

Designing a Green Business

Directions: Imagine that you are a business owner who is committed to the environment. Your task is to make a business that has a reduced impact on the environment. Follow the directions below to do this:

Research:

Do your research before getting started. Do research on the following topics to get started:

1. Read the excerpts from Yvon Chouinard's book "Let My People Go Surfing" provided by Mr. Hollingworth for ideas about green business: *Environmental Philosophy, Summary, and 1% for the Planet Alliance*
2. Research your business and find ideas about:
 - manufacturing
 - materials
 - land and water use
 - energy consumption
 - transportation costs
 - employees
 - services provided
 - which other companies provide similar goods or services for the kind of business you are in.
3. Research alternative energies for your business, including:
 - Passive solar
 - Active solar
 - Photovoltaic
 - Wind Energy
4. Research ways to cut down on your environmental footprint, including:
 - Cutting your energy consumption
 - Cutting down on the water you use
 - Cutting down on the land you use
 - Cutting down on the packaging you use
 - Using recycled materials or reusing materials
 - Cutting down on transportation for your products by producing them locally
 - Using materials that don't harm the environment in their production, use, or in discarding them
5. Research how your company could be a leader in environmental causes:
 - Research the 1% For the Planet foundation
 - Research other environmental causes you would like to support
 - Research how other businesses are supporting the environment

Development:

Develop a plan for your business by developing the following materials for your business:

1. A **business plan** for your business. In your business plan, develop the following.

An **Executive Summary** for your business (a summary of what your business is about that shouldn't be longer than a couple of pages, which includes:

Concept:

-A description of your business describing your *business philosophy* (*why you are in business*) and the types of goods or services you will provide.

Environmental Philosophy:

-Your business's *environmental philosophy*—how you will try to preserve the environment by being in business. You are a green business, right?

-A detailed description of the goods or services you will provide, including drawings of any manufactured goods and/or concept maps describing services you provide.

The Market:

-Analyze the market for goods or services similar to the ones you are offering: Who is already marketing these types of goods and services? What are they offering? Who buys them?

-Describe the market niche that your goods and services will fill; your marketing strategy.

-Who will buy what you are selling?

Competitive Position:

-What will be your competitive advantage over other companies in the same field? Will you provide long-lasting, quality products? Will you provide inexpensive products? How do your services differ from other companies? Etc.

Management:

-Who will you employ?

-What traits will the managers of your business need to have?

Financials:

-An overall summary of the costs for your business, including costs for: equipment, rentals, employees, advertising, research and development, resource costs, energy, shipping, and so on.

-What assets you have already and which you will have to purchase.

-Don't worry about taxes at this point in time—they're complex and different depending on where your business is.

-How much profit do you expect to make in the future? Give expected profits for the first five years and a growth plan for the first 10 years and then 20 years. We want to think far into the future because this is a *sustainable* business, right?

Funding:

-How you will get funding to start your business.

2. **Sample of goods and/or services provided by your company.**
 - Make a model, drawing, PowerPoint, or other artifact describing the goods and services provided by your company.
 - Provide a detailed description (in writing) to explain your sample/artifact.

3. **Financials Spreadsheet:**
 - Make a rudimentary Excel spreadsheet that includes your costs and expenditures. Use this spreadsheet to write the *Financials* section of your Executive Summary. Don't worry about taxes in this spreadsheet, as they are complicated and different for different places.

4. **Environmental Stewardship Analysis:**
 - How will your business turn a profit and protect the environment at the same time?
 - What measures will you take with regard to:
 - Manufacturing
 - Materials
 - Land and water use
 - Energy consumption
 - Transportation costs
 - Employees
 - Services provided
 - Etc.

in order to do this?

 - Will you support environmental causes? If so, which ones? How will you do this?

5. **List of References**—make a MLA formatted list of references that you used in researching your house.

Implementation:

How will you begin your green business or turn an existing business into a green business?

1. If you are a **business owner**, describe the steps you will take to start up your “green” business or to convert your business into a “green” one. Write one page on this.

Reflection:

Each person in your group should write a one-page reflection on your project that includes your thoughts about the following:

1. How does your green business help to solve environmental problems? What other benefits does this type of business provide?
2. What are the challenges of making a green business?
3. Is making a green home or business something that is feasible? Why or why not?
4. How could we encourage more people to make their businesses green? What types of incentives would they need to do this? How could we make this happen on a country-wide or international scale?

Scoring Rubric

The rubric for the assessment of this project is as follows:

Business Owner	
Artifact	Point Value
Business Plan	20
Sample of Goods and/or Services	20
Financials Spreadsheet	10
Environmental Stewardship Analysis	20
Implementation Plan	10
Reflection	15
References	5
Total Points	100