What is “Green”?

- What comes to mind when we hear the term “green”?
- What does sustainability mean to you?
- How do Ojibwa people practice sustainability?
What is “Green”? 

There are three common definitions of green:

1. Greener than the competition
2. Incorporates green practices into a firm's business operations
3. Creates green products or services
“The practice of providing for the needs of the present population in a way that doesn’t jeopardize the ability of future generations to provide for themselves. The use of resources that can be replaced, reused, and/or renewed so they are not depleted.”

Sound familiar?
Why have a Green Business?

- Financial Reasons
- Environmental Reasons
- Socio-Political Reasons
- Others ??
Electricity Price Trends

U.S. Electricity Rates

WI Electricity Rates
Propane Price Trends

![Graph showing propane price trends from 1980 to 2006 for the U.S. and Wisconsin. The graph indicates a steady increase in propane rates, particularly after 1990.]
Wisconsin Public Service Corp.'s power supply
Contaminated Walleye

Lac du Flambeau Mercury Advisory

Safe Eating Guidelines (Mercury) – for most of Lac du Flambeau Walleye Lakes

All fish contain some mercury. Large fish, especially walleye contain more mercury than small fish, like perch. In some lakes and rivers, mercury bioaccumulates to higher levels in fish.

This map contains special advice for fish that have been found to contain mercury at higher levels. Women of childbearing age who intend on becoming pregnant and children under 15 should be especially careful to follow the guidelines.

Women of Childbearing Years, Nursing Mothers, and all Children under 15 Should Follow this Map for Walleye over 18 Inches Long:

- Do Not Eat Walleye from Lakes Laberied – Red
- Do Not Eat More Than One Walleye a Month from Lakes Laberied
- Do Not Eat More Than One Walleye a Week from Lakes Laberied
- Lakes have not been analyzed for mercury content

Men and Women beyond their childbearing years should eat no more than one Walleye over 18 inches long per week.

For more detailed fish consumption advice please review the information on the back of this map.
Socio-Political Issues

- Energy Security
  - Global issue

- Energy Independence
  - Global and Local Issue
Energy Efficiency and Renewable Energy for Businesses

Now more than ever, Wisconsin businesses are looking for ways to save energy and money and protect their bottom lines. At Focus on Energy, we want to help. In fact, we’ve helped Wisconsin businesses save more than $12 million in annual energy costs since 2001.

What can Focus on Energy do for you?
Look to us for free support and services to help you identify and implement cost-effective energy-efficiency and renewable energy projects. Our services include:
- Expert assistance and energy assessments to identify energy-saving opportunities at your facility
- Technical expertise to help you select and implement cost-effective projects and practices
- Financial incentives to help cover the costs of energy saving equipment and upgrades

Who do we serve?
Focus on Energy’s programs are designed to benefit all eligible Wisconsin businesses, including:

Aquaculture facilities
- Commercial and fishing
- Dairy and livestock farms
- Greenhouses
- Irrigation needs

Industrial companies
- Ethanol plants
- Food processors
- Metalworking factories
- Plastics manufacturers
- Pulp & paper makers
- Water & wastewater operations

Apartment & condos

Commercial businesses
- Churches
- Commercial offices and retail
- Grocery & convenience stores
- Healthcare facilities
- Hotels & lodging facilities
- IT & data centers
- Restaurants & foodservice
- Sporting & leisure areas

Schools and government
- Universities coupled with schools
- City & county building & infrastructure
- K-12 public & private schools
- Private, public, and technical colleges
- Public healthcare facilities
- State government facilities
- Towns of Wisconsin

New construction

Featured Article:

Energy Connections newsletter—
an electronic newsletter dedicated to helping Wisconsin businesses save energy and money. Learn more >

Featured Article:

Get the training and information you need to run your steam system more efficiently. Attend the Steam Systems Assessment Workshop. Click and filling out form. Learn more >

Featured Article:

Industrial, commercial, school, and government facility managers—learn how to take a systematic approach to energy efficiency. Sign up for a Practical Energy Assessment course: costs are filling up fast. Learn more >
Portfolio Manager Overview

Portfolio Manager is an interactive energy management tool that allows you to track and assess energy and water consumption across your entire portfolio of buildings in a secure online environment. Whether you own, manage, or hold properties for investment, Portfolio Manager can help you reduce investment problems, identify underperforming buildings, verify efficiency improvements, and receive EPA recognition for superior energy performance.

How can Portfolio Manager help me?

- Manage Energy and Water Consumption for all Buildings
- Rate Building Energy Performance
- Estimate Your Carbon Footprint
- Set Investment Priorities
- Verify and Track Progress of Improvement Projects
- Gain EPA Recognition
- Related Tools

Manage Energy and Water Consumption for All Buildings

Portfolio Manager helps you track and assess energy and water consumption within individual buildings as well as across your entire building portfolio. Enter energy consumption and cost data into your Portfolio Manager account to benchmark building energy performance, assess energy management goals over time, and identify strategic opportunities for energy and cost reduction.

Any building can easily track and manage resources through the use of Portfolio Manager. The tool allows you to streamline your building's energy and water data and track key performance indicators (KPIs) over time. For example, you can:

- Track multiple energy and water meters for each facility
- Customize meter names and information
- Benchmark your facilities relative to their past performance
- View percent improvement in water-normalized source energy
- Monitor energy and water costs
- Share your building data with others inside or outside of your organization
- Enter operating characteristics, linked to each space or asset category within your building

Rate Your Building's Energy Performance

For many facilities, you can rate their energy performance on a scale of 1-100 relative to similar buildings.
How do we define our environment?

- Community
- Waste Management
- Energy
- Air Quality
- Water Quality

- Soil Quality
- Transportation
- Agriculture
- Population
Community

Lac du Flambeau is a community with a common background. Traditionally Ojibwa were “go it alone” types of people, communal activities are important.

Green initiatives often involve people working together which increases our sense of community.
The difference between what is garbage and what is recyclable is growing.

“Green Waste” (grass clippings, brush, tree trimmings, and the like) has spurned growth in mulch mowers, choppers, and other ways to compost materials.
Break down of energy sources in the U.S. according to Energy Info Admin.
Energy

Residential and commercial energy consumption accounts for 72% of all electricity and 13% of all fossil fuels consumed in the US. This mean huge potential for energy savings.

• Natural daylight can replace 30 – 60 percent of energy for lighting
• Natural ventilation can replace 20 – 40 percent of air conditioning
• Natural shading can replace another 10%
Greenhouse gases thin out the ozone layer allowing more harmful rays from the sun to reach the earth. Also ground level ozone results in smog which is the earth’s attempt to protect itself and correct the levels of greenhouse gases.

What can we do to combat air pollution?
Water Quality

1972 Clean Water Act – mainly for industrial polluters

Rain washes away herbicides, pesticides, fertilizer, pet waste, motor oil, transmission fluid, wiper fluids, cleaners, rubber, ceramic, copper (from tires) all of which end up in our water supply.
Soil Quality

Soil erosion is a big concern. New structures require the removal of trees and vegetation, loose soil is washed away. Generally, the top 2 inches of soil are nutrient rich which means.

Also, toxic dumping is contaminating drinking water and “browning” the soil.
Transportation

Cars, not factories, are the biggest contributor of CO$_2$ and use 40% of all oil based fuels in the US. Mass transit appears to be the primary solution but require a huge investment on the part of municipalities.

What can we do to wean ourselves off of automobiles?
Agriculture

Locally grown and/or organic food choices help reduce our reliance on huge food producers that often transport over long distance (fossil fuel consumption) and use pesticides and other methods to increase profits that are not good for the earth or humans!
Population

There are currently 6.5 billion people on earth. The US has 5% of the world's population but consumes 25% of the world's resources. If everyone lived as Americans do, we would need four more planets to support life. One solution is Integrated Resource Management (IRM).

Native American population rose to almost two million in 1990, a 455 percent increase in forty years.
Making your business green. We talked about green issues and now you have a good idea of what green is. There are simple things we can do to make our business green. Let's discuss a few.
Green Businesses still need to remain profitable. Renewable energy and other green technology costs are coming down. How can we tap into these emerging technologies?

Business plans must still project profitability.

Assumptions should be based on facts regarding trends and historical data.
Ojibwa did not need to address these concerns prior to assimilation attempts. Now that we are in control of our own destinies, how can we bring Ojibwa traditions into the main stream? Should we? How can we protect our traditions?
Opportunities

Marketing a green business and incorporating green across the 4 P’s

- Price – Customers will only pay a premium if there is perceived additional product value.
- Place – few customers will go out of their way to buy green. In store promotions are the best way to promote green products and services.
- Promotion – promote your green credentials and achievements. Enter environmental awards and publicize green stories.
Creating a new product or service

Product life cycle:
- Introduction
- Growth
- Maturity
- Decline
New industries are emerging and growing. We can join the movement and help uncover innovative ideas based on Traditional principles.

- Energy
- Bio mass
- Recycling
- Construction
- Household products
- Can you name others
Opportunities

Entering the value chain
Opportunities

- Energy Conservation and Efficiency
  - Building Weatherization
  - Purchase Energy Efficient Appliances and Equipment
  - Equipment Maintenance
  - Purchase Locally
  - Get Educated
Opportunities

- Renewable Energy
  - Solar Photovoltaic
  - Solar Water heaters
  - Wind
  - Geothermal Heating and Cooling
  - Biomass Heating
Resources

Wisconsin Focus on Energy
www.focusonenergy.com

Midwest Renewable Energy Association
www.the-mrea.org

WI Office of Energy Independence
www.energyindependence.wi.gov
Resources

US Green Building Council
www.usgbc.org

Travel Green Wisconsin
www.travelgreenwisconsin.com

LdF Tribe’s Energy Program
715-588-7214
Resources

Small Business Administration
www.sba.gov

Environmental Protection Agency
www.epa.gov

Great Lakes Indian Fish and Wildlife Commission
www.glifwc.org
Resources

The Natural Step
www.naturalstep.org

Alliance for Sustainability
www.afs.nonprofitoffice.com

Green Business
www.business.gov/manage/green-business
Green Business
Sustainability and Opportunity – An Ojibwa Perspective

Presented by:
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&
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