The Green Business Revolution

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Construction Companies Use New Methods and Products

- Building methods that lead to lower energy and water consumption such as improved insulation, natural filtration of storm water, drought resistant plants and trees, and the use of solar panels and skylights
- Leadership in Energy and Environmental Design (LEED) has developed a rating system for construction projects in which companies may follow
- Benefits of building green include: reduced energy costs, utility and tax incentives, and increased building value

Banks Seek Environmental Opportunities

- Investing in green practices, and also in projects whose goal is to protect the environment
- Taking on a low-carbon lifestyle by limiting business travel and substituting with video conference calls

The International Energy Agency

- Intergovernmental organization which acts as an energy policy advisor to its 28 member countries, founded during the oil crisis in 1973-74
- Focuses on energy security, environmental protection, economic growth, and worldwide engagement

Our Plan of Action

- Inform and educate employees about environmental problems, the benefits of green practices, and our plan to implement such practices
- Invest in non-government organizations and local community projects
- Create a Board of Advisers who are experts on the environment so that we can develop a better understanding of how business and the economy affect it
- Make all-around satisfying products. Instead of completely changing our line of products, we should keep our original products and manufacture them in a way that satisfies our new “green code.” By keeping our products relatively the same but with additional benefits, we will be able to keep the approval of former customers, as well as gain that in new ones.
- Focus on the benefits. Going green could become costly at first, but it is important to focus on the benefits that our company, and the environment, will receive in the short and long run.