



Western New York Sustainable Business Roundtable

Creating an environmentally and economically resilient Buffalo-Niagara



WNY SUSTAINABLE BUSINESS
ROUNDTABLE

2020 RECOGNITION PROGRAM APPLICATION

INVEST - CONNECT - LEARN -
RECOGNIZE

2020 SBR Recognition Program

The Sustainable Business Roundtable (SBR)'s recognition program is a continuous improvement program structured to help businesses reach achievable sustainability targets. Built within the framework of bronze, silver, gold and platinum levels, the application both guides and recognizes SBR member businesses as they implement and maintain systems of sustainable business practices. The recognition program's requirements encourage companies to implement a comprehensive sustainability plan. This includes systematic benchmarking, identification of further environmental efficiency opportunities, and quantification of results when improvements are put into place.

All SBR members who achieve at least bronze level receive a certificate from the Board of Directors(BOD). This distinction will be announced at our annual marquee event, the Sustainable Business Summit, and be highlighted on SBR's website and social media channels. Outstanding projects, described in section two, that are selected for recognition, will receive an engraved award that will be presented during a plenary session of the Summit, and will also be highlighted on SBR's website and social media channels.

The SBR recognition program is open to SBR members in good standing. If you are currently not an SBR member and want to be recognized for your sustainability achievements, please complete the membership application found on our website (<https://www.wnysustainablebusiness.org/tojoin/>) and attach it to your recognition application. You will be contacted upon the approval of your membership application. SBR reserves the right to determine eligibility for the recognition program.

Achievement level is based on the total number of points in section 1 AND the successful completion of section 2.

Section 1: Survey of sustainability initiatives. Up to 190 points will be awarded.

Section 2: Businesses must describe one Sustainability Project and summarize investments and results within the past 12 -24 months. Up to 100 points will be awarded.

Anticipated application completion times:

- Section 1 ~ 45 minutes
- Section 2 ~ 60-90 minutes

In addition to the achievement levels, SBR recognizes outstanding projects described in section 2 of the application. The BOD may award up to three awards annually for:

1. Most Innovative Sustainability Project

Criteria for this award is the achievement of at least Silver level in section 1 of this application plus the successful submittal of a project in section 2 that is recognized by the BOD as a new, unique and/or innovative process for achieving a successful sustainability goal.

2. Community Impact Award

Consideration for this distinction is based on a business's community outreach efforts, the involvement of their employees and their impact on sustainability in Western New York. Criteria for this award is at least Silver level in section 1 plus the successful submittal of a project in section 2.

3. Board of Directors Choice Award

At the discretion of the BOD's, the member company has been a model member in Environmental Stewardship, Business Acumen and Community Service. This distinction is awarded to an SBR member company that has achieved at least Silver level for their program described in section 1 plus the successful submittal of a project in section 2.

Applications will be accepted through March 18th, 2020

Please submit applications to the SBR Coordinator, Asa Guilamo, at asa@wnysustainablebusiness.org. Please title your subject line with your company name + 2020 SBR Award Application and all attachments should have your company's name in the title. Attach responses and proof of actions being implemented, e.g. invoices or photos.

Company Profile

Place your answers in the boxes below:

Company Name & Address

Contact Person (Name, Email, and Phone)

Type of Business

Describe Products or Services

Number of Locations & Employees in Western New York

Company History

Describe what Prompted Your Company's Sustainability Journey and how SBR has inspired and/or been of assistance on this journey?

SECTION 1 (190 points)

Sustainability Plan & Implementation (53 points)

Check Yes or No (Attach relevant documents)		Yes	No	Max Points
1.	Does your company have a sustainability plan?			5
2.	Do you update the plan regularly?			2
3.	Does your company have a designated employee who is responsible for sustainability?			2
4.	Does your company have third party certification of elements of your sustainability plan (i.e. ISO 14001, B Corp, etc.)?			2
5.	Does your plan encourage sustainable end-of-life product design or use?			2
6.	Does your plan encourage the engineering out of hazardous materials in your operations?			2
7.	Does your plan include a GHG inventory?			2
8.	Do you have documented metrics used to measure, report, and create goals?			5
9.	Does your company have a Green Team?			2
10.	Are employees trained on the company's environmental and sustainability efforts and goals?			2
11.	Aside from an initial training, are employees encouraged to participate in sustainability efforts?			2
12.	Is your company's sustainability plan on your company's website? If so, include a link.			5

13. Does your company have carbon reduction goals? Describe progress made achieving these goals. (0-10 points)

14. Does your company have non-carbon related pollution reduction goals? Describe progress made achieving these goals. (0-10 points)

Involvement in Sustainable Business Roundtable (5 points)

15. What SBR events and SBR partner events did any member of your company attend in 2019? Check all that apply.

Month	Event	Did you attend?
January	<ul style="list-style-type: none"> Jan. 24th "Energy Conservation" at Botanical Gardens 	
March	<ul style="list-style-type: none"> March 1st, Adam Rome at Hallwalls Contemporary Arts Center March 4th, They are Demanding Less Waste, at the Tabernacle March 6th, The Food Energy Water Nexus at Reinstein Woods March 26th, Energy Treasure Hunt Show & Tell at Southtowns Water Resource Recovery Facility 	
April	<ul style="list-style-type: none"> April 4th, Energy Treasure Hunt Happy Hour at Community Brew Works April 11th, Beyond Plastics, at Jacobs School of Medicine 	
May	<ul style="list-style-type: none"> May 8th, Sustainable Business Summit at Hotel Henry 	
June	<ul style="list-style-type: none"> June 4-5th, Erich Bloch Symposium at UB June 12th, Annual Meeting at The Barrel Factory June 19th, Chemical Reduction Tour & Coffee at Harmac Medical Products 	
July	<ul style="list-style-type: none"> July 10th, Buffalo River Environmental History Boat Tour 	

August	<ul style="list-style-type: none"> ● August 10th, Corporate Volunteer Service Day at Seneca Bluffs Natural Habitat Park 	
September	<ul style="list-style-type: none"> ● September 21-22nd, Borderland Festival at Knox Farm State Park ● September 24th, Navigating the changing markets for recycling: Coffee, Discussion & Tour at Modern's Single Stream Recycling Facility ● September 26th, Andrew Hoffman at UB 	
October	<ul style="list-style-type: none"> ● October 16th, Dumpster Dive – A Solid Waste Assessment at Tri-Main Center ● October 17th, Climate Forum at Jacobs School of Medicine ● October 23rd, Sustainable Basics Seminar at the FM Expo ● October 23rd, WNY Clean Production Leaders Seminar at the FM Expo 	
November	<ul style="list-style-type: none"> ● November 19th, Panel Discussion on Organics Recycling at the Buffalo Zoo 	
December	<ul style="list-style-type: none"> ● December 12th, Chemical Reduction Tour at Tapecon ● December 12th, Holiday Cocktail at Buffalo Distilling Company ● December 17th, Clean Production Leaders Webinar 	

16. How does your company support the Sustainable Business Roundtable? Check all answers that apply. (0-5 points)

	Host Event		Board Member
	Speaker/Trainer		Committee Member
	Sponsor		Other

17. What does your company gain from being a member of the Sustainable Business Roundtable? Check all answers that apply. (0 points)

Expand our network	How many new contacts have you gained?	Push for changing attitudes to	How many of your colleagues have been involved in SBR activities this past year?
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		sustainable practices internally	
Expand our knowledge	Within what areas of expertise?	Increased capacity to implement sustainable business practices	How many initiatives have been initiated / implemented?
Other			

Water (34 points)

Check Yes or No (Attach relevant documents)		Yes	No	Max Points
18.	Have you assessed your water footprint?			5
19.	Do you have a water conservation plan?			3
20.	Do you have a process for tracking water spikes and leaks?			2

21. What percentage of water used in your operations is reused or repurposed?

5-19%	20-39%	40-59%	60-79%	80-100%	N/A ($< 5\%$)
1 point	2 points	4 points	6 points	8 points	

22. What percentage of storm water is diverted from storm sewers and/or reused in your operations?

5-19%	20-39%	40-59%	60-79%	80-100%	N/A ($< 5\%$)
1 point	2 points	4 points	6 points	8 points	

23. What is the percentage of low-flow toilet, faucets, or other fixtures in your facility?

5-19%	20-39%	40-59%	60-79%	80-100%	N/A (< 5%)
1 point	2 points	4 points	6 points	8 points	

Waste & Pollution (42 points)

Check Yes or No (Attach relevant documents)		Yes	No	Max Points
24.	Have you done a solid waste assessment?			4
25.	Do you have a recycling program?			2
26.	Do you have a repurposing program?			2
27.	Do you have a chemical management policy /program(?) to reduce the use of hazardous chemicals and replace them with safer alternatives? / Does your company maintain a restricted substances list that goes beyond regulatory requirements? / Do you have specific hazardous reduction goals that go beyond compliance?			2

28. Do you purchase environmentally friendly products such as recycled paper, environmentally friendly cleaning products or repurposed cartridges? List product types. (1 point each up to 10 points)

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29. What percentage of solid waste is diverted from landfill through recycling, composting, and/or repurposing?

5-19%	20-39%	40-59%	60-79%	80-100%
1 point	2 points	4 points	6 points	8 points

Check Yes or No (Attach relevant documents)		Yes	No	Max Points
30.	Do you partner with suppliers & customers to reduce packaging waste?			2

31.	Have you decreased the total amount of scrap material in your operations?			2
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32. Do you recycle the following – mark all that apply (0-10 points):

Cardboard		Cans & Bottles	
Paper		Electronics	
Ink/Toner Cartridges		Oil/Coolant	
Batteries		Shrink Wrap	
Light Bulbs		Pallets	
Other			

Energy (37 points)

Check Yes or No (Attach relevant documents)		Yes	No	Max Points
33.	Have you completed an energy assessment?			3
34.	Do you regularly monitor energy consumption?			2
35.	Do you have an energy conservation plan?			2

36. What is the total percentage of energy used at your facility that is purchased from renewable sources?

5-19%	20-39%	40-59%	60-79%	80-100%	N/A (< 5%)
1 point	2 points	4 points	6 points	8 points	

37. What is the total percentage of energy generated onsite from renewable resources?

5-19%	20-39%	40-59%	60-79%	80-100%	N/A
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1 point	2 points	4 points	6 points	8 points	(< 5%)
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Check Yes or No (Attach relevant documents)		Yes	No	Max Points
38.	Do you purchase Green E certified REC's (Renewable Energy Credits) or participate in carbon offsets?			2
39.	Do you have a procurement policy for purchasing equipment that is energy efficient (i.e. Energy Star)?			2
40.	Does your company encourage or incentivize alternative transportation for employees?			2

41. What percentage of fleet vehicles are hybrid, CNG, or zero emissions?

5-19%	20-39%	40-59%	60-79%	80-100%	N/A
1 point	2 points	4 points	6 points	8 points	

Community (19 points)

Check Yes or No (Attach relevant documents)		Yes	No	Max Points
42.	Does your company organize and/or support volunteer programs?			2
43.	Do you attend community meetings in your area on a regular basis or have an ongoing dialogue with local leaders?			2

44. List the community outreach efforts that your company participates in. (extra consideration if environmentally related) (0-10 points)

45. What actions, events, or projects has your company participated in that are geared toward a more sustainable local community? (0-5 points)

SECTION 2 (100 points)

Sustainability Project

Overview

Implementation of initiatives and projects designed to improve and enhance the sustainability of member businesses is a fundamental goal of the Western New York Sustainable Business Roundtable. Section 2 of the SBR Recognition Program application focuses on member projects with measurable environmental impact that demonstrate leadership and the pursuit of an environmentally and economically resilient community that prioritizes the wellbeing of current and future generations.

This section is intended to recognize initiatives and projects focused on a single goal to reduce environmental impact beyond compliance with local, state, and federal regulations.

Project Categories

The categories for the project section of the SBR Recognition Program have been aligned with a triple bottom line approach to reflect the SBR's mission to enable member businesses to enhance their environmental sustainability, maintain profitability, and promote a healthy community. A non-exhaustive list of project types that would be eligible is provided below.

- Water conservation and/or water protection
- Waste reduction /recycling (hazardous)
- Waste reduction / recycling (non-hazardous)
- Chemical use reduction
- Green purchasing
- Materials management & optimization
- Energy conservation and/or efficiency, and/or renewables
- Community outreach & investment
- Employee engagement in sustainability
- Adaptation to climate change
- Climate change mitigation

Eligibility Criteria

Any SBR member in good standing is eligible to submit a project. Projects must be located in Western New York and have been completed within the past 1-2 years. Projects must demonstrate that they are already successfully and positively contributing to SBR's vision, i.e. to grow and support an environmentally and economically resilient community that prioritizes the well-being of current and future generations. The most competitive projects will also demonstrate positive contributions to the community and positive financial and/or economic impacts. Applicants must submit at least one Sustainability Project application per year.

Requirements

- Project description(s) should not exceed 750 words in total, not including supplementary materials.
- Responses to questions in the metrics section should include quantitative project data if at all possible.
- Please attach supporting documents to the submission email as appropriate.

Review and Evaluation

Applications will first be reviewed by the SBR Coordinator, Asa Guilamo, for completeness. Applications will then be evaluated by a panel of judges and scored based on the criteria listed below.

- Environmental Impact [50 points max]

Degree to which applicant demonstrates measurable environmental achievements using commonly recognized, quantitative metrics (e.g., amount of emissions reduced, waste reduction, reduction of energy consumption, reduction of water consumption, etc.)

- Cost and Economic Benefits [40 points max]

Degree to which the project achieves cost savings or other, less quantifiable economic benefits (e.g., increased market share, creative financing, use of government incentives)

- Community and Collaboration [10 points max]

Degree to which the project demonstrates or supports participation and partnerships with employees, companies, vendors, organizations, etc.

PROJECT NARRATIVE

Provide a detailed, comprehensive description of the project including the following:

- Purpose and goals of the project
- Location of project
- When and how the project was implemented
- How SBR has inspired/ assisted the action implemented (if applicable).

PROJECT METRICS

Describe as specifically as possible the improvements to the business' economic and financial sustainability. Describe as specifically as possible the benefits of the project to non-shareholder stakeholders (e.g. employees, contractors, customers, suppliers, community members).

Using the tables below, please quantify the environmental benefits of this project during the most recent 12-month period for which data exists. If year-over-year metrics are available, please provide a baseline and the most recent results.

Reduce Waste & Pollution

Target metric:	Waste to Landfill (tons / year)	Hazardous Waste Produced (lbs)	Air emissions Produced (lbs)	Chemical Usage (gal)	Water Usage (gal)	CO2e Emissions (tons / year)
Baseline (a)						
Post-Implementation (b)						
Key Results (a – b)						

Optimize Energy & Materials

Target metric:	Electricity consumed (kWh / year)	Renewable Energy Consumed (kWh / year)	Fuel Oil Consumed (for heating) (gal / year)	Natural Gas Consumed (mmBtu / year)	Fuel Consumed by Fleet (gasoline gallon equiv. / year)
Baseline (a)					
Post-Implementation (b)					
Key Results (a – b)					

It is to the applicant's benefit to be thorough and include specific, data-supported outcomes recorded or observed. Applicants may add metrics to the table as appropriate. The Baseline (a) refers to metrics collected before the start of the project and will likely represent what typical operating conditions looked like to the business before the project was implemented.

Tips for applicants

Values, such as water, electricity, and waste removal, can be collected from old utility bills while others may require deeper investigations into how the business runs. Post-Implementation (b) refers to metrics collected after the implementation of the project. These values can be found on utility bills from periods after the project was implemented and on more recent process data. Key Results (a-b) can be found by subtracting (b) from (a) and represent the improvement as a result of the project.

Examples of other metrics include, but are not limited to, the following:

- Number of employee volunteer hours
- Charitable giving to surrounding community (\$)
- Noise reduction in surrounding communities (decibels)
- Employee transit options (e.g., number of EV charging stations, number of bike lockers, capacity of showering facilities for employees commuting by bicycle)

- Grounds improvements (e.g., square feet of green space enhancements accessible to employees)
- Immediate operating cost reductions (\$ or %)
- Anticipated long-term operating cost reductions (\$ or %)
- Capital investments made possible through cost savings from the project (\$)
- Tax incentives and subsidies (\$)
- Reduction in fixed expenses (\$ or %)
- Operating margin (%)
- Lifecycle cost
- Return on capital investment (\$ or %)

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Do you also want to nominate a member or non-member individual for Eric Lindstrom Sustainability Star Award?

SBR has a separate nomination form for this award, that honors our colleague, friend and one of the original members of the team that developed the SBR; Eric Lindstrom. This is presented to an individual who has gone above and beyond to make their organization and/or the WNY region more sustainable. The honoree does not need to be a member of SBR to be considered for this award; however, SBR members must nominate all applicants. Please see our website or contact the SBR Coordinator, Asa Guilamo, at asa@wnysustainablebusiness.org to obtain a nomination form for this award.

Survey

1. On a scale of 1-5 (1 being easy, 5 being difficult), please rate the difficulty level of the application.

1 Easy	2 Somewhat Easy	3 Moderate	4 Challenging	5 Difficult
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2. What are the best/most valuable aspects of this application?

3. What aspects did not add value to the application or were challenging to understand?

4. Please list any ways you believe the application could be improved.



WESTERN NEW YORK SUSTAINABLE BUSINESS ROUNDTABLE



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