

Green Franchise Industry Report



FRANCHISE  DIRECT

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Introduction

The green economy is a fast-growing economic development that focuses on the prevention of environmental pollution, global warming, resource depletion, and ecological degradation whilst also creating jobs and promoting economic growth. As the world continues to be threatened by global warming and other environmental issues it is of critical importance that both economic growth and environmental issues be addressed.

In response to the growth of the green economy, more and more franchised businesses are not only offering green products and services but they are also introducing environmentally friendly practices within their businesses in an effort to reduce their negative impact on the environment.

Definition

For the purposes of this report, a green franchise refers to any franchised business that is making a conscious and deliberate effort to reduce their negative impact on the global or local environment or a franchise whose services are aimed at consumers who want to reduce their own negative impact on the environment.

Consumer Demand for Green Products and Services

Before the global economic recession consumers were more conscious of the effect that their purchasing decisions were having on the environment. Interest in products and services offered by green franchised businesses was increasing. Consumer demand indicated to business owners that environmental responsibility was not divorced from successful business and would not erode their competitiveness.

During the recession the expectation of industry experts was that the green industry would lose some of its momentum. It was presumed that consumers would not pay more for eco-friendly products during harsh economic times. Reports have shown, however, that the green economy not only survived but actually thrived as there was a continued consumer awareness of, and demand for, green products and services.

According to research completed by Green Seal Inc. and EnviroMedia Social Marketing, 82 percent of consumers, or four out of five, said they were still buying green products and services – which sometimes cost more – even in the midst of a US recession. This demand sends a clear message to businesses that even when faced with a crisis, consumers are willing to spend extra on greener products. This demand is most evident in younger generations. According to a report by Enviromedia Social Marketing, there are 76

million 18 – 34 year-olds in the U.S. who reward businesses and franchises that introduce green practices¹.

¹ Enviromedia Social Marketing, Enviromedia Research; *Only 3 percent of Americans don't believe in Climate Change*: <http://bit.ly/ck9vEW>

The Green Economy

The green economy has a global market value of nearly US \$5.2 trillion². The world's green economy is growing faster than the economy as a whole, with a profound shift in focus towards emerging green technologies and skills in the areas of alternative and renewable energy, energy efficiency, and green building.

The market value for the U.S.'s green economy is \$1,050 billion. The U.S. has the world's largest green economy which accounts for almost 21% percent of the global total³. There is, unfortunately, no system in place to track how many green franchises exist or how many there are in development. However the International Franchise Association (IFA) believes that the green corner of the franchising industry is certainly growing. Alison Harrison of the IFA said:

“We’re seeing it across the board, from existing franchises that are becoming greener to those who are building their whole concept around being environmentally conscious. The green trend has been growing for about 25 years now, but it has only recently become mainstream.”⁴

Green Jobs

According to a report released today by *The PEW Charitable Trusts*, the number of jobs in America's emerging *clean energy* economy grew nearly two and a half times faster than overall jobs between 1998 and 2007. PEW found that jobs in the clean energy economy grew at a national rate of 9.1 percent, while traditional jobs grew by only 3.7 percent between 1998 and 2007⁵.

In November 2009, the Department of Labor announced almost \$55 million in green training grants that will lead to green jobs and spur economic recovery. As part of the American Recovery and Reinvestment Act, \$750 million has been made available in additional grants to train American workers for careers in new and green industries.

Hilda L. Solis, Secretary of Labor USA, says:

“As citizens of the world we have a responsibility to halt and undo our prior environmental damage. But, while taking important steps to do this, we also want to figure out ways to benefit our economy. Green jobs, therefore, provide the opportunity to do good while doing well.”⁶

² British Columbia's Green economy: *Building a Strong Low-Carbon Future*, Feb 2010, Globe Foundation.

³ *ibid*

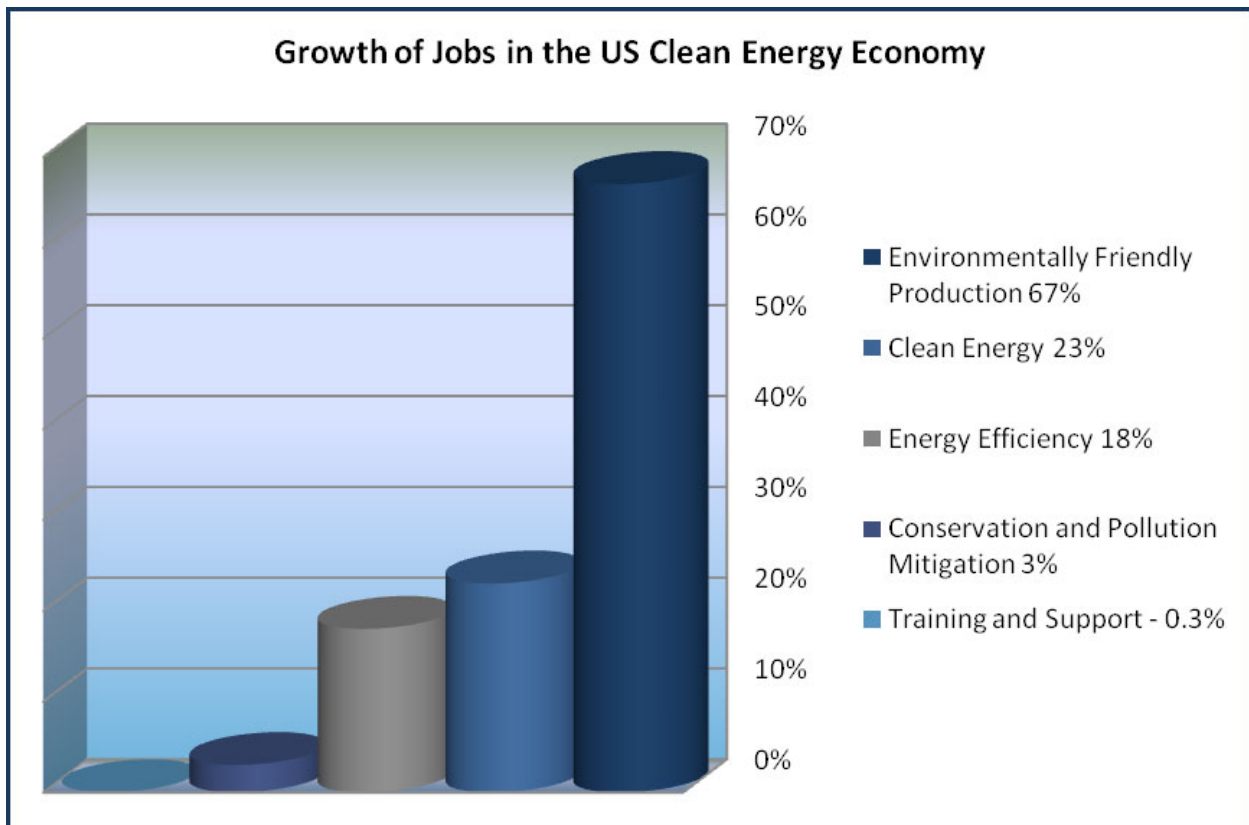
⁴ Entrepreneur Magazine; *Franchising's Green Scene*; August 2009

⁵ The PEW Charitable Trusts; *Pew Finds Clean Energy Economy Generates Significant Job Growth*; www.pewtrusts.org

⁶ Hilda L. Solis, *Green Jobs*, Green Economy, Making it Work, Our Planet, The Magazine of the United Nations Environment Programme - Feb 2010

A Booz Allen Hamilton study released by the U.S. Green Building Council at *Greenbuild* 2009 predicts green building will support or create 7.9 million jobs between 2009- 2013 and will contribute \$554 billion to the U.S. gross domestic product.⁷

Graph 1: Depicts the growth of jobs in the US “clean energy” economy from 1998 to 2007⁸:



⁷ USGBC, *Green Jobs Study*, Prepared by: Booz Allen Hamilton, www.usgbc.org

⁸ British Columbia’s Green economy: *Building a Strong Low-Carbon Future*, Feb 2010, Globe Foundation.

Incentives for franchised businesses to become “Greener”

For many franchised businesses, the recession provided a stimulus for change and innovation. Not only were consumers continuing to show preference for green products and services but there existed a growing need to cut operating costs to maintain competitiveness.

According to research completed by the Harvard Business Review, sustainability is not the burden on bottom lines that many executives believe it to be. Becoming environmentally friendly and reducing energy use can lower costs and increase revenues. In the future, companies that make sustainability a priority will achieve a competitive advantage⁹.

Tax incentives for renewable energy

In building a new energy economy in the U.S., the government is specifically interested in businesses engaged in green industries, including renewable energy, energy efficiency and sustainable buildings. These areas have proved to be fast-growing sectors of domestic and global economies in recent years.

There exists a wide range of tax credits, rebates and other financial incentives designed to encourage franchised businesses to introduce initiatives that will be environmentally beneficial. Twenty-three states offer some form of tax incentive to encourage businesses to use renewable energy or adopt energy efficiency systems and equipment¹⁰. An \$819 billion economic stimulus package introduced by the government during 2009, in an effort to restart the economy, has encouraged businesses to implement green initiatives¹¹.

The bill includes;

- \$3.4 billion to states for clean energy projects
- a grants program for renewable energy technologies covered by the renewable energy tax incentives
- \$3.5 billion for the Energy Efficiency and Conservation Block Grant Program (supports clean energy projects primarily at city and county levels)
- \$2 billion for clean energy research & development

⁹ Harvard Business Review, *“Why Sustainability Is Now The Key Driver of Innovation”*, September 2009

¹⁰ The PEW Charitable Trusts, *“Pew Finds Clean Energy Economy Generates Significant Job Growth”*, www.pewtrusts.org

¹¹ The Daily Green, *Economic recovery Bill: \$100 Billion for Environment and Energy*, 1/29/2009, www.thedailygreen.com

According to the Natural Resources Defense Council's Director of Programs, Wesley Warren:

“The House is getting on board with moving America to a clean energy economy. President Obama and Congress are investing in solutions that will help solve our economic and energy challenges together.”¹²

Hybrid Cars

As cars emit more than 300 million tons of carbon into the atmosphere each year in the United States, for many franchised businesses a fleet of company cars is their biggest carbon producer. Examples of franchises with fleets of company cars are UPS, an international shipping franchise, and Pizza Fusion, a pizza delivery franchise. Under the American Recovery and Reinvestment act, introduced by President Obama, individuals and businesses that buy or lease a new hybrid gas-electric car or truck are eligible for an income tax credit for vehicles "placed in service" starting January 1, 2006, and purchased on or before December 31, 2010. The amount of the credit depends on the fuel economy, the weight of the vehicle, and whether the tax credit has been or is being phased out. Hybrid vehicles that use less gasoline than the average vehicle of similar weight and that meet an emissions standard qualify for the credit.

The government also provides tax credits for Plug-in Electric Vehicles, Plug-In Hybrid Conversion Kits and Low Speed & 2/3 Wheeled Vehicles.

¹² The Daily Green, *Economic recovery Bill: \$100 Billion for Environment and Energy*, 1/29/2009, www.thedailygreen.com

Types of green franchises

The following section outlines the two main types of green franchised businesses.

1. Franchises that directly aid the environment

Green franchises that directly aid the environment can range from solar panel installation businesses to energy conservation consultants. Renewable energy, such as solar panels, offers people an alternative to fossil fuels, which are being depleted at an alarming rate. Green franchise [Solar Universe](#) for example, installs solar panels which converts the sun's intensity into electricity through the use of photovoltaic technology. *Solar Universe* has been growing at a rate of 40 percent a year since its inception in 2008.

Owing to rising fuel costs, government tax programs, new construction mandates and environmental responsibility, there has been an increased demand for franchises that educate their clients on energy reduction and conservation. Thousands of building owners will employ a green franchise to help them reduce their utility expenses in the coming years. *Energy Automation Systems Inc. (EASI)* for example designs and installs custom-designed energy conservation systems proven to:

- Reduce electrical energy consumption
- Decrease greenhouse gas emissions
- Improve power quality, power factor and voltage
- Increase electrical system capacity
- Reduce unnecessary heat
- Improve cooling capacity of air conditioning and refrigeration
- Lengthen lives of motors, lights, air conditioning and refrigeration

Another example of a green franchise is *Energy Doctors*. *Energy Doctors* is a professional thermography firm that specializes in energy audits and thermal imaging services for numerous industries nationwide.

Home insulation is a growing sector of the green market. The U.S. Department of Energy's Office of Building Technology's number one recommendation to help consumers reduce energy bills is by adding insulation. Green franchise *USA Insulation*, for example, specializes in formaldehyde-free insulation. This insulation is safe for the environment and contains no CFC gases.

A new industry has emerged as a result of the increased number of solar panels that have been installed for consumers and businesses. *The Solar Maid* franchise, for example, offers solar panel maintenance and cleaning.

2. Franchises that employ green technology and practices and profiles based on company FDDs

Franchises that employ green practices can be found across a range of industries from food franchises and retail franchises, to auditing and consulting franchises. The following section lists examples of franchises from different industries that have implemented green practices and programs. A link to a profile based on each franchise's FDD (Franchise Disclosure Document) is provided.

Retail Franchises

[Candy Bouquet](#)

- *Candy Bouquet* offer bouquets of candy which feature 100% biodegradable cellophane, recyclable cardboard, and Styrofoam made to break down in weeks not years, eliminating landfill waste.
- Employees have purchased vehicles that run on the latest hybrid and biofuel technology, to help reduce individual carbon emissions.
- *Candy Bouquet* Board of Directors drive green vehicles.

Auto Franchises

[Honest 1 Auto Care](#)

Honest-1 Auto Care franchises use only Environmental Protection Agency (EPA) approved waste oil service providers to properly remove and recycle waste oil.

Through the *Honest-1 Auto Care* ESA® (Environmentally Sustainable Actions) Program, *Honest-1 Auto Care* employs responsible ECO-Friendly Auto Care® standards and practices in five primary categories:

- 1 Pollution Prevention
- 2 Recycling
- 3 Resource Conservation
- 4 Offering and Promoting Eco-Friendly Auto Care® services
- 5 ESA (Environmentally Sustainable Actions) certified



Honest-1 Auto Care, as part of their green initiative, developed a proprietary line of eco-friendly auto fluids and established a partnership with a nonprofit organization to plant 40,000 new trees. *Honest 1 Auto*

Care also conducted extensive research to create an Environmentally Sustainable Actions Certified program in order to keep all of its franchisees operating under the same eco-friendly standards. This change required a major restructuring. But it also strategically set *Honest-1 Auto Care* apart from its competition and has helped increase same-store sales by 10 percent this year compared to last.

Delivery Franchises

UPS

- *UPS* boasts more than 1,800 alternative-fuel vehicles globally, including hydraulic, hybrid-electric delivery trucks. As part of *UPS*'s sustainability program they have recently launched a new project involving 200 hybrid cars in eight cities. This eight-city project is expected to reduce fuel consumption by roughly 176,000 gallons over a year for the world's largest package delivery company. The hybrids can also cut 1,786 tons of carbon dioxide released annually into the atmosphere.
- *UPS* was the first company in the U.S. to deploy hydrogen fuel cell technology in a commercial fleet.
- *UPS*'s second partnership with the Environmental Protection Agency includes building and testing the world's first hydraulic hybrid urban delivery vehicle. This multi-phase project includes two *UPS* truck prototypes with different full-series hydraulic hybrid drive trains.
- A "package flow" software program was introduced by *UPS*, which among other practices involves the packing and sorting of its cargo and mapping out the most efficient route for each driver. According to Heather Robinson, a *UPS* spokeswoman, the software helped the company shave 28.5 million miles off its delivery routes, which has resulted in savings of roughly three million gallons of gas and has reduced CO2 emissions by 31,000 metric tons.

FedEx

- *FedEx* increased its North America hybrid truck fleet by 50 percent by adding 92 additional green delivery trucks.

Printing Franchises

It takes about a gallon of oil to make a new laser cartridge and if thrown into a landfill it can take up to 450 years to decompose. For this reason many printing franchises use alternative cartridges and have recycling programs in place.

Minuteman Press

- 1 Uses soy-based inks in place of petroleum inks
- 2 Recycles 93.4% of all waste generated. The target is 100% subject to the availability of local authority facilities for the recycling of all plastics.
- 3 Offers a large variety of environmentally friendly papers.

Cartridge World

- 1 Recycles cartridges
- 2 Offers fundraising programs that allow local community organizations & schools to raise funds by collecting empty printer cartridges and returning them to their local franchise.
- 3 Utilizes an economy car for deliveries and limits delivery days
- 4 Electricity used is offset by certified windpower certificates.



Cleaning Franchises

Many cleaning products contain chemicals that are damaging to the environment. Within the cleaning industry more and more franchises are using products and employing practices that do the least amount of damage to the environment.

Chem-Dry

Chem-Dry has their own "Chem-Dry Certified" program in place, which examines a product's impact on people, pets and the environment. The following requirements must be met for a product to be "Chem-Dry Certified":

- Protection of Aquatic Life – Each product must be biodegradable and products must not damage streams.
- Safe to be in contact with certain materials - The pH of the solution of the products must be no less than 3 and no greater than 10.



- Clean Air Requirements - The solution must not contain damaging levels of Volatile Organic Compounds (VOCs).

Molly Maid

- 1 Recycles and reuses cleaning bottles.
- 1 Educates customers on products and business practices for a more balanced approach to green home cleaning services.
- 2 Balances the use of disinfectants like bleach with green cleaning products that do not contain ammonia, petroleum or other toxins. These clean homes effectively while protecting families and the environment.

Maid Pro

1. Uses reusable plastic buckets, reusable nylon and canvas bags, reusable laundry/trash bags with lining, and reusable spray bottles and dispensers
2. Purchases high efficiency washers and dryers

Choosing a green franchise

Deciding on a franchise is always a difficult decision and deciding on a green franchise is no different. The following list provides practical advice on how to choose a green franchise.

1. When deciding on a green franchise, a potential franchisee will need to decide if they want to be part of a franchise that directly aids the environment, such as solar panel installation or green energy, or if they want to be part of a franchise that employs green practices and is dedicated to helping the environment.
2. An important consideration when looking for a green franchise is *The Green America Seal of Approval*. Green America is a nonprofit organization which started a certification process for the purposes of allowing consumers, potential business partners and other businesses to recognize a legitimately green business. A business that bears this seal has successfully passed the Green America screening process and has been deemed socially and environmentally responsible.
3. When selecting a green franchise, make sure they are truly green. A lot of “green washing” occurs as franchisors try to profit from the hype without putting forth the effort required to be truly green. In some cases a franchise spends their entire green budget on promoting the fact that they are a green company rather than using the money to implement green practices. Also be aware that some green “awards” displayed may not be legitimate.
4. Ensure that the franchise offers training for the new franchisee and for their staff. This training will not only cover the basics of running the franchise but also teach the staff green practices which should be in place.
5. For a franchisee, an accurate understanding of the costs of a green franchise or the costs involved in going green is essential. It is important that a potential franchisee does a thorough investigation of the franchise to ensure that they are making a good investment in a truly green franchise. Before making any final decisions it is recommended that a potential franchisee consults a franchise lawyer.

Industry Developments

Consumers demand radical transparency

The Internet has made information easy to access and widely available. Consumers have grown accustomed to being able to access information on any number of different topics and are now demanding transparency and access to information from businesses in relation to their green practices and policies.

Radical transparency is a management method where all decisions and practices are made public. Economic theory holds that the more transparent a market, the healthier it will be. The theory being that a company cannot judge itself to be sustainable or responsible and can only be judged by others. By implementing radical transparency, this allows consumers to have full access to the information relating to the environmental (as well as health and social) impacts of what businesses do. This level of available information enables consumers to make better-informed, green conscious choices when purchasing goods, thereby pushing businesses towards less harmful products. Some speculated that the reporting of environmental and social matters would be among the casualties of the economic downturn. But the financial crisis created more pressure from stakeholders, customers and investors for companies to increase transparency and close the non-financial information disclosure gap.

McDonald's, for example, began working with Conservation International and some key suppliers 6 years ago to develop an environmental scorecard. This scorecard aids McDonald's suppliers' with measuring and improving upon four key areas of environmental impact, namely water use, energy use, solid waste, and air emissions. The scorecard was completed and placed into practice in 2005. It encourages greater awareness of resource use and corresponding impacts (energy, water, air emissions and waste), with a goal towards continuous improvement in these categories.

Information on businesses is now available through social networking sites, blogs, websites and cellphone apps. The websites are not necessarily run by the businesses themselves but generally by a third party. Many companies are also making forms available where company practices are critiqued by company employees and consumers.

Outlook

The green industry is not a passing trend. At present consumers are more likely to support companies that have environmental programs and initiatives in place. One day, however, consumers will outright expect companies to be environmentally responsible. There has never been a better time to become part of a green franchise. Going green helps a company's bottom line. The U.S. government has also pledged billions of dollars towards environmental programs and renewable energy initiatives. Whether it is a franchise that directly aids the environment or a franchise that employs green practices, the future is bright for the green franchise industry.

Company Profiles

The following profiles give a detailed look at two green franchises that have built their business around environmental awareness. With their many innovative ideas and practices, these franchises are leaders in relation to green policies and practices.

Ben and Jerry's Profile

Background

Ben and Jerry's was created in 1978 by Ben Cohen and Jerry Greenfield. With a \$12,000 investment (\$4,000 of it borrowed), Ben and Jerry opened the first Ben & Jerry's Homemade ice cream scoop shop in a renovated gas station. One of the main trademarks of Ben and Jerry's since its conception has been the socially conscious and environmentally friendly way in which it was run. Even in 2000 when Unilever and Ben and Jerry's joined forces, they maintained their social mission through an independent Board of Directors, whose main focus was providing leadership for Ben & Jerry's social and environmental mission and brand integrity. There are now over 800 Ben and Jerry's franchises around the world.

The following are a few examples of projects that Ben and Jerry's have pioneered in an effort to continue to reduce their negative impact on the environment and also to help others realize that can also make a difference by their actions.

Past Projects

Global Warming

A number of years ago Ben and Jerry's established the *Lick Global Warming* campaign in an effort to teach people how to reduce their own carbon footprint and also to put pressure on Congress to take action against global warming.

Sustainable Packaging

Ben and Jerry's phased in Forest Stewardship Council (FSC) certified paperboard for their U.S. pint containers in 2009. The FSC certification means that the paperboard comes from forests that are managed for the protection of wildlife habitat, maintenance of biodiversity, avoidance of genetically modified tree species, and protection of traditional and civil rights, among other Rainforest Alliance criteria for healthy forests.

Waste

When Ben and Jerry's first started, the waste produced from their stores went to a manure pit, then it

went to a composting facility, and now it's sent to a Methane Bio-digester. The waste is put through a biological process that creates methane energy for the farmer.

Ongoing Projects

Fair Trade

Paul Rice, President and CEO of TransFair USA, says,

“Ben & Jerry’s has been a model for socially responsible business for 32 years, proving that being responsible and sustainable are good for business. By converting their ingredients to Fair Trade, Ben & Jerry’s will help galvanize its suppliers to join the Fair Trade movement.”

Ben and Jerry’s introduced their first fair trade ingredients in 2005 and will be 100% fair trade by 2013. This means that all of their “global flavor portfolio” will be composed of Fair Trade Certified™ ingredients, such as cocoa, vanilla, fruits, nuts, etc.

Company co-founder Jerry Greenfield said:

“Fair Trade is about making sure people get their fair share of the pie,”

Cage-free and free-range eggs

In 2009, Ben and Jerry’s sourced 83 percent of the eggs used in U.S. production from cage-free farms, up from 30 percent the previous year. Ben and Jerry’s have been using eggs from free-range hens for all of their European production since 2004. The goal is to use only Certified Humane cage-free eggs in the U.S. by the end of 2010.

Clean Green Freezers

In the United States today most small freezers use hydrofluorocarbon gases (HFCs) to generate cooling. HFCs work well in freezers, but it is a highly-potent greenhouse gas. Ben and Jerry’s have introduced new freezers which use alternative refrigerants, such as hydrocarbon (HC) refrigerants, that, unlike current freezer gases, do not contribute to global warming or the deterioration of the earth’s ozone layer if released into the atmosphere. HCs are just as effective at cooling a freezer as HFCs yet are 10% more energy efficient. Household freezers and small commercial freezers outside the US have successfully used these hydrocarbon-based refrigerants for the last few years

Pizza Fusion

Background

Pizza Fusion was created in February of 2006 by Michael Gordon and Vaughan Lazar. Based in Fort Lauderdale, FL, the all-natural pizza restaurant chain offers fresh, natural, and healthier foods in eco-friendly, LEED¹³ certified locations worldwide. While their pizza business does not directly help the environment, every aspect of their business is as environmentally responsible as possible. Pizza Fusion's mission is to uphold the highest level of integrity in all they do, from the quality and origin of their food to their care for the health of their customers and the environment. The Pizza Fusion slogan is:

“Saving the Earth, One Pizza at a Time.”

Pizza Fusion support sustainable business by seeking out environmentally conscious vendors and suppliers to partner with. They are committed to environmental education of the general public in order to teach them the importance of sustainable living through ecological community service, consumer education and environmental mentoring. Pizza Fusion has also been involved in lobbying for political action to support a more sustainable future.

Pizza Fusion has proved to be a popular concept. For the 12 months ending on June 30th, 2010, system-wide sales increased to nearly \$11 million, an increase of 46% over the prior 12-month period, and same store sales increased by approximately 11%¹⁴.

LEED Buildings

Besides the fact that the pizzas are 100% organic, all Pizza Fusion restaurants are LEED certified. This means that each restaurant has been built to green standards. The restaurants also feature eco-friendly building elements such as Energy Star certified appliances, non-VOC (volatile organic compounds) paints, Forest Stewardship Council (FSC) certified wood cabinetry, smart lighting systems, and low flow faucets.

Pizza Fusion's environmental efforts include using only eco-friendly cleaners to sanitize its stores, providing organic cotton uniforms to employees and constructing restaurants with renewable, recycled and reusable products.

¹³ Please refer to appendix for definition

¹⁴ Pizza Fusion Press Release; Pizza Fusion Restaurant Franchise Shines Even in a Down Economy; 07/21/2010/

Packaging

Pizza Fusion serves food in plastic-like containers made from 100% corn starch that decompose in landfills in only 50 days. They also use spudware utensils that are made 100% from potatoes and reward customers with discounts if they return their pizza boxes to recycle them.

Education

Pizza Fusion host a free organic kids class every third Thursday of the month that educates children on the importance of eating organic and recycling.

Some other examples of Pizza Fusion's environmental initiatives include:

- Delivering food in company owned hybrid vehicles
- Offsetting 100% of energy usage with the purchase of renewable wind energy certificates
- Using 100% post consumer toilet paper and paper towels in all bathrooms
- Web site is hosted by a "green web hosting" service provider that's powered by renewable energy
- Donate money to environmental causes in and around our communities

Appendix

This appendix contains definitions of terms that appear in the report in relation to green practices.

LEED



LEED is an internationally recognized green building certification system, providing third-party verification that a building or community was designed and built using strategies aimed at improving performance across all the metrics that matter most:

- Energy savings
- Water efficiency
- CO₂ emissions reduction
- Improved indoor environmental quality
- Stewardship of resources and sensitivity to their impacts.

Developed by the U.S. Green Building Council (USGBC), LEED provides building owners and operators a concise framework for identifying and implementing practical and measurable green building design, construction, operations and maintenance solutions¹⁵.

¹⁵ US Green Building Council, Intro – What LEED Is, www.usgbc.org

Fair Trade



The Fair Trade Certified™ Label guarantees consumers that strict economic, social and environmental criteria were met in the production and trade of an agricultural product. Fair Trade Certification is currently available in the U.S. for coffee, tea and herbs, cocoa and chocolate, fresh fruit, flowers, sugar, rice, and vanilla. TransFair USA licenses companies to display the Fair Trade Certified label on products that meet strict international Fair Trade standards.¹⁶

Carbon Footprint

A business or franchises' carbon footprint is the total amount of greenhouse gas produced through their activities. This is usually expressed in equivalent tons of carbon dioxide (CO₂).

Green Seal



Green Seal is a nonprofit organization that was founded in 1989. Green Seal provides science-based environmental certification standards that are credible, transparent, and essential in an increasingly educated and competitive marketplace. Their industry knowledge and standards help manufacturers, purchasers, and end users alike make responsible choices that positively impact business behavior and improve quality of life.

Green Seal certified its first products in 1992 and has certified over 3,200 products and services from major companies since¹⁷.

¹⁶ www.transfairusa.org

¹⁷ Green Seal, www.green seal.org

The U.S. Green Building Council

The U.S. Green Building Council is the nation's foremost coalition of leaders working to transform the way building and communities are designed, built and operated, enabling an environmentally and socially responsible, healthy, and prosperous environment that improves the quality of life.