



GREEN PLUS

PEOPLE. PLANET. PERFORMANCE.
Institute for Sustainable Development

FACT SHEET

Sustainability is a global trend, and its impact on profitability, consumer choices, investment strategies and the regulatory environment is affecting businesses of every kind.

Join **Green Plus** and gain access to affordable, practical expertise while assessing your organization's performance, environmental and community stewardship, and creating sustainability plans to help you save and make money.

Green Plus is a program to provide affordable, practical expertise to America's small businesses and help them become more sustainable. Developed by the Institute for Sustainable Development, **Green Plus** combines online tools with advice from other businesses and university partners to help organizations assess their business performance as well as their environmental and community stewardship and create sustainability plans.

Green Plus Participants have access to the **Green Plus** online platform, connecting them to:

- The **Green Plus** Sustainability Diagnostic Tools
- A nationwide network of other small businesses tackling similar issues
- Advice from university partners and graduate fellows
- The **Green Plus** Sustainability How To Guide
- Online listing in the National **Green Plus** Directory upon completing the diagnostic tool
- Consideration for the Annual **Green Plus** Sustainable Enterprise Awards

Learn more at www.gogreenplus.org





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Green Plus Certification

After taking the **Green Plus** Sustainability Diagnostic Tool, businesses with an exceptional level of sustainability performance may earn **Green Plus** Certification.

Green Plus certification entitles participants to:

- Display the **Certified Green Plus** logo at their place of business and on their Web site
- Publicity tied to the **Green Plus** program
- Consideration for the Annual **Green Plus** Sustainable Enterprise Awards
- Recognition in the National **Green Plus** Directory as a **Certified Green Plus** business

HOW DO I SIGN UP?

Go to www.gogreenplus.org and submit the registration form.

HOW MUCH DOES IT COST?

Green Plus is now available at an discounted price of \$350 for Greensboro Chamber of Commerce members with five or more employees.

\$75 through December 31st: Special Green Plus Offer for Micro-Enterprises

The Institute for Sustainable Development is looking for organizations with four or fewer employees to participate in the development of Green Plus Solo™. The Institute is developing Green Plus Solo™ specifically to help sole proprietors, home-based businesses and entrepreneurs in the pre-venture phase improve their triple bottom line sustainability.

HOW LONG AM I CERTIFIED?

Initial certification runs through the end of 2010.

THE INSTITUTE FOR SUSTAINABLE DEVELOPMENT

The Institute is an initiative of universities, chambers of commerce, business and philanthropic foundations to make triple bottom line sustainability accessible to small employers and to connect businesses and academia to share sustainability knowledge.

Institute Partners include:

The Duke Center for International Development
Duke's Nicholas School for the Environment
UNC Center for Global Initiatives
UNC School of Social Work

Chapel Hill-Carrboro Chamber of Commerce
Durham Chamber of Commerce
GlaxoSmithKline
The Fenwick Foundation
Lenovo