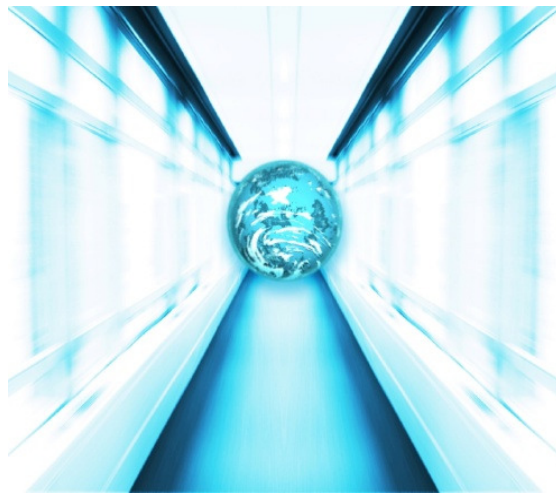


**2010 SOUTHEAST MICHIGAN  
SUSTAINABLE BUSINESS AWARD  
Criteria and Program Description**



**August 3, 2010**

**Sponsored by:**

**The Southeast Michigan Sustainable  
Business Forum**

## **Introduction**

The Southeast Michigan Sustainable Business Forum (SMSBF) was founded by over forty leading companies with the goal to promote the triple bottom line:

- Environmental protection and Resource Conservation
- Social Well-Being and Equity
- Economic Prosperity and Community.

The purpose of the SMSBF is to provide member organizations in Lenawee, Livingston, Macomb, Monroe, Oakland, St. Claire, Washtenaw, and Wayne counties a learning network aimed at raising awareness, developing programs, and promoting the success of the triple bottom line of business sustainability.

The SMSBF developed and launched the Southeast Michigan Sustainable Business Award program to recognize leading organizations for their efforts, encourage organizations just starting their sustainability journey, and to provide a starting point for organizations new to the concept of sustainability as a business practice.

## **Program**

The awards program recognizes implemented and documented programs and actions in ten impact categories.

- Business Model
- Land Use
- Energy
- Transportation
- Work Place
- Operations
- Waste
- Water
- Risk Reduction
- Community

The program will recognize winners in three organizational categories.

1. Manufacturing/Retail
2. Service
3. Not for profit/University/Health Care

There are two divisions within each organizational type;

- Small Organization Division (less than 150 employees) and
- Large Organization Division, (greater than 150 employees).

Each division will be separately evaluated and one leading organization will be selected for a total of six awards.

## Evaluation Process

The Southeast Michigan Sustainable Business Award program is designed to be rigorous and award only documented and verified actions and programs. The evaluation process consists of three screening steps:

- Steps 1 **Organizations apply on line:** [http://www.surveymonkey.com/s/smsbf\\_award](http://www.surveymonkey.com/s/smsbf_award)  
Responses to the criteria below would simply be “Yes or No” for the five described areas. Additional information is requested on one of the five areas that the organization feels best exemplifies their most sustainable business practice. Selection of the Finalists will be based on the total number of points earned from affirmative answers and the quality of the responses to their “Best Practices”.
- Step 2 Top three finalists in each division will be contacted by the SMSBF and may be asked to provide supporting documentation for selected responses.
- Step 3 One winner in each division will be selected based on the quality of the documentation submitted; innovation in developing and implementing sustainability programs; maturity of the program; documented success; degree of integration of sustainability principles throughout the organization, and level of top management commitment.

Winners will be selected by members of the SMSBF Board of Directors, a media sponsor, and volunteers. The winners will be publicly announced at an awards event.

## Criteria

Each impact category (See Program) has five criteria that together begin to form the basis for a sound and ongoing program to promote the positive impact or to mitigate the negative impact. Organizations must answer all questions.

The candidate will be asked to include a brief description, explanation, or other information of what they believe to be their best sustainable idea.

Organizations should be prepared and willing to submit supporting documentation if selected for Step 2. The SMSBF will sign a non-disclosure agreement with the candidate organizations. Permission will be sought to post The Top Ten ideas on SMSBF’s website and shared with the media.

## PREREQUISITE

Organizations must not have any current environmental or occupational health and safety State or Federal regulatory violations that have not been addressed to the satisfaction of the agency. A satisfactory response to this prerequisite will consist of either;

- A signed letter from the top manager in the organization attesting that the organization does not have any current environmental or occupational health and safety State or Federal regulatory violations or
- The organization is or has developed an action plan on how the violations will be addressed or
- The organization is contesting the violation and a decision has not been rendered whether they need to comply or not.

Organizations that cannot meet one of these prerequisite are not eligible for this award program.

## **Impact Categories**

### **1) Business Model**

- 1.1 Does the CEO of your business support sustainability and environmental responsible practices?
- 1.2 Has your business updated business tools-business case analysis, trend spotting, scenario planning, risk modeling or cost accounting-to include environmental sustainability?
- 1.3 Does your business market the sustainable attributes that your organization is doing to enhance your business through a publicly available Year End Report or document?
- 1.4 Have you included sustainable goals in your business strategic plan and corporate governances?
- 1.5 Has your organization benchmarked itself against its peer group regarding various components of sustainability?
- 1.6 Please describe the most significant sustainable feature your business has adopted that applies to this category.

### **2. Operations**

- 2.1 Does your organization track its carbon footprint including direct greenhouse emissions and electricity related emissions and is this information used in making operational decisions?
- 2.2 What percent, by \$ value, of your office products such as paper products, furniture, copier supplies, etc. do you currently procure with recycled content? 10%, 25%, 50%, more than 75%
- 2.3 Has your organization adopted any formal sustainability related programs related to manufacturing delivery such as Design for the Environment; Lean Manufacturing; Material Substitution; other
- 2.4 Has your organization set environmental guidelines or expectations for your suppliers/consultants beyond compliance with regulations?
- 2.5 Does your organization monitor and/or track the improvements that have occurred from year to year such as reduction in land fill waste, percent recycled content in products, improvement in attendance due to improved work place, etc.?
- 2.6 Please describe the most significant sustainable feature your business has adopted that applies to this category.

### **3) Land Use**

- 3.1 Does your organization have a policy to develop land or expand facilities according to Low Impact Development (LID) guidelines. including brown field redevelopment?
- 3.2 Does your land use planning and facility modifications encourage human scaled development patterns that are oriented around public transportation, walkable communities concepts, and integrated with other uses such as housing, services, schools, recreation facilities, and commerce?
- 3.3 When developing new facilities, do you adopt sustainable development practices such as Green Globes, LEED, or Energy Star to reduce resource consumption and conserve or preserve surrounding natural features.
- 3.4 Do you have storm water or aquifer recharge management policies that exceed municipal requirements for storm water management?
- 3.5 Does your land use planning programs include an employee education component which identifies the benefits and encourages good stewardship of the environmental improvements?
- 3.6 Please describe the most significant sustainable feature your business has adopted that applies to this category.

#### **4) Waste**

- 4.1 Does your organization have a facility-wide recycling program that recycles cardboard, office paper, mixed paper, newspaper, glass, metals and plastics?
- 4.2 Does your organization have programs to ensure that items still usable are sold or donated for reuse?
- 4.3 Does your organization have programs to collect environmentally sensitive items such as batteries, Styrofoam, electronic wastes, and CFL bulbs?
- 4.4 Has your organization adopted a written policy toward Zero Waste, separately handling all recyclables, organics and reducing or eliminating other waste through purchasing recyclable or compostable products?
- 4.5 Has your organization engaged your suppliers to adopt similar programs, goals or policies related to waste reduction?
- 4.6 Please describe the most significant sustainable feature your business has adopted that applies to this category.

#### **5) Energy**

- 5.1 Has your organization performed an ASHRAE level I or II Energy Audit, commissioned or retro commissioned your building energy systems (lighting, power, heating, cooling, processing, etc.)
- 5.2 Measurement and Verification: Does your organization track energy use on a regular basis by systems such as lighting, power, heating, cooling, processing?

- 5.3 Renewable Energy: Has your organization installed any renewable energy systems such as solar, wind, hydro, geo-exchange to produce on site energy?
- 5.4 Green Energy: Does your organization purchase renewable energy credits? What percent of your business' energy needs does the green energy meet?
- 5.5 Certification/Benchmarking: Is your business an Energy Star, Green Globes or LEED certified building? What level have you achieved?
- 5.6 Please describe the most significant sustainable feature your business has adopted that applies to this category.

## **6) Water**

- 6.1 Does your organization measure the amount of water used by different activities and are you using this information to reduce water consumption? Examples include but are not limited to: Use of native vegetation; Use of non-potable water; Water Sense efficient fixtures; reduced water use in manufacturing processes?
- 6.2 Has your organization modified its site management practices to reduce water use such as: drought tolerant plantings, rainwater harvesting, low use irrigation systems, or no-mowing landscape?
- 6.3 Has your organization formally established a goal for reducing water use?
- 6.4 Does your organization have a program to recycle/reuse water.
- 6.5 Does your organization participate in local water conservations programs (e.g., Community Partners for Clean Streams; Clean-up efforts; Sponsoring events)
- 6.6 Please describe the most significant sustainable feature your business has adopted that applies to this category.

## **7) Transportation**

- 7.1 Does your organization have a written policy in place to minimize emissions from transportation, service and delivery such as EPA's Smartway Transportation Partnership, and an anti-idling policy?
- 7.2 Has your organization included education and training on how to reduce transportation impacts, and integrated it into the employee orientation and training programs.
- 7.3 Does your organization collect, measure and assess transportation impact data in order to determine effective policy implementation and evaluate potential improvements.
- 7.4 Are ride share and transit options encouraged and rewarded as employee commuting options?
- 7.5 Is the reduction of fuel consumption, as it relates to business development rewarded?
- 7.6 Please describe the most significant sustainable feature your business has adopted that applies to this category.

## **8) Risk Reduction**

- 8.1 Has your business completed an environmental assessment of your facilities to determine if any environmental risks exist?
- 8.2 Does your organization have any of the following plans for addressing possible site environmental issues in the most sustainable way?
- 1) Infestation Management Plan
  - 2) Erosion Control Plan
  - 3) Landscape Management Plan
  - 4) Hardscape Management Plan
- 8.3 Has your organization adopted a policy regarding cleaning your facilities with the most environmentally safe products in order to reduce internal environmental risks?
- 8.4 Does your organization have an environmentally preferred procurement policy for products and/or services?
- 8.5 Does your business have a policy/process for purchase of building materials that do none of the following:
- 1) Outgas known harmful chemicals.
  - 2) Demonstrate that the product has been sustainably harvested & manufactured.
  - 3) Have no known environmental risks associated with it either as product or from the manufacturing process.
- 8.6 Please describe the most significant sustainable feature your business has adopted that applies to this category.

## **9) Work Place Environment**

- 9.1 Does your organization have a corporate responsibility policy or standard practice guide that addresses the workplace environment?
- 9.2 Is there commitment from leaders in your organization and a formal program to encourage and develop leaders that maintain a work place environment free from discrimination and in support of ADA and the Family Medical Leave Act?
- 9.3 Are employee satisfaction goals and results measured and are improvements based on these results integrated into the organization's operations?
- 9.4 Does your organization have any formal programs that are ongoing and available to all employees that are dedicated to improving health and wellness, education, and work/life balance.
- 9.5 Has your employee retention rate improved over the past five years?
- 9.6 Please describe the most significant sustainable feature your business has adopted that applies to this category.

## **10) Community Relations**

- 10.1 Does your organization allocate resources to expanding the organization's social impact in the surrounding community, through contributions and improving community relationships?
- 10.2 Does your organization ensure that your suppliers/consultants have strong workplace rules and track records of properly treating workers?
- 10.3 Does your organization allow employees paid release time to volunteer in community activities?
- 10.4 Is your organization involved in community environmental initiatives?
- 10.5 Does your organization have programs to provide reduced cost products or services to non-profits, low-income individuals or other incentives?
- 10.6 Please describe the most significant sustainable feature your business has adopted that applies to this category.