



## **Building An Inclusive Green Economy**

2010 National Interagency  
Community Reinvestment Conference

Grace Fricks

[www.ace loans.org](http://www.ace loans.org)

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

# About ACE:

- Our mission is to provide Access to Capital, Connections, and Education to help new and existing small businesses.
- ACE provides loans of \$500 to \$50,000 in North Georgia, including Atlanta.
- ACE is a CDFI.

# Success: Pueblo's Inc

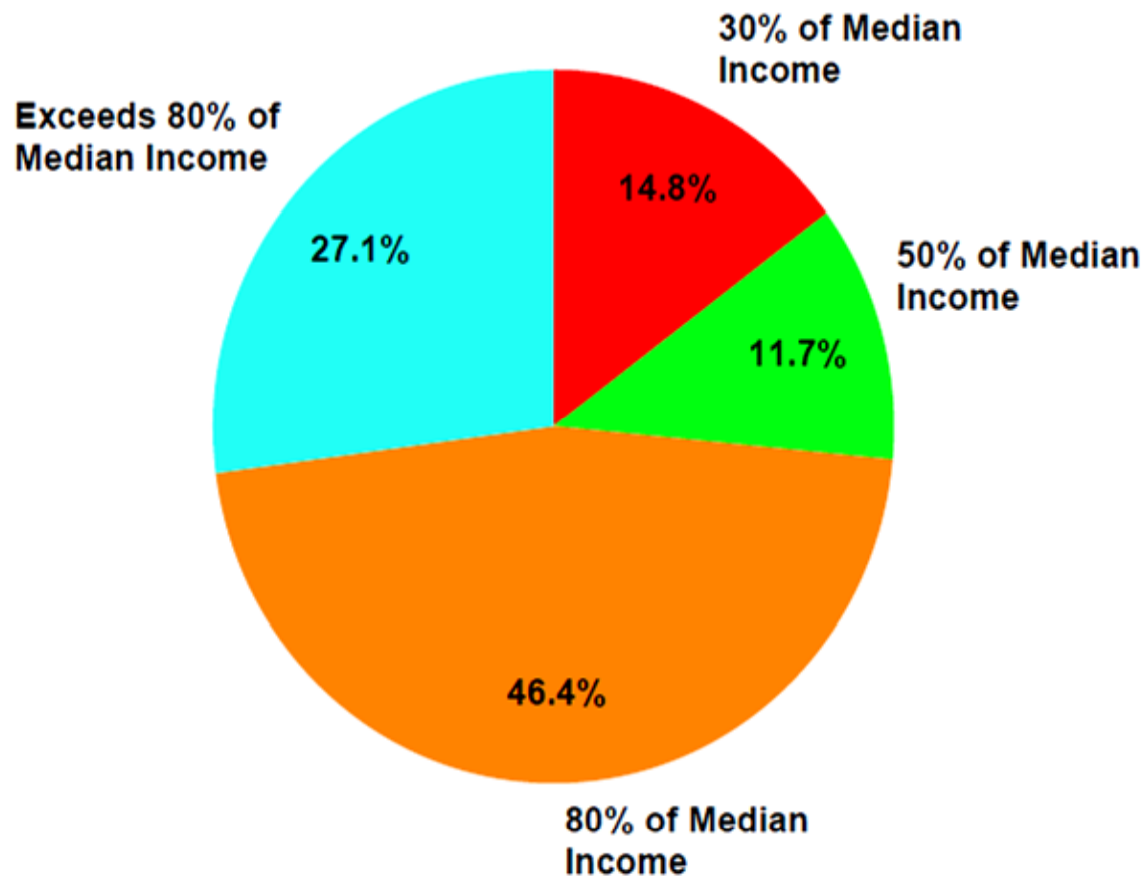


- Opened three restaurants and a training facility
- Created 65 full-time jobs
- Collaboration between a national bank and ACE



# ACE Loans By Income

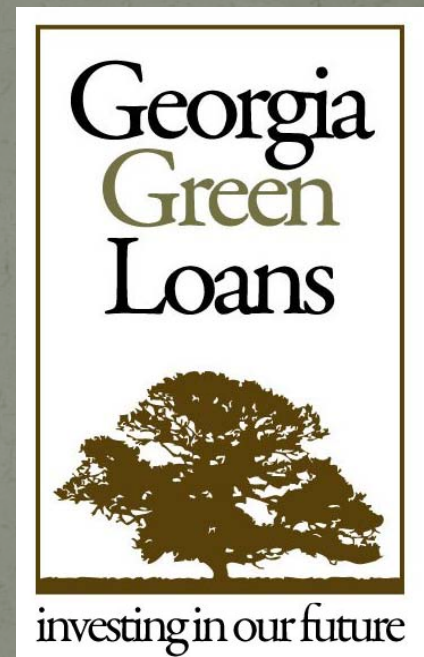
July 2000- February 2010



# What is Georgia Green Loans?

## *A new brand...*

Georgia Green Loans provides capital to start or expand an eco-friendly product or service or “green” an existing business.



# Why is Georgia Green Loans Important?

**Access to Capital = Job Creation**

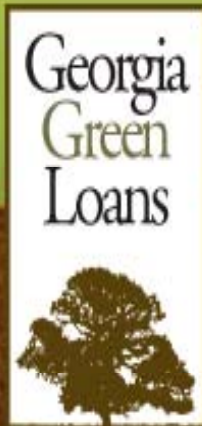
**In Georgia:**

- **87% of all businesses have 5 or fewer employees**
- **These businesses provide 18.8% of all employment**
- **Business credit will remain scarce**
- **In 2009, 888 jobs were created or saved**

**“New jobs come from new young firms.”**

**Kauffman Entrepreneur Foundation, 2009**





investing in our future



Posted February 2, 2010  
**Stylish Eco-Friendly Products Encourage Green Gifting**

DECATUR, GA. "Consumers want to do the right thing," Chuck Rose, founder of ecoso Home and Ga...

 [READ MORE](#)

## "Green-ovate" your small business with a **Georgia Green Loan!**



With a Georgia Green Loan, small businesses can start or expand an eco-friendly product or service or "green" an existing business.

Examples include a family farm that grows organic vegetables, a restaurant that serves only locally-grown produce, a distributor of homemade jellies and sauces, an installer of solar panels or home insulation products, a manufacturer of biofuels or an renewable energy entrepreneur.

Other applications for a "green loan" can include





# Georgia Green Loans Metrics

## Environmental Benefits:

- Energy conservation through reduction
- Energy efficiency improvements
- Organic products increased
- Renewable energy generated
- Toxic substances reduced, reused, recycled or eliminated
- Waste products reduced, reused, recycled or eliminated
- Water quality preservation
- Water use reduction

## Business Benefits:

- Lower Fuel Costs
- Organic product use
- Renewable energy created
- Toxic substances eliminated
- Waste costs reduced or eliminated
- Water quality enhanced
- Water use/cost reduced

# How do banks work with us?

- Interest only loans with Community banks
- National bank loan pools
- Donations for financial literacy and business development
- Referrals
- Talent and Human Resources for
  - Business assistance to clients
  - Board, advisory, loan review membership
- Servicing guaranteed loans

# New ways for banks to participate

- Cooperative partnership with GA Bankers Association
- Small Business Toolbox on:  
[www.gabankers.com](http://www.gabankers.com)
- GA Small Business Capital Fund, Inc.

# More new ways for banks to participate

- Co-branding opportunities such as
  - Promotional items for green expos
  - Client visits
  - Private foundation and donor visits
- Underwriting green initiatives

# Commercial Energy Efficiency Grant

ACE has been awarded \$700,000 in stimulus funds to provide small businesses in North Georgia with technical assistance and loans.



## Fund Use:

- 70 energy audit grants to small businesses
- 70 small business loans for energy efficiency upgrades
- 175 jobs created or retained
- Energy consumption measured to determine impact

# Academy for Green Microenterprise Development

## Services Include:

- Best Practices in Green Microenterprise Development Webinar Series, which includes five 2-hour webinars on key topics. Free webinar series.
- Individual & peer-to-peer capacity building to create and implement an action plan for the green business development program.

Sign up at: [www.georgiagreenloans.org](http://www.georgiagreenloans.org).



AGMD is a national capacity building grant from SBA to help microloan programs in Detroit, New Orleans and Spokane.

# Success: Better for Babies, Inc.



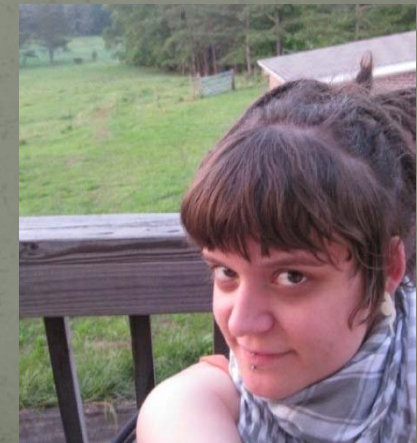
Inspired overseas, Better for Babies, Inc. now has its roots firmly planted, and growing, outside Atlanta.

Owner, Leah Carter, opened her own manufacturing facility near her town's square.

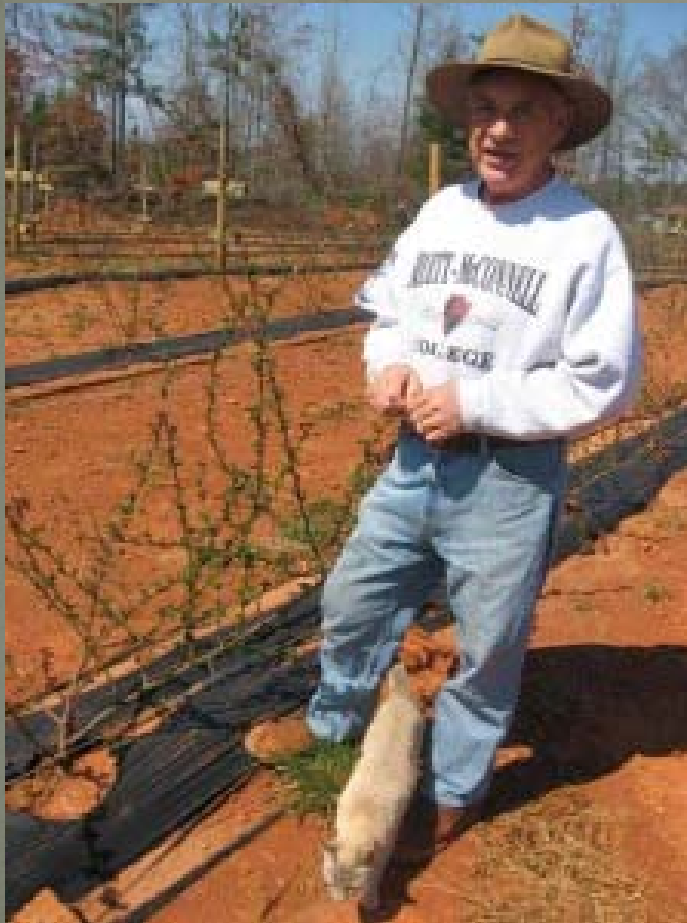
Leah and her partner, Lauren Parker, operate local sustainable production, fair wages, green business practices, and an uncompromising commitment to quality products, innovation and customer service.



*Little Beetle  
organic diapers  
and wool covers*



# Success: Georgia Mountain Berry Farms



- Eastanollee, Georgia
- Main produce: Blackberries
- Currently three part-time workers

## GOALS:

- Wholesale production
- 15-20 local employees
- Georgia Grown/Georgia Made

“This area used to be all textiles...it can become an agricultural force in Northeast Georgia”

- Arthur Thomas, Owner/Founder



# Success: American Installation Corp.

- Energy efficient exterior doors using recycled materials
- Received loan for expansion
- Three employees added since loan was made



*“Every component of our metal and glass doors is American Made! Plus, no one else is building these doors in the US.”*  
- Israel Greene, Owner

# Summary

- Green and eco-sustainability is a \$209 billion industry.
- Stay informed through free webinars at [www.georgiagreenloans.org](http://www.georgiagreenloans.org)
- More green information at [www.greenforall.org](http://www.greenforall.org)
- Build local economies. Support your small CDFIs.