

Neighborhood Business Case Example

Dedicated to health and profit, Lorien Herbs & Natural Foods, a 1,000 square foot store in the S. Perry District, embarked on a few simple "green" business practices in 2008. With a small investment of \$200 - \$300, of which Avista rebated 50%, Lorien was able to increase energy and recycling efficiencies, resulting in an estimated annual savings of **more than \$2,200**.

Lorien began by making better use of the City of Spokane's recycling program. Realizing that the City of Spokane would pick up its cardboard as part of their normal recycling service if it was set out properly, Lorien began flattening boxes and setting them out so that they could be handled more easily. This allowed them to save **\$20 per month** they had been paying a private contractor for pickup.

Lorien then made a number of changes to its lighting, first clearing their windows of obstructions to allow in the maximum amount of natural light. Next, they replaced three older lighting fixtures with new fixtures that lit a larger area. Finally, they installed CFL bulbs both in the interior and exterior of the store. These changes not only reduced Lorien's energy use but also enhanced the atmosphere of its store, resulting in longer customer visits and an increased average expenditure per customer visit.

The big savings for Lorien, however, came in changes it made to the appliances used in its business. By consolidating its product offering and reorganizing them more efficiently, Lorien was able to eliminate the need for one freezer. This combined with some basic maintenance of the remaining two freezers and one refrigerator, allowed Lorien to reduce its monthly electrical usage by approximately **50%**, resulting in more than **\$2,000 estimated annual savings**.



SMART Business Recognition Program

The City of Spokane, in partnership with AVISTA Utilities, the Department of Ecology, and the Eastern Washington University Business Resource Center is engaged in a program to recognize businesses adopting smart capital management systems, practices and policies.

A business may be recognized by the SMART program on two levels, as a Spokane Sustainable **participant** business or as a Spokane Sustainable **certified** business.

Participant level is for businesses which commit to changes in their practices that will ultimately result in better management of assets, resources and/or technology.

Certified level is for businesses which can demonstrate that they have adopted changes resulting in better management of assets, resources and/or technology.

In recognition of their achievement, businesses will receive a Spokane Sustainable Business decal (participant or certified), in the form of a window cling and an electronic format that can be used on letterhead and marketing materials. Window cling decals will be provided for each of the following categories upon qualification:

- Energy Efficiency
- Waste Reduction
- Transportation
- Water Conservation
- Pollution Prevention
- Renewable Energy
- Green Building

Businesses may apply for recognition by contacting Susanne Croft with the City of Spokane at: scroft@spokanecity.org

"Greening" Small Business





“Green Business” Practice

What is “green business practice”? It includes improvements in energy conservation, renewable resource use, waste reduction, resource conservation, and reduced costs and impacts of travel. It results in environmental and social benefits but also results in measurable economic gains for businesses.

“Green business practices lead firms to a better work environment; a healthier workforce; more customers; and an increase in the bottom line.” (City of Spokane SMART Program)

The Business Resource Center (BRC) now devotes a portion of its research and technical assistance efforts to promoting green business practice among small firms in selected neighborhood centers and corridors. Our helping hand of technical assistance has turned “green”. We strongly assisted in this effort through alliance with local partners (see Resources).

For More Information Contact:

Eastern Washington University
Business Resource Center
Phone: (509) 358-2255

Many useful “green” and general business resources can be found on our website:

www.ewu.edu/brc

Easy “Green Business” Tips

Heating & Cooling

Energy use associated with heating and cooling typically makes up the largest portion of any utility bill (approximately 50%). Simple energy-saving options such as installing an automatic thermostat to reduce energy use before and after business hours, and sealing leaky ventilation ducts, windows, and door jams can easily reduce your monthly utility bill by 10% or more.

Lighting

Compact Fluorescent Light (CFL) Bulbs use on average 75% less energy than standard light bulbs and have a longer lifespan. On average, lighting accounts for 20% of a typical utility bill. By using CFLs, you could reduce your monthly utility bill by up to 15%. Assuming an average monthly utility bill of \$300 to \$400, this could yield upwards of \$700 annually.

Waste

A typical business should be able to reduce up to 50% of its waste stream through recycling. If your business currently utilizes one 4-yard refuse dumpster that is serviced once a week, your monthly cost would be \$296.16 or \$3,553.92 annually. Reducing your refuse needs down to a 2-yard container would cut your annual disposal expense by half or \$1,776.96 – plus any possible costs associated with recycling.

Support for BRC activities is provided by the University, H.B. Jones Foundation, and the City of Spokane

“Green Business” Resources

Avista Business Energy Center

Avista Utilities’ Business Energy Center can help businesses identify a number of no-cost or low-cost options for reducing your energy use and expenses. They also offer a number of incentive and rebate programs to assist small businesses in recouping costs of energy saving fixtures and appliances. Schedule a free Energy Audit today.

Web: www.avistautilities.com

Phone: (509) 495-8011

Waste Reduction Assessment Program (WRAP)

An industrial recycling consultant, Jim Haines, contracted by Spokane Regional Solid Waste System, provides free waste stream assessments to businesses interested in reducing their disposal bill and increasing their recycling efforts.

Web : www.solidwaste.org

Phone: 509-625-6536

ENERGY STAR for Small Businesses

ENERGY STAR offers many free resources for small businesses, including “how-to” guides for updating the energy efficiency of your facility, public relations materials for promoting your “green” business, and technical assistance contacts for energy questions.

Web: www.energystar.gov

