



Western New York Sustainable Business Roundtable

Creating an environmentally and economically resilient Buffalo-Niagara



RECOGNITION PROGRAM APPLICATION

2021



2021 SBR Recognition Program

The Western New York Sustainable Business Roundtable (SBR) recognition program is a continuous improvement program structured to help businesses reach achievable sustainability targets.

Membership in SBR requires that each member report metrics annually. Allowable metrics include those referenced in Section 1 or industry standard metrics, subject to Board of Directors (BOD) approval. SBR members are encouraged to complete Section 2, as this will qualify them for recognition of an outstanding project. *Please note that metrics will remain confidential and will only be published with member approval. Aggregate member business data may be reported by the SBR to interested parties.*

Built within the framework of bronze, silver, gold and platinum levels, the recognition program both guides and recognizes SBR member businesses as they implement and maintain 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.

Achievement level is based on the total number of points accumulated in Section 1. Up to 195 points can be awarded within Section 1, which covers sustainability planning, climate action and implementation, involvement in SBR activities, and progress in key resource areas including water, waste, energy, and people. In Section 2 businesses describe a sustainability project and summarize investments and results within the past 12 -24 months to earn up to 100 points.

All SBR member companies that achieve at least bronze level receive a certificate from the 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. In addition to the achievement levels, SBR recognizes outstanding projects described in Section 2 of the application. Outstanding projects, described in Section 2, selected for recognition will receive an engraved award that will be presented during SBR's annual Summit. They will also be highlighted in widely disseminated paid advertisement in addition to SBR's website and social media channels. Anticipated application completion times:

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

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 Bronze 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 Bronze 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, 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.

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 first page of the new 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.

Applications will be accepted through March 19, 2021

Please submit applications to SBR's Executive Director, Asa Guilamo, at asa@wnysustainablebusiness.org.

Please title your subject line with your company name + 2021 SBR Award Application. 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 (195 points)

Sustainability Planning, Climate Action & Implementation (44 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, STARS, SASB, CDP, TCFD, 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 organization work to advance the global Sustainable Development Goals (SDGs)?			2
8.	Has your company completed a carbon footprint (greenhouse gas inventory)?			5
9.	Do you have documented metrics used to measure, report, and create goals?			2
10.	Does your company have a Green Team?			2
11.	Are employees trained on the company's environmental and sustainability efforts and goals?			2
12.	Aside from an initial training, are employees encouraged to participate in sustainability efforts?			2
13.	Is your company's CEO and/ or senior leadership team involved with sustainability initiatives and decisions?			2
14.	Is your company's sustainability plan posted publicly on your company's website? If so, paste a link here:			2

15. Has your company set carbon reduction goals and or made a commitment to become net climate neutral by a certain date? (0-5 points)

16. Describe any progress you have made in advancing your carbon emissions. (0-5 points)

17. What business value have you seen from your sustainability efforts? (0 points)

Involvement in the Sustainable Business Roundtable (10 points)

18. What SBR events did any member of your company attend in 2020? Check all that apply. (0-5 points)

Month	SBR Event	Mark attendance
January	Why Climate Change Matters to Your Business, workshop at Phillips Lytle, January 7th	
February	Calculating your Carbon Footprint (you can't manage what you can't measure!), workshop at National Grid, February 6th	
March	Developing and Implementing a Climate Action Plan, virtual workshop, March 18th	
April	Quarantini Happy Hour I, online networking, April 5	
May	Quarantini Happy Hour II, online networking, May 15th	
June	Annual Meeting, online, June 9th	
	Show Me the Money, virtual workshop, June 17th	
July	Western New York Sustainable Business Roundtable: Development,	



	Growth, and Lessons Learned, webinar, July 23rd	
August	Morning Coffee Roundtable, online networking, August 5th	
September	Summit Reimagined - The Value of Building Business Resilience, September 22nd & 23rd	
October	Greening your Employees' Commute, virtual workshop, October 21st	
November	Carbon Neutral Fleets, virtual workshop, November 17th	
December	Lessons Learned from WNY Clean Production Leaders so far, virtual workshop, December 11th	
	Holiday Cocktail Hour, online networking, December 11th	

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

<input type="checkbox"/>	Host Event	<input type="checkbox"/>	Board Member
<input type="checkbox"/>	Speaker/Trainer	<input type="checkbox"/>	Committee Member
<input type="checkbox"/>	Sponsor	<input type="checkbox"/>	Other:

20. What does your company gain from being a member of the Sustainable Business Roundtable? Circle all areas that apply and please specify your answers with numbers, when applicable. (0 points)

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



Water (27 points)

Check Yes or No (Attach relevant documents)		Yes	No	Max Points
21.	Have you assessed your water footprint?			5
22.	Do you engage in activities (such as fertilizer application) affecting the quality of your local watershed?			2
23.	Do you have a water conservation plan and or specific reduction goals?			3
24.	Do you have a process for tracking water spikes and leaks?			2

25. What percentage of water used in your operations is reused or repurposed? (Highlight your answer)

5-19%	20-39%	40-59%	60-79%	80-100%	N/A (< 5%) or unknown
1 point	2 points	3 points	4 points	5 points	

26. 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%) or unknown
1 point	2 points	3 points	4 points	5 points	

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

5-19%	20-39%	40-59%	60-79%	80-100%	N/A (< 5%) or unknown
1 point	2 points	3 points	4 points	5 points	

Waste (36 points)

Check Yes or No (Attach relevant documents)		Yes	No	Max Points
28.	Have you done a solid waste assessment?			4
29.	Do you have a recycling program?			2
30.	Do you have a repurposing program?			2
31.	Does your company strive for zero waste and or have you set a specific goal?			2
32.	Does your company maintain a restricted substances list that goes beyond regulatory requirements?			2

33. Do you purchase environmentally friendly and or fair-trade products such as recycled paper, non-toxic cleaning products, sweatshop free apparel or repurposed cartridges? List product types. (1 point each up to 5 points)

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34. What percentage of solid waste is diverted from landfill through recycling, composting, and/or repurposing? Do not include incinerated garbage in your total percentage.

5-19%	20-39%	40-59%	60-79%	80-100%
1 point	2 points	3 points	4 points	5 points

Check Yes or No (Attach relevant documents)		Yes	No	Max Points
35.	Do you partner with suppliers & customers to reduce packaging waste?			2
36.	Have you decreased the total amount of scrap material in your operations?			2

37. 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 (26 points)

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

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

5-19%	20-39%	40-59%	60-79%	80-100%	N/A (< 5%) or unknown
1 point	2 points	3 points	4 points	5 points	

42. What is the total percentage of electricity generated onsite from renewable resources?

1-3%	4-10%	11-25%	26-75%	76-100%	N/A (< 5%) or unknown
1 point	2 points	3 points	4 points	5 points	

Check Yes or No (Attach relevant documents)		Yes	No	Max Points
43.	Do you have a procurement policy for purchasing equipment that is energy efficient (i.e. Energy Star)?			2
44.	Does your company encourage or incentivize alternative transportation for employees?			2

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

5-19%	20-39%	40-59%	60-79%	80-100%	N/A (< 5%) or unknown
1 point	2 points	3 points	4 points	5 points	

People (52 points)

Check Yes or No (Attach relevant documents)		Yes	No	Max Points
46.	Does your organization have workplace practices in place to secure the health, safety and wellbeing of your employees, beyond legal compliance?			4
47.	Are there policies and practices in place to create a diverse, equitable and inclusive workplace?			4
48.	Does your organization have a long-term (3-5 years) Diversity and Inclusion strategy?			4
49.	Do you offer diversity and inclusion training for employees?			4
50.	Have you set Minority- and Women-Owned Business Enterprise (MWBE), Disadvantaged Business Enterprise (DBE), and/or Service-Disabled Veteran-Owned Business Program (SDVOB) procurement policies and goals?			4
51.	Do you engage employees and your local communities to promote collective action, e.g. by supporting volunteer programs?			4
52.	Does your company invest in communities and public policy advocacy?			4
53.	Does your company have a Corporate Social Responsibility (CSR) Policy?			4

54.	Does your company have a policy in place to address sustainability and CSR issues in your Supply Chain?			4
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55. List your company's community engagement efforts. (0-8 points)

56. What actions, events, or projects has your company participated in that promote a more diverse, equitable and inclusive local community? (0-8 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 SBR. Section 2 focuses on member projects with measurable impact that demonstrate leadership in the pursuit of an environmentally and economically resilient community and that prioritizes the wellbeing of current and future generations. This section is intended to recognize initiatives and projects that go beyond compliance with local, state, and federal regulations. Applicants may submit 1-3 projects for consideration.

Project Categories

SBR's mission is to enable member businesses to enhance their environmental sustainability, maintain profitability, and promote a healthy community. As such, the categories for projects have been structured to align with this triple bottom line approach to business. Example projects include:

- Water conservation and/or water protection
- Waste reduction /recycling (hazardous or non-hazardous)
- Chemical use reduction
- Green purchasing
- Materials management & optimization
- Energy conservation and/or efficiency
- Renewable energy siting and/or procurement
- Community outreach & investment
- Employee engagement in sustainability
- Climate change adaptation initiatives
- Climate change mitigation initiatives

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.

Requirements

- Project description(s) should not exceed 750 words, excluding supplementary materials.
- Responses to questions in the metrics section should include quantitative project data if possible.
- Please attach supporting documents to the submission email as appropriate, e.g. photos and invoices.

Review and Evaluation

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

- People [30 points max]

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

- Planet [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.)

- Prosperity [20 points max]

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

PROJECT NARRATIVE

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

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

PROJECT METRICS

SBR uses a combination of qualitative and quantitative metrics for project review. Describe as specifically as possible any 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 someone you know for the 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 SBR's Executive Director, 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



CANNONDESIGN



TESLA



nationalgrid



MOWER



GREIF



Solar by CIR



The Knoer Group, PLLC

SIEMENS



Green Home Innovations Inc.



Rising Tide Energy Services

www.wnysustainablebusiness.org

