

From Green Dreams to Real World Impact: Strategies for Small Business Sustainability

May 30, 2024

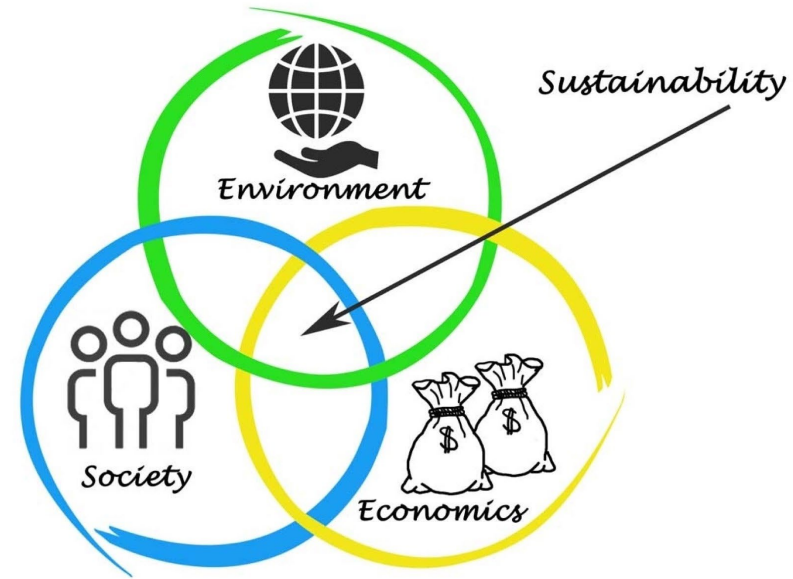
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Widener University

Introduction

- Welcome to the breakout session on sustainable strategies for small businesses.
- Today's session will focus on practical ways to manage and integrate sustainability into small business operations.



SUSTAINABLE DEVELOPMENT GOALS



About EMAP, SBDC, and Widener University

- **EMAP:**
 - Provides free and confidential environmental assistance to small businesses in Pennsylvania.
- **Widener University SBDC:**
 - Supports small businesses, entrepreneurs, and students through education, consulting, and research.
- **Partnership for Real-World Business Experience:**
 - SBDC and the School of Business Administration at Widener University collaborate to offer students hands-on business experience through direct client engagement and educational program management.



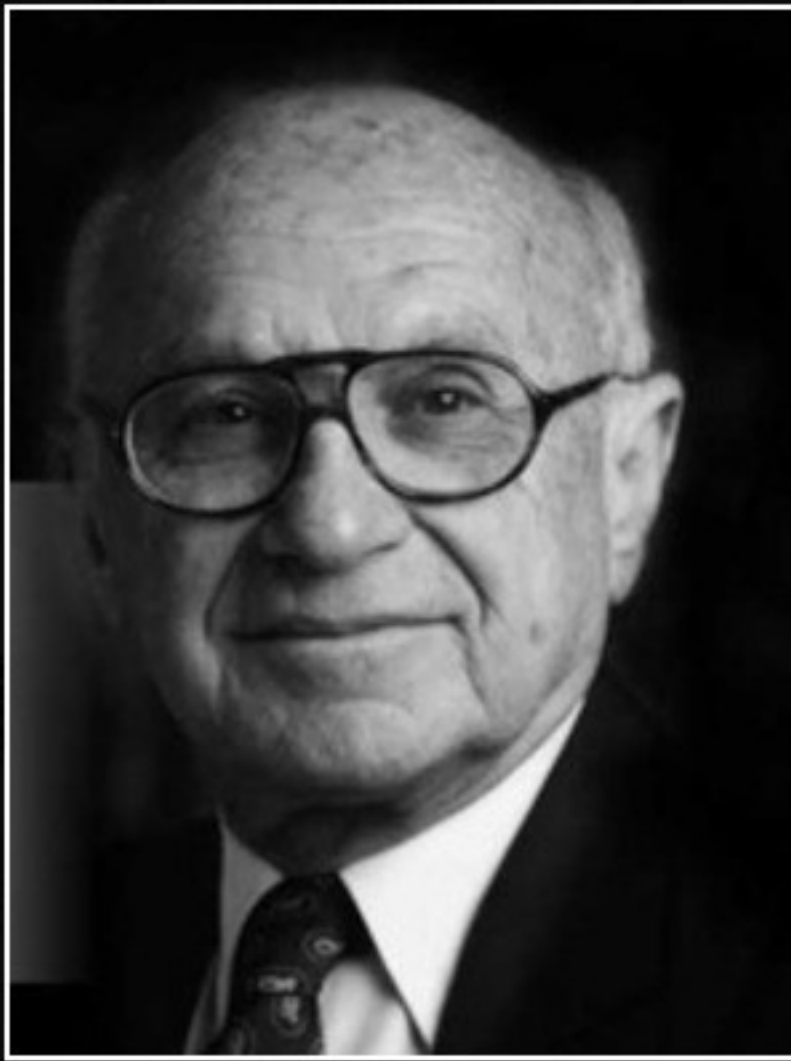
Widener University president James T. Harris tours Industry Coffee Works, an SBDC client, with owner Bob Campbell (courtesy of



How EMAP and SBDC Assist Small Businesses

- **Assistance Programs:** Offers free and confidential environmental assistance, helping Pennsylvania small businesses comply with environmental regulations and adopt sustainable practices.
- **Support Areas:** Air quality, waste management, pollution prevention, energy efficiency, and more.
- **Impact:** Helping businesses save costs, improve operations, meet regulatory requirements, and encourage public participation in state & federal environmental rulemaking process.





The only corporate social responsibility a company has is to maximize its profits.

— *Milton Friedman* —

AZ QUOTES

<https://www.nytimes.com/1970/09/13/archives/a-friedman-doctrine-the-social-responsibility-of-business-is-to.html>



Importance of Sustainability for Small Businesses

Key reasons for small businesses to adopt sustainability practices:

Legal Compliance – Adhering to environmental regulations

Enhanced Reputation – Building a positive brand image

Cost Savings – Reducing waste and improving efficiency

Market Opportunities – Attracting eco-conscious customers

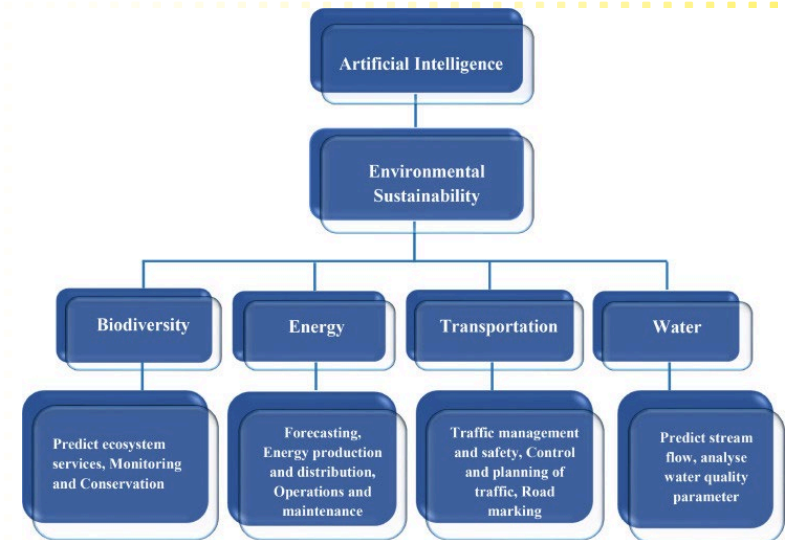
Employee Engagement & Recruitment – Creating a motivated workforce and attracting top talent.

Long-Term Viability – Ensuring sustainable economic growth and competitiveness



Opportunities for Businesses

- **Environmental Inclusivity:** Integrating environmental considerations into business strategies.
- **Key Areas:**
 - **Stakeholder Relations:** Engaging with customers, suppliers, and the community.
 - **Strategic Initiatives:** Developing sustainability plans and goals.
 - **Artificial Intelligence:** Leveraging technology for efficient resource management and decision-making.



Case Studies

- **Blind Cat Beer Company:**
 - Sustainable Brewery

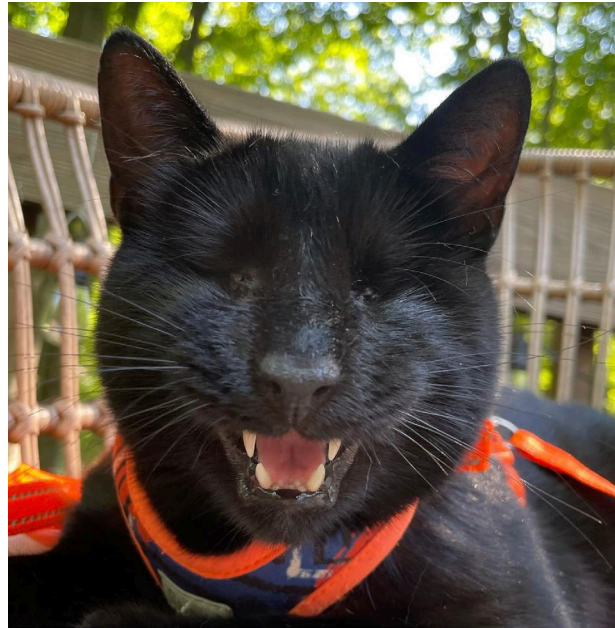


- **Aston Mills Arts:**
 - Delaware County Artist Studio & Gallery



Case Study: Blind Cat Beer Company

- Blind Cat Beer Co. is an Earth-friendly, small batch brewery in Pittston, Pennsylvania providing an inclusive space for the community to share their stories over responsibly brewed, high quality craft beer.
- Business idea for a sustainable brewery originated by Manual (Manny) Salvatori with support from his wife, Brittany.
- Their vision for the business is to become the premier local craft beer venue where a premium product is made and sold, demonstrating that environmentally conscious choices can enhance a business model and at the same time, enhance the community where it is founded.

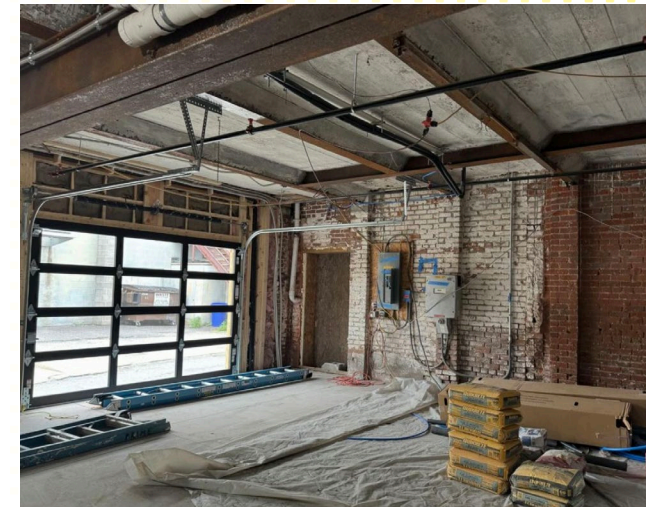
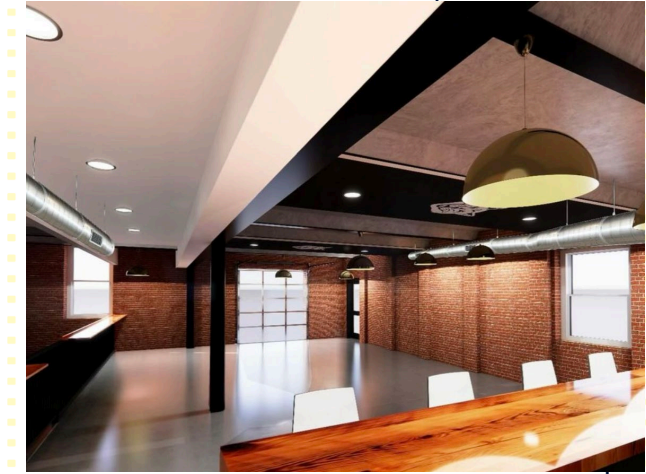


Left: Cricket the cat; the face behind the BCBC logo.
Right: Manny & Brittany with friends from Odell Brewing.

Case Study: Blind Cat Beer Company

Sustainability Practices:

- **Reuse and Recycle:** Utilizing used furniture, glassware, and repurposed tables. Labels made from vegetable-based materials.
- **Waste Management:** Sidestreaming to limit liquid & solid waste streams, composting whole hops, and providing spent grain for animal feed.
- **Chemical Management:** Using a CIP systems that recollects chemicals for reuse, reducing the need for fresh chemicals.
- **Local Sourcing:** Utilizing Pennsylvania raw materials for brewing, with grain and hops sourced from local producers.
- **Community Engagement:** A portion of proceeds from a specific beer going to a local animal shelter.
- **Communication Strategy:** Active communication of sustainability values and achievements with stakeholders through signage and written communication.



Case Study: Aston Mills Arts

- Aston Mills Arts is a collection of 30 artist studios and gallery carrying on the tradition of fine arts started by Heron Studios and Heron Crest Studios over 20 years ago in a historic textile mill along the West Branch of the Chester Creek in Rockdale.
- Undertaking an energy efficiency building renovation project to upgrade the artist studio.
- Applied for a Pennsylvania DEP/DCED Pollution Prevention Assistance Account
 - 2% fixed rate low-interest loan for small businesses
 - Maximum loan term of 10 years
 - Maximum loan amount of \$100,000
 - Loans can fund up to 75% of total eligible project costs
 - Eligibility for PA businesses with 100 or fewer FTEs



Case Study: Aston Mills Arts

Project Benefits:










- **Improved Working Conditions:** Installation of a cooling system in artist studios.
- **Increased Productivity:** Elimination of inefficient window AC units.
- **Enhanced Event Hosting:** Ability to hold public events year-round.
- **Energy Efficiency:** Replacement of outdated thermostats with Wi-Fi-enabled smart thermostats.
- **Insulation Upgrade:** Replacement of 30-year-old insulation in Suite B3.
- **LED Conversion:** Complete replacement of all lighting with efficient LEDs.
- **Cost Savings:** Significant reduction in utility bills and overall electricity usage.
- **Environmental Impact:** Contribution to environmental sustainability through reduced energy consumption.



Business Model Canvas

The Business Model Canvas

Designed for: _____ Designed by: _____ Date: _____ Version: _____

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 		Revenue Streams 		

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DESIGNED BY: Strategyzer AG
The makers of Business Model Generation and Strategyzer

Strategyzer
strategyzer.com

- **Tool Introduction:** The Business Model Canvas helps visualize and strategize business operations.
- **Sustainability Integration:**
 - **Value Proposition:** Offering eco-friendly products/services.
 - **Key Activities:** Sustainable sourcing, production, and delivery.
 - **Customer Segments:** Targeting environmentally conscious consumers.
 - **Key Resources:** Utilizing renewable resources and green technologies.



Business Model Canvas

The Business Model Canvas

<p>Key Partners</p> <ul style="list-style-type: none"> Who are our key partners? Who are our key suppliers? Which key resources are we acquiring from our partners? Which key activities do partners perform? 	<p>Key Activities</p> <ul style="list-style-type: none"> What key activities do our value propositions require? Our distribution channels? Customer relationships? Revenue streams? 	<p>Value Proposition</p> <ul style="list-style-type: none"> What value do we deliver to the customer? Which one of our customers' problems are we helping to solve? What bundles of products and services are we offering to each segment? Which customer needs are we satisfying? What is the minimum viable product? 	<p>Customer Relationships</p> <ul style="list-style-type: none"> How do we get, keep and grow customers? Which customer relationships have we established? How are they integrated with the rest of our business model? How costly are they? 	<p>Customers</p> <ul style="list-style-type: none"> How do we get, keep and grow customers? Which customer relationships have we established? How are they integrated with the rest of our business model? How costly are they? 	
<p>Key Resources</p> <ul style="list-style-type: none"> What key resources do our value propositions require? Our distribution channels? Customer relationships? Revenue streams 		<p>Channels</p> <ul style="list-style-type: none"> Through which channels do our customer segments want to be reached? 		<p>Cost Structure</p> <ul style="list-style-type: none"> What are the most important costs inherent to our business model? Which key resources are most expensive? Which key activities are most expensive? 	
<p>Revenue Streams</p> <ul style="list-style-type: none"> For what value are our customers really willing to pay? For what do they currently pay? What is the revenue model? What are the pricing tactics? 					

Ad-Lib Value Proposition Template


Ad-libs are a great way to quickly shape alternative directions for your value proposition.

They force you to pinpoint how exactly you are going to creating value. Prototype three to five different directions by filling out the blanks in the ad-lib on the right.

Objective
Quickly shape potential value proposition directions

Outcome
Alternative prototypes in the form of "pitchable" sentences

Our

 Products and Services

help(s)


 Customer Segment

who wants to

 jobs to be done

by

verb (e.g. reducing, avoiding)

 and a customer pain

and

verb (e.g. increasing, enabling)

 and a customer gain

unlike

 competing value proposition



Conclusion

- **Importance of Sustainability:**
 - Critical reasons for small businesses to adopt sustainable practices include legal compliance, enhanced reputation, cost savings, market opportunities, employee engagement, and long-term viability.



- **Support Systems:**
 - Consider the role of essential resources and guidance to help small businesses integrate sustainability into their operations effectively.
- **Innovation and Growth:**
 - Small businesses should be encouraged to explore new sustainable technologies and strategies, leveraging resources such as AI for efficient resource management and decision-making.
- **Community Engagement:**
 - Seek continuous engagement with stakeholders including customers, suppliers, and the community, to build a stronger, sustainability-focused business network.
- **Commit to Sustainability:**
 - Consider one's vision and commitment to implementing and enhancing sustainable practices for long-term business success and environmental impact.

Questions?



Resources

- Environmental Management Assistance Program (EMAP) – www.askemap.org
- Widener University SBDC - <https://widenersbdc.org/>
- [Pennsylvania Small Business Development Centers \(SBDC\)](#)
- Widener University small business resources:
<https://www.widener.edu/about/campus-community-resources/clinics-centers/small-business-development-center>
- [National Small Business Environmental Assistance Programs](#)
- [Pollution Prevention Assistance Account \(PPAA\)](#)
- [DEP Small Business Advantage Grant](#)
- Aston Mill Arts: <https://www.astonmillsarts.com/>
- Blind Cat Beer Company: <https://www.instagram.com/blindcatbeer/>
- Strategyzer: <https://www.strategyzer.com/library/the-business-model-canvas>



Thank You!

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