

Pennsylvania



Duquesne University Center for Green Industries and Sustainable Business Growth

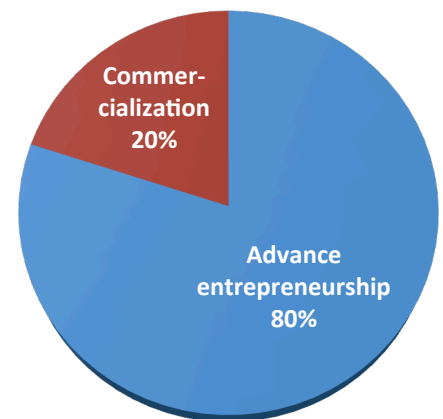
The Duquesne University Center for Green Industries and Sustainable Business Growth seeks to impart upon the regional populace a working knowledge of the benefits of incorporating sustainable practices into business operations and to increase profitability and competitiveness within the green sectors. It is supported by the EDA University Center program, the University, and partner funds. The Center focuses on providing technical assistance to small businesses, specifically by helping sustainable businesses to grow and by making traditional small businesses more sustainable. Working closely with university and community stakeholders is a key strategy for the Center, allowing it to reach more clients and better leverage all resources available.

Activities

The primary goal of the Duquesne University Center for Green Industries and Sustainable Business Growth is to help small businesses that have the capability to expand and grow in the

green market. The Center also works with small businesses in all sectors (whose central business focus is not environment-related) seeking to increase the sustainability of their operations.

The Center's work with small businesses includes one-on-one consulting and regular training workshops. Center consulting services help businesses to identify target



markets, and also provide advice on financing and cash flow, exporting and international trade, and technical/engineering problems. Regular trainings and conferences cover topics such as business start-up, business development, sustainability, green project funding, marketing,

University

Duquesne University

Center Director

Mary T. McKinney

Center Location

Office of Research

Center since 2011

Center Activities

- Technical assistance
- Small business competition
- Training of students as green auditors

Clients

- Small businesses (green and traditional)

Assessment Techniques

- Feedback from staff
- Client interviews
- Feedback at regional workshops
- Client satisfaction surveys

Contact Information

www.duq.edu/about/centers-and-institutes/center-for-green-industries
mckinney@duq.edu

export opportunities, and procurement. During the first seven quarters, the Center has presented 58 workshops and has provided no-cost consulting services to 122 small business clients.

The Center has also developed over ten manuals on topics relevant to

sustainability and growth for small businesses, which are utilized in their trainings and consulting work. In 2012, the Center created the Pennsylvania Sustainable Small

Business Award and Sustainability Champion Award. In collaboration with Green Seal, the Center is currently working on a small business certification process that will utilize

university students as auditors. **Leveraging** The Duquesne University Center for Green Industries and Sustainable

Business Growth has been successful in mobilizing university resources. The University's commitment to sustainability complements the Center's work, and faculty and

students from the Center for Environmental Research and Education and the MBA Sustainability program are eager to be involved with the Center. The Center leverages other university resources, such as data and the technology commercialization office. The Center leverages its relations with the Pittsburgh Green Innovators and the Pittsburgh Central Keystone Innovation Zone, which provide funding for the Center's match.

"My counselor was very helpful in guiding me in the business planning process and the money aspect of my start-up business. Writing realistic goals steps to attaining those goals."
--Center Client

Success

The Pennsylvania Sustainable Small Business Award

The creation of the Pennsylvania Sustainable Small Business Award and Sustainability Champion Award have played an important role in raising the visibility of the Center in the small business community by recognizing achievement in line with the Center mission, and by convening sustainability and small business stakeholders during the selection process.

The Pennsylvania Sustainable Small

Business Award was given to ReAxis Inc., a chemical manufacturer committed to environmental sustainability, a diverse workplace, and the community. In addition, ReAxis has achieved a number of rigorous industry certifications, making the company an excellent example of how a business can be "small, sustainable and profitable at the same time," according to Center Director Mary McKinney.

Highly visible awards and technical support have brought

sustainability to a hard-to-reach constituency of small and medium businesses.

Sustainability Champion Award

A second award for Sustainability Champion was presented to the Green Building Alliance, a nonprofit that has played a laudable role in the local community through its practice and promotion of sustainable business practices.