



GREEN BUSINESS STRATEGY

Develop your vision

- Draft Owner's Project Requirements (OPR)
- Document your vision for sustainability

Benchmark current performance

- Waste
- Water
- Energy
- Indoor Air Quality
- Purchasing practices
- Greenhouse gas inventory

Develop improvements

- Third party verification of products and services
- Product certification
- Measurement and verification
- Calculate and specify carbon offsets
- Identify financial incentives for your strategy

Communicate success

- Marketing content
- Marketing collateral: social media, print media, product information, etc.
- Employee education and training