



## GOING GREEN IN A RECESSION

### Maybe SLIP Can Help

**SUSTAINABLE LOCAL INVESTMENT PARTNERS (SLIP)** will hold its grand opening party from 4:30 to 7 PM, April 28 in the lobby of the Community Building. Food, wine, beer and live music will be provided. "The party is going to be a lot of fun," says Susanne Croft, Executive Director for SLIP. "We're here to get the word out about our services."

SLIP is a nonprofit corporation that's dedicated to helping local businesses become sustainable and go green. As business owners and consumers, people are more and more interested in going green, but have less money to do so, says Croft. "Businesses don't have the time to become experts in sustainability, they're just scrambling to keep their doors open in a recession," she adds.

"SLIP is here to find the best, most profitable, most advantageous way to bring sustainable practices into anyone's business," Croft says. "We really focus on coaching, and strategic planning in order to go green."

The nonprofit organization started as a conversation between friends in 2008. Originally, the operation focused on providing an outlet to invest locally. Croft said when the green wave hit Spokane, they switched their focus, and became a resource for businesses to become more environ-

mentally-friendly. In January 2010 the organization opened its doors and has developed into a full operation.

Croft says people seek SLIP's service at all different levels. "Small, large, public, private business, it doesn't matter," she says. "Most businesses are small with less than 10 employees—that's the meat and potatoes of Spokane's economy."

SLIP can provide businesses with the tools they need to become energy efficient such as receiving financing for green business practices, developing a green building, helping with hazardous waste management, preventing pollution, conserving water and reducing waste.

In order to do so, SLIP uses SCORE, a sustainability assessment tool and SPaRK, a tool that helps incorporate sustainability into each and every business practice.

"We're not telling businesses what to do," Croft says. "We're training them to think and make the best decisions for themselves. We'll work with businesses to improve their triple bottom line, which balances financial profits with social and environmental dividends." //

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For more information call 509-209-2861 or visit [www.sustainablelocalinvestments.org](http://www.sustainablelocalinvestments.org).