



Go Green with GBA's Jump-Start Assessment for Building Product Manufacturers

By 2010, the market for green building products is expected to exceed \$4 billion annually. Participate in a ***Jump-Start Assessment*** to assist your company in understanding product and company opportunities within the green economy. It's a great way to better understand how your firm can capitalize on the growing market for green buildings.

Why Choose a Jump-Start Assessment?

Companies that make products from concrete to coatings all face increasing questions about how their products apply – or don't – to green building and retrofitting. Manufacturers often need assistance in understanding the factors that matter in green buildings, operational and daily production implications for their firm, the revenue and jobs creation potential, and market entry points.

Specific concerns typically include energy efficiency, transportation, administrative and product suppliers, land-use and materials, green market positioning, and what to do about green certifications. The Jump-Start Assessment provides a framework for evaluating these business risks and opportunities, and developing a comprehensive strategy to address them.

This assessment service is designed to provide a baseline understanding of each of these issues as they relate to the client's operations and outline an applicable course of action based on their goals and budget.

How Does it Work?

GBA provides up to \$5,000 worth of services, either delivered directly by GBA staff, or sub-contracted to appropriately credentialed professionals to the manufacturer.

Our team prepares and delivers a final, written report of 5-10 pages, outlining a high-level assessment of your company's best opportunities and greatest challenges relative to the green building product marketplace. *(over)*

Engage in the Green Building Products Network

- Receive monthly GBA product initiative ***updates via email.***
- ***Network*** with other manufacturers involved in the Product Initiative.
- ***Attend programs*** addressing challenges manufacturers face in promoting and distributing green products.
- ***Procure interns*** to assist in the research and facilitation of projects like recycled content projects and green business (restricted to companies in the southwest PA region with 250 or fewer employees).
- ***List your products or services for free*** in the online GBA Products Directory, accessible through the GBA website at www.gbapgh.org or www.pa-greenbuildings.com.
- ***Apply for a Product Innovation Grant*** valued at \$20,000 for proof of concept grants (no partnership required) or up to \$100,000 full grants for projects that develop new green building products or revamped existing products as green (academic-industry partnership required).
- Participate in a ***Jump-Start Assessment*** to evaluate your company's best opportunities within the green building products market.

How Does it Work? (continued)

The manufacturer pays no direct costs. However, they must commit a senior manager to be the firm's liaison with GBA for the duration of the Assessment and to participate in all team meetings. The firm must further commit to provide access to facilities and data necessary to complete the Assessment. Manufacturers should anticipate four or five meetings relative to the project, and they must agree to have the firm's key decision-making team present for the final presentation.

What Is Included?

The \$5,000 allocation covers the costs of direct services to the manufacturer, which include:

Standard Services:	Review of Product Portfolio
	Review of Product Roadmap
	Green Marketing Review
	Sustainability Checklist Review
	LEED® Consultation
	Development of written report
Potential Services:	Energy Use Audit
	Green Certification/Labeling Evaluation
	National Standards Compliance Review
	Supply Chain Review

GBA takes responsibility for evaluating and engaging any necessary professionals to assist with services deemed appropriate.

About GBA

The Green Building Alliance is a non-profit organization that advances economic prosperity and human well-being in Western Pennsylvania by driving market demand and facilitating green building practices and products that have minimal impact on the natural environment.

About GBPI

The Green Building Products Initiative was launched by the Green Building Alliance in 2006 as the first initiative of its kind in the country. The Green Building products Initiative is generously supported by The Commonwealth of Pennsylvania, Ben Franklin Technology Development Authority, the Richard King Mellon Foundation and The Heinz Endowments.

Grow Your Share of Green with the GBP Initiative

The Green Building Products Initiative is designed to help **GROW** Pennsylvania companies and increase their ability to compete in the green building marketplace.

The GBP Initiative also aims to:

PROMOTE growth and create "green-collar" jobs through industry growth

RETAIN Pennsylvania's existing building product manufacturers

DRIVE product innovation through industry-driven applied research and establish nationally recognized leadership in green product innovation

ATTRACT new investment dollars through business recruitment and startup, and

PROMOTE green market leadership; advance the adoption of green building practices