

Chesapeake Conservation Landscaping Council's
3rd **Turning a New Leaf** Conference
Friday, December 4, 2009
George Washington University, Washington, DC

TRACK B: SELLING GREEN: BUSINESS MODELS, PLANNING AND MARKETING

Session B2. *Selling Green in a Tough Economic Climate*

Stan Serson, EnviroCenter, Jessup, MD

1. What is “green?”
 - a. Respect for self, others, the environment.
2. The World Resources Institute rates companies in their “greenness” via its World Ecosystems Services Review. For example, a forest provides these services, among others:
 - a. Carbon storage,
 - b. carbon sequestration,
 - c. oxygen creation,
 - d. soil creation,
 - e. erosion prevention,
 - f. cooling.
3. As humans, we must not only slow down our impact on the planet, but start making active improvements, or “giving back”
4. We are exceeding earths’ “carrying capacity.”
5. Workers see the opportunity to work in a “green” building as a differentiator.
6. Some “green building” adaptations include:
 - a. Green roofs,
 - b. Natural lighting
 - c. Green screens for shade
 - d. Correct site orientation (put the shade overhangs on the southern exposure side, not the northern one!)
 - e. Plant for shade
7. Stan has coined a term, “Agrotecture,” to capture the notion of growing food inside buildings.
8. The next phase of green buildings will be “net zero” resource use. Going beyond that, a site could be, for example, a “negative stormwater” emitter – it would capture and infiltrate stormwater from adjacent sites.

[Summary prepared by Kathi Mestayer]