



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.

How are you differentiating your business in a competitive marketplace?

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.

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 online platform, connecting them to:

- The **Green Plus™** Sustainability Diagnostic Tool
- 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 Survey
- Consideration for the Annual **Green Plus™** Sustainable Enterprise Awards

SIGN UP OR LEARN MORE AT WWW.GOGREENPLUS.ORG



FREQUENTLY ASKED QUESTIONS

WHAT DOES IT TAKE TO BE CERTIFIED AND WHAT ARE THE BENEFITS?

After taking the **Green Plus™** Sustainability Diagnostic Survey, 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
- Recognition in the National **Green Plus™** Directory as a **Certified Green Plus™** business
- Publicity tied to the **Green Plus™** program
- Consideration for the annual North American Sustainable Enterprise Awards

HOW DO I SIGN UP?

Go to www.gogreenplus.org and click “Join.” Make sure to note your Rogers-Lowell Chamber of Commerce membership to receive the discount.

HOW MUCH DOES IT COST?

It costs \$550 to enroll in the program, however the Rogers-Lowell Chamber of Commerce has partnered with **Green Plus™** to bring the program to our members for an introductory price of \$350 for organizations with three or more employees, with an annual renewal rate of \$100.

Businesses with less than three employees can register for Green Plus Solo and receive the same benefits and access to all Green Plus tools for only \$150, with an annual renewal rate of \$50.

WHAT KINDS OF BUSINESSES CAN PARTICIPATE IN THE PROGRAM?

Green Plus™ was designed to be the first broad small businesses and non-profit sustainability certification. The program is not product or industry specific, but instead covers overall business, environmental, employee and community practices and policies. **Green Plus™** participants to date include professional offices, landscapers, restaurants, hotels, cleaning services, florists, schools, logistics firms, local government departments, and non-profits.

HOW LONG AM I CERTIFIED?

Initial certification is valid for one year. Upon annual renewal and the publication of new **Green Plus™** Sustainability Diagnostic Surveys, your organization may be required to submit updates to maintain certification.

THE INSTITUTE FOR SUSTAINABLE DEVELOPMENT

The Institute is an initiative of universities, chambers of commerce, and 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
Greater Durham Chamber of Commerce
GlaxoSmithKline
The Fenwick Foundation
Lenovo