

The Greening of the American Economy

Innovation, Quality and Price are Keys to the Growth of Eco-Companies

Growth trends in industrial and consumer markets are usually predicated on the new ideas of a handful of pioneering companies that figure out ways to apply the innovations across multiple sectors. For example, in the telecommunications industry, wireless technology has proliferated by way of devices including satellite television, WiMax and VoIP, with new ones under development as you read this. Today, this scenario is repeating itself with eco-consumerism. In this many-tentacled market, “green” entrepreneurs are developing high-quality products for sustainable living that spans virtually every sector. Retailers are enthusiastically stocking their store shelves with them alongside of conventional products.

Once green was viewed as a weak competitor. In its early stages, it was like the Japanese automotive industry of the 1960s, which produced cars that at the time were considered tinny and unreliable. Not long after the introduction of quality processes into Asian manufacturing, however, their car makers were competing with the best from Europe and America. Similarly, with legions of innovative eco-preneurs unloosed in today’s market, green products increasingly stand toe-to-toe with conventional products in both quality and price.

Any business or industry sector assuming otherwise does so at its own peril. Many of the statistics about the green movement—from consumer readiness to manufacturer sales—are staggering. Consider, for example:

- Eighty-seven percent (87%) of consumers are concerned about the environmental and social impacts of the products they buy, according to McKinsey Quarterly.¹
- Thirty-three percent (33%) of consumers in the same survey indicated they were ready to buy green products or have already done so.²
- Whereas there were only five publicly traded green companies just a few years ago, today there are over 250.³

Winning Over Consumers, One Sector at a Time

Virtually all consumer markets are now finding innovative ways to sprout green. The converts include not only customers, but also the retailers who make them available in the first place—including names such as JCPenney, Kohl’s and Wal-Mart. Green clothes, in particular, are poised for a breakthrough year. While hovering around the fringes of the global apparel world for years, a new report from Packaged Facts says the market—which it estimated at \$3.05 billion in 2007—is primed for a quantum leap, with expectations for sales topping \$11 billion in 2012. And mass merchandising, reportedly the biggest sales channel of all, sold 30% of all sustainable clothes in 2007.⁴

In other markets, the sales of organic products⁵ have grown between 20% and 24% a year since 1990, according to the Organic Trade Association.⁶ Today, approximately 39% of the U.S.

¹ Sheila Bonini, Greg Hintz, and Lenny Mendonca, “Addressing Consumer Concerns About Climate Change,” *McKinsey Quarterly*, March 2008. Based on a global survey of 7,751 consumers in eight major economies.

² Ibid.

³ Dr. Rita Fried. “Green Stock Watch”

(www.sustainablebusiness.com/index.cfm/go/progressiveinvestor.stocks/id/16).

⁴ Mahoney, Sarah. “Report: Market for Organic Clothes is Bursting at the Seams,” *Marketing Daily* (www.mediapost.com/publications/index.cfm?fa=Articles.showArticle&art_aid=81861).

⁵ Organic production is a system that is managed in accordance with the Organic Foods Production Act (OFPA) of 1990 (PDF) and regulations in Title 7, Part 205 of the Code of Federal Regulations to respond to site-specific conditions by integrating cultural, biological, and mechanical practices that foster cycling of resources, promote ecological balance, and conserve biodiversity. <http://www.ams.usda.gov/AMSV1.0/nop>

population purchases organic products. Total organic food and beverage sales increased from \$1 billion in 1990 to \$12.2 billion in 2004. Last year, the figure reached \$14.6 billion. Today's green market is not limited to organic foods or relatively low-cost items sold for personal and home use. It has reached the core sectors of the U.S. economy. In one industry, non-residential building construction, the green market has grown from 2% of all starts in 2005 to 10% to 12% in 2008, and is projected to grow to 20% to 25% by 2013.⁷ Further, the U.S. market for building materials that contribute to green building certification—which is awarded to architects and builders by the respected organization, LEED, or Leadership in Energy and Environmental Design—is projected to rise 7.2% annually through 2013, coinciding with a recovery of the residential building market.⁸ Materials include, for example, Forest Stewardship Council-certified lumber and wood panels, water-efficient plumbing fixtures and fittings, and energy-efficient lighting fixtures, which are projected to grow at double-digit rates. And some of the leading manufacturing companies on the green bandwagon—like Armstrong World Industries, Mohawk, and Kohler—are titans in the building materials industry.

The Size of the Green Marketplace

The U.S. green marketplace was reported to be \$209 billion in 2005, according to an index called Lifestyles of Health and Sustainability (LOHAS)⁹, and is surely considerably larger today. This market segment, according to the LOHAS standard, focuses on health and fitness, the environment, personal development, sustainable living, and social justice.

According to market segmentation provided by the Natural Marketing Institute (NMI), the LOHAS market includes (with size of U.S. market in parentheses):

Personal Health (\$118.03 billion)

- Natural, organic products
- Nutritional products
- Integrative health care
- Dietary supplements
- Mind-body-spirit products

Natural Lifestyles (\$10.6 billion)

- Indoor & outdoor furnishings
- Organic cleaning supplies
- Compact fluorescent lights
- Social change philanthropy
- Apparel

Green Building (\$50 billion)

- Home certification
- Energy Star appliances
- Sustainable flooring
- Renewable energy systems
- Wood alternatives

Alternative Transportation (\$6.12 billion)

- Hybrid vehicles
- Biodiesel fuel
- Car sharing programs

Eco Tourism (\$24.17 billion)

⁶ Jana, Reena. "Green Threads for the Eco-Chic," *Business Week*, September 27, 2006. (http://www.organicconsumers.org/articles/article_2877.cfm)

⁷ *McGraw Hill Construction* (2009). "Green Outlook 2009: Trends Driving Change."

⁸ "Green Building Materials to 2013 - Demand and Sales Forecasts, Market Share, Market Size, Market Leaders," The Freedomia Group, February 2009. (<http://www.freedomiagroup.com/Green-Building-Materials.html>)

⁹ "New LOHAS Market-Size Data Released: A \$209 Billion Opportunity," a press release of The National Marketing Institute, February 10, 2007 (<http://www.lohas.com/articles/100046.html>).

Eco-tourism travel
Eco-adventure travel

Alternative Energy (\$380 million)

Renewable energy credits
Green pricing

With billions upon billions in sales, the question arises, “Who is buying all of these products and services?” Increasingly, it is the average man or woman on the street. According to Green Futures, a UK organization focused on sustainable development, three in ten American adults are now considered “green consumers.” Further, in findings from a green market research report, shown below, a significant threshold has been crossed, as the percentage of the American public actively or ready to take the green plunge has bypassed those who can’t be bothered. Fully 40% of the American public defined itself as either “keen to be green” or “green ready,” while 37% were either “unwilling or unconvinced” or “too busy to care.” This is consistent with other studies showing that the percentage of Americans concerned about the environment “a great deal” or “a fair amount” increased from 62% to 77% between 2004 and 2006.¹⁰

Environmental and Ethical Typology Groups (Oct. 2006)

Consumer group	Pct. Of consumers
Keen to be green	24%
Green already	16%
Confused but willing.....	23%
Unwilling and unconvinced.....	17%
Too busy to care.....	20%

<http://www.docstoc.com/docs/24840260/Green-Consumer-Goods-Market-Research>

Green producers include some familiar names to the American consumer. Among them are Levi’s, which is manufacturing organic cotton jeans; GE, which has bored right into renewable energy and whose Ecomagination program is helping customers address their environmental and financial needs; and Wal-Mart, which is getting into organic food sales and whose sales floor is increasingly a platform for new green products. Moreover, the green landscape is also dotted with multitudes of upstart eco-preneurs. They include, for example, Reware, which produces solar-powered carrying cases called ‘juice bags;’ Panagea Organics, which sells chic, natural body products; and Liberty Carpet One in Fairfax, Virginia, which created a carpet called GreenFloors made of recycled material from everyday trash.

Giving a Deserved Nod to Eco-Preneurs

The driving forces behind the green movement have been risk-taking and innovation. It became clear to eco-friendly companies in the past that they would not be able to prosper based on the sentiment of the consuming public about environmental niceties such as clear streams and fresh air. They would have to succeed on equal footing with the products of conventional companies for effectiveness, durability and performance. And so, necessity became the mother of superior inventions. Five stories, in brief, follow.

Fresh Organics. This online company produces skin care products for the entire family that uses certified organic and natural ingredients which are minimally processed in order to retain their therapeutic effect. The innovator behind Fresh Organics is Jeff Wilkinson, an entrepreneur and businessman who, with his wife Michele, was motivated to find a solution to the allergies, rashes and chronic colds that plagued their son. Their solution became products that are free of chemicals potentially harmful to the user and to the environment. Notably, Fresh Organics products and/or their ingredients meet organic standards set by the National Science Foundation, Organic Products Certification Agency International, and the USDA.

¹⁰ Ryan, Bill. “Green Consumers: A Growing Market for Many Local businesses,” *Let’s Talk Business*, November 2006. (www.uwex.edu/CES/cced/downtowns/lfb/lets/LTB1106.pdf)

Reware. This Washington, D.C.-based company sells backpacks and messenger bags that have small solar panels on the outside to provide electricity for charging. Such diverse electronic products as cell phones, iPods, and GPS navigation devices can be connected to the bag, and they can be charged in generally the same time it would take plugging them into a wall socket. The bags sell for about \$240. Reware's managing partner, Zach Lyman, estimates that about 3,500 of these solar-powered "juice bags" have been sold thus far.

Green Demolitions. This Greenwich, N.Y.-based company sells luxury commercial surplus and donated kitchens, appliances, bathroom fixtures, home decor, and more from houses being demolished or renovated in the local area. Donation proceeds benefit Recovery Unlimited, the operating name of a nonprofit organization formed to support a local addiction recovery program. The company was formed in 2005 and today earns about \$4 million in annual sales. Its customers are homeowners; residential building professionals, including architects, kitchen designers, contractors, interior designers and realtors; as well as commercial customers, including retailers, wholesalers, distributors, manufacturers, and others.

Vers Audio. This Wayland, Mass.-based Company provides sound systems that feature energy-efficient amplifiers and natural wood casings from sustainable forestry. It also sells casings designed for iPods made from Eucalyptus and Pine wood stock that was locally sourced and managed at plantations near the factory. The wood fiber production system is geared to handle smaller-diameter stock, typically less than 5 years old. No old growth, threatened or endangered wood materials are used in our process. The company today has \$1.4 million in annual sales, achieved based strictly using internet and viral marketing.

Green for All. This is an Oakland, Calif.-based organization that promotes green job training for the poor. The company's stated goal is to improve the lives of all Americans through a clean energy economy, while lifting its clients out of poverty. Green for All works in collaboration with the business, government, labor, and grassroots communities to create and implement programs that increase quality jobs and opportunities in green industry—all while holding the most vulnerable people at the center of its agenda. Through one of its programs, Communities of Practice, Green For All connects people who are working throughout the country on programs and policies to address climate change and create pathways out of poverty through green-collar jobs. So far, the organization has launched two Communities of Practice, the first being the "Green Pathways Out of Poverty" community, which focuses on green job training programs. The second is the "Retrofit America's Cities" Community, which focuses on programs designed to perform energy-efficiency retrofits at a city-wide scale.

These eco-preneurs, and thousands of others just like them, do not just generate green sales—on a larger scale they create jobs and help revitalize the economy. Jobs in California's green economy, for example, increased by 36% from 1995 to 2008—outpacing the state's 13% job growth—according to research by the Silicon Valley-based research firm Collaborative Economics. Further, California's jobs in green businesses numbered 159,000 as of January 2008. Although this accounted for less than 1% of jobs statewide, the research shows that jobs in green businesses may be holding up better than others. Specifically, from January 2007 to January 2008, jobs in green businesses grew 5%, while total jobs in California fell 1%, the report says.¹¹

Certification Programs Bring Stability to the Green Movement

As the market segmentation provided by NMI earlier suggests, the green market is becoming more orderly and less fragmented. The stability that this has brought to the green movement has spawned certification organizations that create industry standards for raw materials, production and installation. These certification programs provide industry self-regulation and lend legitimacy to the green businesses in their sectors. For example, LEED and USGBC are the recognized leaders in the building trades.

Another certification organization, Green Seal, provides science-based environmental building certification standards for such products and services as construction materials, facility operations, office

¹¹ "Many Shades of Green: Diversity and Distribution of California's Green Jobs," a report published by Collaborative Economics, December 2009. (http://www.coecon.com/Reports/GREEN/ManyShadesofGreen_1209.pdf)

products and transportation & utilities. Hundreds of products and services from major companies such as 3M, Benjamin Moore, and Andersen Windows have now been certified to meet Green Seal standards.

Yet another certification program is that of GreenGuard, which is a program of the GreenGuard Environmental Institute (GEI). GEI's mission is to improve public health and quality of life through programs that improve indoor air. In accordance with that mission, GEI currently has three third-party certification programs, which apply to indoor air quality, children and schools, and building construction. The building construction program certifies the design, construction and ongoing operations of newly constructed multifamily and commercial properties.

Going Head-to-Head on Price

Regardless of the consumer environmental consciousness, the majority of consumer purchasing decisions are still based primarily on price. Overall, going green still costs moderately more, although the disparity varies widely from one product to the next. But eco-friendly products and services have considerably closed the gap. To return to the commercial building construction industry, most organizations are concerned with the "first costs" of going green. For example, 78% of architectural, engineering, and construction respondents to the *Building Design & Construction 2007* survey believed that going green "adds significantly to first costs."¹² And in CoreNet Global/Jones Lang LaSalle's January 2008 survey, 30% of respondents believed that new green buildings cost 5% to 10% more than conventional buildings, while 22% believed that green costs more than 10% over the cost of conventional buildings.¹³

On the other hand, a 2007 study by Davis Langdon, a London-based construction industry consulting firm, found that "there is no significant difference in average costs for green buildings as compared to non-green buildings... Average construction costs have risen dramatically the past three years—between 25% and 30%. And yet we still see a large number of projects achieving LEED within budget."¹⁴ Finally, studies by the IFMA Foundation and the huge developer, Turner Construction also demonstrate that most new green buildings cost less than 1% more than conventional buildings, and some even cost less.^{15,16}

Green consumer products still appear to cost more based on anecdotal reports, but more and more companies, such as Green 4 Your Soul—a maker of sundry home products like cosmetics, bath & body, pet care and candles—markets its wares on the basis of comparable or even lesser prices. And among laundry detergents, Clorox sells its Green Works line of products, with biodegradable cleaning ingredients, at prices lower than the established industry leader, Tide. In a March 2010 search of product costs on the merchandising Web site Nextag.com, a 90 oz. bottle of Green Works laundry detergent, good for 60 loads, cost \$13.99; while a 50 oz. bottle of Tide, good for 32 loads, costs \$12.68.

Even though few consumers would expect the newcomer Green Works to clean laundry as well as the established industry leader, Tide, with continuing innovations in the green industry it seems only a matter of time until the differences become imperceptible. This will be the case, not only with laundry detergents and other cleaners, but across every sector of industry and consumer products.

Other Trends in Green Consumerism

Green consumerism is trending upward, not only in the U.S., but also in foreign countries due to their environmental initiatives. In particular, as an alternative to fossil fuels, wind energy is aloft. According to the Worldwatch Institute, wind capacity in the European Union (EU) rose 18% in 2007. Its wind power accounts for nearly 4% of the region's electricity demand in an average wind year, reducing carbon

¹² *AEC Industry Outlook*, p. 7; referenced in "The Dollars and Sense of Green Retrofits," a joint study by Deloitte and Charles Lockwood, p. 5 (2008).

¹³ Richard Kadzis, *Sustainability Perceptions and Trends: A CoreNet Global Research Bulletin*, CoreNet Global, January 2008, p. 8. Referenced in "The Dollars and Sense of Green Retrofits," a joint study by Deloitte and Charles Lockwood, p. 5 (2008).

¹⁴ Langdon, David, "Cost of Green Revisited: Reexamining the Feasibility and Cost Impact of Sustainable Design in the Light of Increased Market Adoption," p. 3 (July 2007).

¹⁵ Stephen Olson, Jenny Carney, and Michael Arny, "Deliver the Green: A Fresh Look at LEED-EB and Facility Management," a report of the IFMA Foundation (2006).

¹⁶ Turner Construction Company, "Market Barometer: 2005 Survey of Green Building," a report of the Turner Construction Company, p. 3 (2005).

dioxide emissions by about 90 million tons annually. Yet, Europe's wind market has fallen below half of the global total as in 2007 the EU accounted for only 43% of new additions worldwide.

The slack was picked up, first, by the U.S., which in 2008 led in new installations, surpassing Germany to rank first in cumulative capacity and electricity generation from wind. U.S. capacity increased by 50%, or 8,358 megawatts, to 25,170 megawatts at year's end. The biggest surprise, however, has been China, which was barely in the wind business at the beginning of the millennium, but by 2007 trailed only the U.S. and Spain in wind installations and was fifth in total installed capacity. During 2008, China ranked second after the United States, with approximately 6,300 megawatts installed that year, doubling the nation's cumulative wind capacity for the fourth year in a row. In April 2008, the Chinese government increased its 2010 wind target from 5,000 to 10,000 megawatts—yet this revised goal was quickly surpassed, and more than 12,200 megawatts were in place by the end of the year.¹⁷

China's surge appears to be due to changing political, environmental and economic priorities. In 2004, premier Wen Jiabao announced that the green GDP index would replace the Chinese GDP index as a performance measure. Its initial report, published in September 2006, showed that the financial loss caused by pollution was 511.8 billion yuan (\$66.3 billion), or 3.05 percent of the nation's economy. This demonstrable concern about environmental degradation and subsequent deployment of technologies provide ample evidence that China can become a *tour de force* in the green energy market and, for that matter, across all sectors of the international green economy.

Another potent trend in green consumerism pertains to the behaviors of Internet users. According to the 2008 Burst Media report, "Online Insights," users ages 18 to 24 had the greatest tendency to fully integrate green behavior into their daily lifestyles (Nearly 10% of respondents in this cohort indicated they have done so.) Interestingly, report data indicate that a higher percentage of older adults ages 65 and over completely integrate green behavior into their lifestyle than do their middle-aged counterparts (4.8% vs. 3.2%). So across the entire range of age cohorts, the pattern of responses formed a bell curve.¹⁸

**Degree to which U.S. adult Internet users incorporate green* behavior in daily lifestyle,
by age**

March 2008 (pct. of respondents in each group)

	Completely	Somewhat	None
Ages 18-24.....	9.7%	77.1%	13.2%
Ages 25-34.....	6.3%	81.4%	12.2%
Ages 35-44.....	4.4%	80.6%	15.0%
Ages 45-54.....	3.2%	85.3%	11.5%
Ages 55-64.....	3.7%	88.0%	8.3%
Ages 65 and over.....	4.8%	74.9%	20.3%
Total	5.2%	81.9%	12.9%

*Notes: n=6,065; numbers may not add up to 100% due to rounding; * environmentally friendly or conscious; Source: Burst Media, "Online Insights," April 14, 2008*

Another 2008 poll of Internet users reinforced the finding about older Internet users. A Harris Interactive survey revealed that respondents ages 63 and older were the most likely group to be proactive about energy reduction in their homes, purchase energy-efficient appliances, buy more locally grown food, and break their bottled-water habits. Further, in the first two of those categories, the second-most-active group was the baby boomer generation (ages 44 to 62).¹⁹

Select environmentally conscious activities of U.S. adult Internet users, by age

April 2008 (pct. of respondents in each group)

¹⁷ Sawin, Janet L. "Wind Power Increase in 2008 Exceeds 10-Year Average," *Vital Signs*, an online publication of the WorldWatch Institute, May 7, 2009. (<http://vitalsigns.worldwatch.org/vs-trend/wind-power-increase-2008-exceeds-10-year-average>)

¹⁸ See www.tvb.org/pdf/rcentral/Green_Consumer.pdf

¹⁹ *Ibid.*

	Echo Boomers (18-31)	Gen-X (32-43)	Baby boomers (44-62)	Matures (63+)	Total
Reduced the amount of energy used in my home	61%	57%	64%	70%	63%
Purchased more energy-efficient appliances	32%	42%	47%	52%	43%
Purchased more locally grown food	23%	26%	25%	35%	27%
Stopped drinking bottled water	23%	17%	19%	27%	21%
Purchased a hybrid car	3%	1%	2%	3%	2%
Purchased carbon-offsets from an organization	3%	2%	1%	1%	2%
Other	14%	20%	16%	8%	5%
Nothing	29%	31%	26%	20%	27%

Notes: ages 18+; “activities to offset carbon footprint or reduce emissions. Source: Harris Interactive, April 18, 2008

The Burst Media finding about 18- to 24-year olds was not surprising in that, being reared on the Internet—which has inherent ecological benefits—they would have a natural tendency toward green behavior. The behavior of older Internet users, however, suggests an audience far less set in their ways than one might suspect. (Indeed, the fact that they *are* Internet users may indicate that they are, *ipso facto*, progressive in their behaviors.) In the future, these will likely have a profound impact on the development and marketing of green products and services.

What’s Green and Sustainable, and What’s Not

A major part of the learning curve for green consumers is discerning which products and services that are marketed as green or sustainable, truly are. According to a research report by Maddock Douglas, consumers thought certain brands were sustainable when, in point of fact, they actually weren’t, while other brands weren’t considered sustainable, when they really were.²⁰ For its most recent survey, titled “MapChange 2010,” it partnered with Climate Counts and Angus Reid Public Opinion to compare the top brands within 10 sectors. Two of the most important consumer sectors were food & beverage and household.

Among the findings, of the 14 food & beverage companies studied, the two perceived to be green and sustainable were General Mills and Kellogg’s, which scored favorably high (82 and 81, respectively). However, in practice they scored among the lowest (49 and 42). In contrast, Stonyfield Farm scored the highest (81) in practice but was middling in perception (44); and Unilever’s disparity was even more pronounced (79 vs. 32).²¹

Understand that Clorox is not a “green company” with many bleach plants that are targeted as such as the highly respected Sierra Club. Among the six household products companies studied, Clorox scored the third most favorably (56), but in practice was by far the lowest (27). (Clorox’s score, in practice, may have been the result of environmental concerns at some of its plants associated with non-green products. This score was attained despite the fact that Clorox has released its Green Works line.) In contrast, the company lowest in perception, L’Oreal (33) was actually highest in practice (67).²²

²⁰ “MapChange 2010,” a sustainability-based map study by Maddock Douglas. (<http://www.maddockdouglas.com/mapchange-2010-full-report>)

²¹ Ibid.

²² Ibid.

“Life Values” Will Carry Green Into the Future

The Maddock Douglas data clearly show that as the green marketplace proliferates, the buying public needs to become more sophisticated in sorting perception from reality. Additionally, the public must demonstrate a willingness to shed brand loyalty in favor of social and environmental responsibility. Fortunately, these trends are afoot, evidenced, for example, by the fact that many up-and-coming green companies are succeeding in the competitive marketplace.

Even as their momentum builds, however, green companies must continue their research and development on what works and is of interest to the consumer, all the while demonstrating environmental sustainability. In this respect, sustainability is an additional layer of accountability on which companies need to conduct due diligence on their products and services. This due diligence must include independent, third-party studies of their performance. That being accomplished, they need to communicate the sustainability message, along with other primary messages, using multi-tiered marketing plans, through such means as viral, direct and Internet marketing. Finally, sitting on store shelves beside conventional products, they must be price-competitive.

This is a difficult obstacle course for any company, but those that succeed will be richly rewarded. "I think the (green) business has taken off like a rocket," Kevin Danaher, co-founder of Global Exchange, a San Francisco organization that promotes social, economic and environmental justice, recently told *The Washington Post*. "The previous economy was based on money values. The next economy will be based on life values."

Conclusions

The media's interest and promotion of sustainability, let alone green consumerism, is not a fad, but just the beginning of a wave of much needed change sweeping over us like the Internet of the 90's. As the Web evolved into hundreds of thousands of smart phone applications at our literal fingertips, so will sustainable options available in every retail sector. Some sectors will continue to lead the way, such as organic foods, where we see supermarket shelves that are exploding in choices that are squeezing out so many items that just aren't good for us. Consumer awareness and acceptance in that sector is still growing, and others are following right behind, such as sustainable cleaning products, paper products or building materials.

Overall, the economy is still troubled by lower real estate prices, foreclosures and unemployment. None can deny the healthcare delivery system needs an overhaul to control costs while still improving care and access. The economy is more and more a global economy as well. The solutions in the big picture are complicated enough without bringing the interests of one party or one nation versus another into the mix. Fortunately, successful entrepreneurs don't get bogged down with why the government or the economy is holding them back.

The facts speak for themselves, as the economy slowly recovers overall including recent growth signs; certain segments experience fast paced growth with no end in sight. That is a matter of history, as are the cycles of recessions followed by periods of economic prosperity. We believe the history books our children and grandchildren read will chronicle the changes in our society that is saving the planet as we know it, all driven by the eco-entrepreneurs early in the new millennium that chose to seize the day in collaborative and creative approaches.

For more information on how to help your green business or entrepreneurial pursuits, contact Tim Cassidy at tim@thebusinessplantconsultants.com or at 732-233-4625