

SUSTAINABLE BUSINESS  
ASSISTANCE  
**GREEN GAIN**  
PROGRAM



A program of the  
**Portland Development Commission**  
and  
**Zero Waste Alliance**

*Investing in  
Portland's Future*



**PDC: Sustainable Development**



*Zero Waste  
Alliance*



How can the Sustainable Business Assistance  
**Green Gain** Program help you?

Are you moving your operations?

Will you be renovating or expanding a facility?

Would you like to reduce the hazards from chemicals in your  
workplace?

Would you like to reduce your carbon footprint?

Are you looking to improve process efficiency?

Would you like to reduce fees associated with regulations?

The Sustainable Business Assistance **Green Gain** Program provides matching grants of up to \$15,000. ZWA works with your staff to develop a customized project. A participating company receives support from PDC (typically a 50% match). ZWA will work with you, providing your company technical expertise, project documentation, and support.

**Available services include:**

- Green building
- Technical research
- Process improvement
- Waste stream diversion
- Management systems
- Resource efficiency
- Project management
- Product stewardship



Sustainable business practices will  
improve your bottom line.

Activities and by-products with no clear use, no market value or hazardous properties are expensive.

These inefficiencies can be eliminated. What is typically considered "waste" can actually become a potential resource through adoption of a Zero Waste strategy.

**A Zero Waste strategy will:**

- Promote rapid savings
- Assist with and/or reduce the effects of new regulations
- Improve your bottom line
- Reduce or eliminate the impact of hazardous materials in your workplace
- Develop innovative new products and services
- Attract and retain talented employees
- Create a market niche
- Increase resource conservation

**Sustainability can help you see through a more strategic lens.**

Zero Waste strategies call for the systemic assessment of every type of waste a company generates from solid and hazardous waste to wastes in energy and use of human resources.

Zero Waste strategies have clear and critical endpoint targets your business can incrementally achieve on its path towards increased profitability and sustainability.

Supporting businesses in the creation of  
a more sustainable future.



**Let's work together**

ZWA works with a diverse set of companies through the Sustainable Business Assistance **Green Gain** Program, including companies with less than fifty employees to those with more than five hundred. ZWA also works with city governments, universities and non-profit organizations.

**Zero Waste Alliance provides:**

**Green Building** – ZWA provides green building assistance for real estate tenant improvements, renovations and new buildings.

**Technical Assistance** – ZWA directly assists businesses with answers to their technical sustainability questions. ZWA supports businesses in moving toward sustainability with timely suggestions and recommendations to improve operations, reduce costs, and decrease environmental impacts. Technical assistance is available to businesses with discreet questions rather than projects in need of fuller-scope technical solutions support.

**Technical Solutions** – ZWA finds solutions to challenging technical problems, including but not limited to identification of energy and water-saving strategies, greenhouse gas calculations and safer replacements for hazardous materials and toxics.

**Management Support** – ZWA creates development strategies for sustainability plans, formal environmental management systems and zero waste initiatives.



**Sustainable Business Assistance  
Green Gain Program Participants**

**Rejuvenation, Inc.** is America's leading manufacturer of authentic period lighting. Through adoption of sustainable



business practices, Rejuvenation has been able to:

- Eliminate sewer discharge fees
- Save \$14,155 annually
- Provide uncompromised product quality.

The Portland branch of the **Doubletree Hotel and Executive Meeting Center** is adopting sustainable practices. Recent water use saving tactics have resulted in:

- Annual savings of 2.9 million gallons of water (11 percent of total usage)
- Annual water and energy savings of \$43,283
- Local and state recognition for their efforts.



**Frank Creative** helps clients such as Timberland, Spyder, O'Neil and Teva position their brand, sell their products and grow their businesses. They are in the Ford building, circa 1914. Their high-performance building tenant improvement project resulted in:

- Enhanced indoor air quality
- Natural and energy efficient lighting
- Use of local and recycled materials
- Creative use of repurposed materials in artistic installations.



To find out if your project qualifies for this program or to learn more, visit [www.zerowaste.org/greengain](http://www.zerowaste.org/greengain), call ZWA at (503) 279-9383, or e-mail [info@zerowaste.org](mailto:info@zerowaste.org).

*Investing in  
Portland's Future*



[www.pdc.us](http://www.pdc.us)

PDC has supported the Sustainable Business Assistance **Green Gain** Program since 2003, contributing more than \$155,500 to its success.



*Zero Waste  
Alliance*

[www.zerowaste.org](http://www.zerowaste.org)

In 2007, ZWA was awarded the State of Oregon Sustainability Focus Award in the Government/NGO Category. ZWA is a program of the International Sustainable Development Foundation, a 501(c)(3) non-profit corporation.

Since 1999, Zero Waste Alliance has been supporting local businesses in the creation of a more sustainable future. Improved profitability, competitiveness and environmental performance are achieved through the development and implementation of practices that reduce and eliminate waste and toxics.