

Native Workplace

we make a path by walking

The Leader in Green Collar Careers
for American Indians & Veterans
A Native Operated 501(c)(3)

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Specializing in Green Collar Career Pathways for American Indians and Veterans

NCAI ED RES 2009 Conference: Green Panel Handouts

Starting a Green Business

The explosion of organic and eco-friendly products on retail store shelves is more than just a passing fad. It's big business. This means big opportunities for environmentally minded entrepreneurs.

According to the The Organic Trade Association's [Manufacturer Survey](#), the organic industry grew by 21% to reach \$17.7 billion in consumer sales in 2006. Over the last decade organic sales have increase by an average of 20%, and this rate is expected to remain steady over the next 20 years.

Successful green businesses not only benefit the environment, but also use green business practices as means to market their products. If you are thinking of starting a green business, consider the following tips:

Find Your Niche. As the natural, organic lifestyle continues to catch on with consumers, there are many growth possibilities. Products such as food, cosmetics and cleaning supplies are growing areas within the organic trade, however, to be successful, you should look for opportunities that match your interests.

Get Certified. To differentiate your product or service as environmentally sound, consider obtaining [certification](#) from an independent, third-party. Being certified means that you can include their "ecolabel" on your product's label and other marketing materials. Ecolabeling is important for attracting "green" customers. Learn more about [Green Marketing](#).

Practice What You Preach. The most successful green businesses don't just sell the green lifestyle. They live it. Selling green means being green, and this helps build your brand and image as a socially responsible. Before you start you business, consult the following resources:

Join Industry Partnerships. The U.S. Environmental Protection Agency (EPA) sponsors a wide variety of [industry partnership and product stewardship](#) programs that aim to reduce the impact of industrial activities on the environment. Joining one of these programs helps you connect with others in your industry, grow your brand, and protect the environment and natural resources.

Green Business Practices and Opportunities

Becoming a green business means making changes across your organization, from the way you manage your day-to-day operations to the products you offer to your customers.

- [Environmental Management](#)
Manage environmental issues to avoid liability, reduce costs and get recognized as a green business.
- [Environmental Regulations](#)
Comply with regulations and permits that apply to your business.
- [Grants, Loans and Incentives](#)
Get info on energy efficient upgrades and tax credits to green technology development.
- [Government Contracting](#)
Learn about opportunities to sell green products and services to the government.
- [Green Marketing](#)
Learn about ecolabeling and how to legally make environmental claims on your products.
- [Green Product Development](#)
Learn how green technology businesses develop innovative new products and services.
- [Pollution Prevention and Recycling](#)
Save money by reducing wastes while improving energy efficiency, productivity and public image.
- [Case Studies and Examples](#)
Learn about successful companies that have proactive environmental policies.

Green Business Guide

Featured Resources

- Comply with [Environmental Regulations](#)
- Get [Loans and Incentives](#) for Energy Efficiency Projects
- [Market and Grow](#) Your Green Business
- Explore [Green Commuting Options](#)
- Learn about [Successful Green Businesses](#)

Source: www.business.gov