership to Strengthen the Economy, Improve Public Health, and Advance Climate Action



Reduce emissions 28% below 2005 levels by 2025



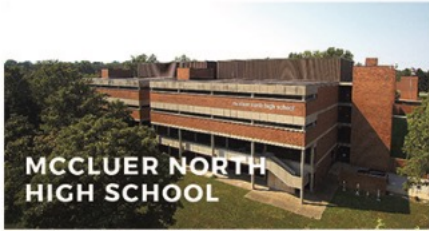
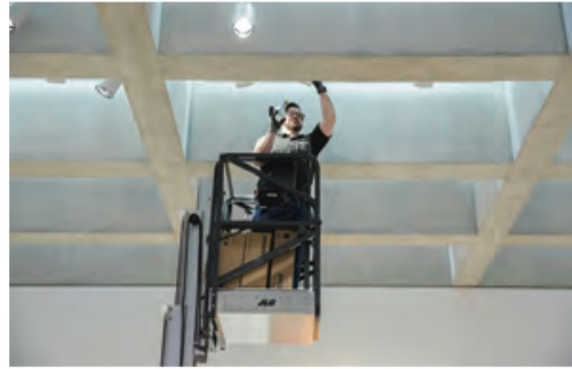
Reduce emissions 80% below 2005 levels by 2050



## Climate Change Position of the Saint Louis Zoo

# Challenge Sponsorship = Business Advantage

  
**GraybaR.**  
works to your advantage



  
**Ameren**  
MISSOURI



# EVs

## WEBSTER GROVES



## SAINT LOUIS ART MUSEUM



## MISSOURI BOTANICAL GARDEN

## StraightUp SOLAR



# Greening Fleets



Completed 2023 fleet electrification analysis with Ameren Missouri



# GHG Inventory



 MISSOURI BOTANICAL GARDEN



## Methodology



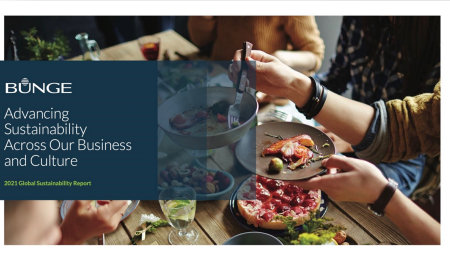
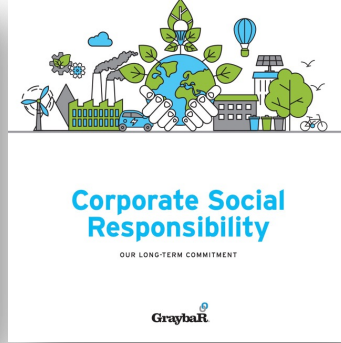
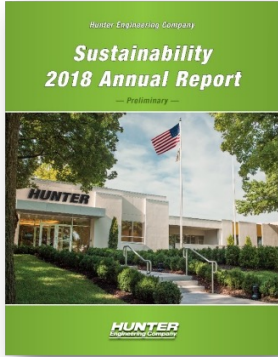
- ClearPath tool of ICLEI (International Council for Local Environmental Initiatives)
- The Community GHG emission inventory report covers six major sectors:



SOUTHERN ILLINOIS UNIVERSITY  
**EDWARDSVILLE**



# Sustainability Reporting & Certification



### Certified Environmental Leader

- Each employee starts over each year with a new list of:
  - Sustainability Tasks
  - Engagement Opportunities
  - Community Outreach
  - etc.
- Accomplish 8 items by the end of the year to achieve "Certified Environmental Leader"
  - Attain their goal
  - Receive an eco-friendly prize

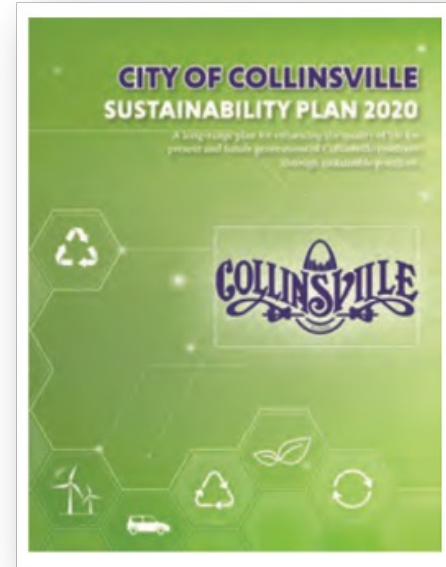
**CERTIFIED ENVIRONMENTAL LEADER CHALLENGE**

Complete eight (8) of the items below at work or at home to receive a prize and become a **CERTIFIED ENVIRONMENTAL LEADER!**





# Collaborations



# Collaborations



St. Louis Zoo-Museum District  
Group Green Team



# Growing Green Jobs



Workforce Development  
Jobs Training Programs



Green Communities Workforce Training



**ROOTS  
OF SUCCESS**

ENVIRONMENTAL  
LITERACY & JOB  
TRAINING PROGRAM



# Greening Community Culture!



Saint Louis Zoo  
Animals Always®





# Sustainability & Profitability

## *ENERGIZING* 21<sup>st</sup> Century Success



[www.stlouisgreenchallenge.com](http://www.stlouisgreenchallenge.com)

Jean Ponzi – [jponzi@mobot.org](mailto:jponzi@mobot.org)

