

www.greenvu.org

What's Your Story?

February, 2012

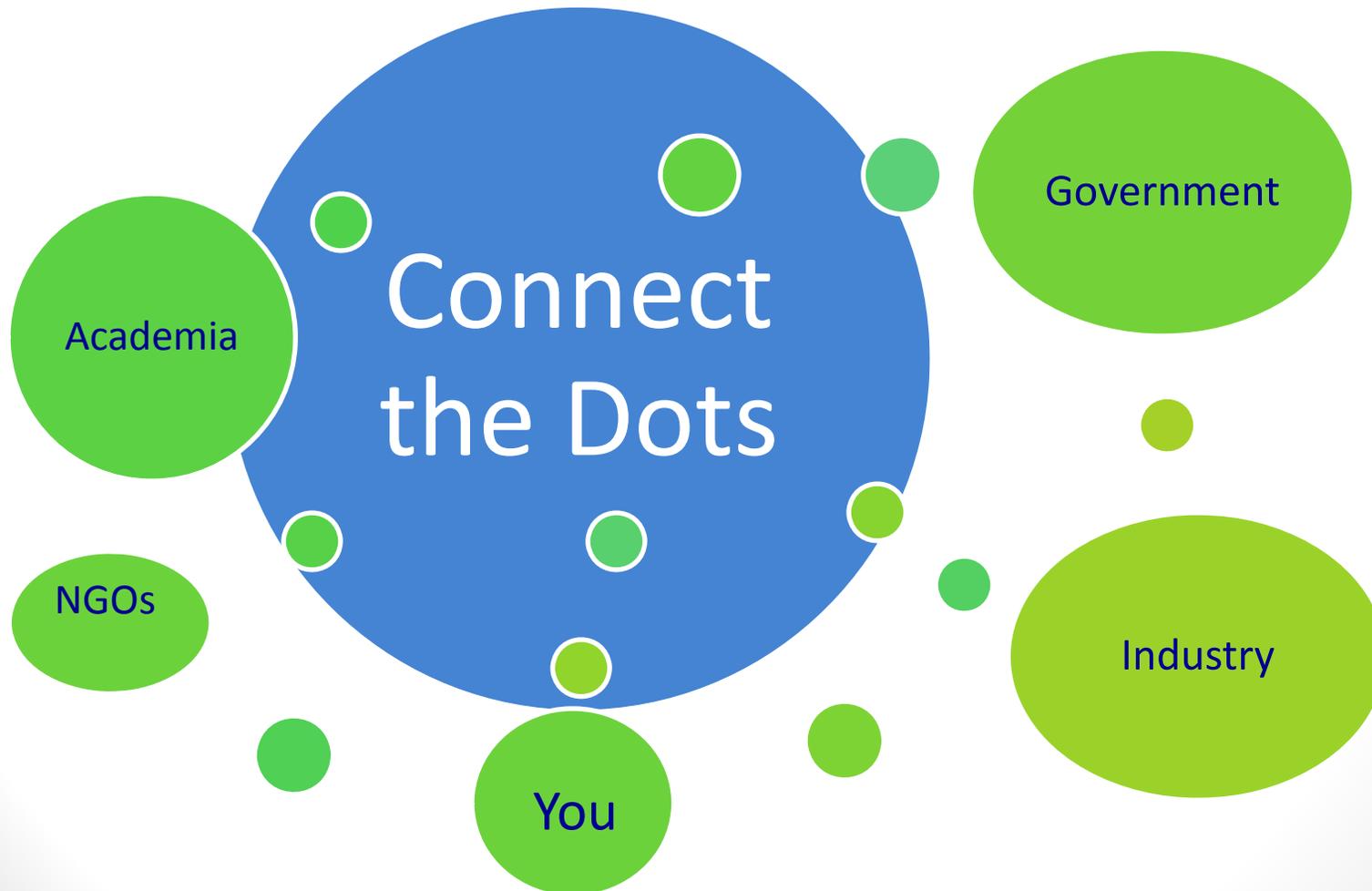


Our Approach

Greenvu.org, a Sustainability Hub operated by a team of exempt organizations, was founded on the principles of transparency and universal access to valuable information. We embrace a philosophy that by sharing stories of both success and failure we can better protect future generations and provide the necessary guidance for successful green initiatives. Formed by professionals with decades of expertise in sustainability, smart growth, environment, construction, development, finance and Brownfields, our mission is to ensure that important knowledge and resources are shared with the entire green community.

We all have Green stories to tell. Share your story with the world on **www.greenvu.org**.

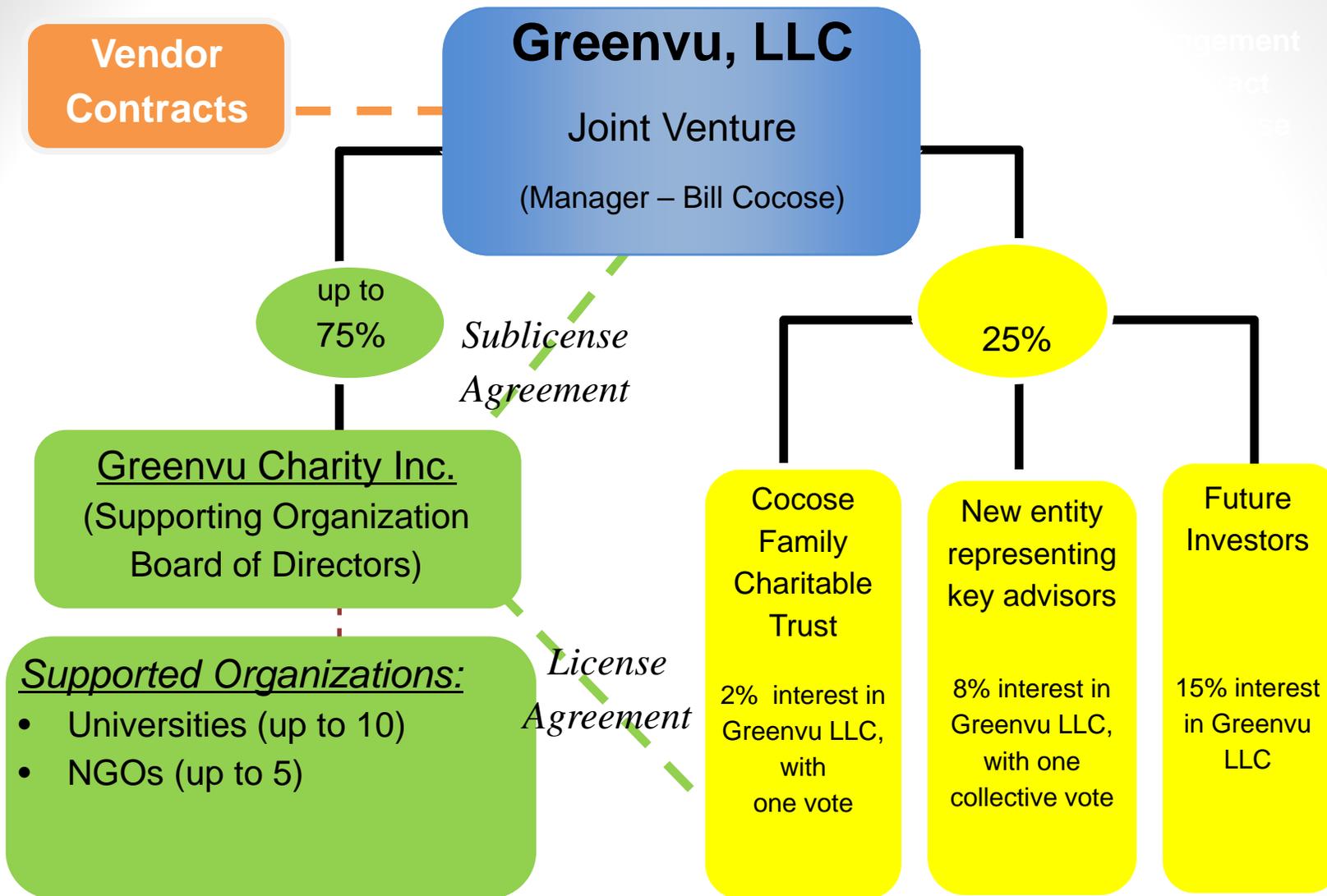
Centralized Clearinghouse



The Structure

The challenge is to develop a Sustainability Hub that can sustain itself. By creating a hybrid organization that is controlled by non-profit organizations in partnership with for-profit entities and individuals, we will be able to tap a vast array of funding and revenue sources as well as diverse business models. This will allow us to provide a robust portal that is:

- entirely free to the public
- offers value-added services to the private sector
- supports and promotes the efforts of the public sector
- supports education at all levels and will be engaging students worldwide to participate, collaborate, communicate, contribute and learn



The Website

The goal is to create a vibrant and attractive website that is clean yet robust with accurate information, easy to navigate, and that can appeal to a broad user base.

The next few slides are concepts of a home page and two of the channels, with subsequent slides describing other channels to be added as we expand. The idea is to be able to reach the various channels from many points on the home page, and to optimize the use of the prime location below the header. Using a continuous slide show, we can highlight the various channels for the user. The next home page mock-up slide shows the Health & Environment channel showcased in the slide show section.

Once a channel is selected, all related information within the Greenvu website will consolidate to that new channel home page; from there, that channel's operator takes over and coordinates the look, feel and function with Greenvu.



Home

Energy
Innovations

Sustainability

Green
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InitiativesHealth &
Community

Education

Green
Tools

Resources

health & environment

CORPORATE FUNDING BY:

OPERATING PARTNER:

Featured Content (a Mix of Videos, Reports, Case Studies from each topic)

E



Nuclear Fusion Alternative Energy

by Editor on 04.29.11
Nuclear fusion explained.
15 views

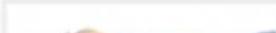
E



Solar Power 101 – Solar Power Explained

by Editor on 04.29.11
Short and concise explanation of solar photovoltaic systems – how do they work?
12 views

E



Spiral Airfoil Wind Turbine

by Editor on 04.29.11

Green Tools

highlight an article, video or initiative written by an expert in their field, drive the viewer to the TOPIC to see it...

Faculty Fellows

highlight an article, video or initiative written by an expert in their field, drive the viewer to the TOPIC to see it...

Speaker Forum

highlight an article, video or initiative written

Green Tool Room

Decision tools to assist community redevelopment, consumer green purchases, business conservation, and new and retrofitted public facilities

- SMARTe redevelopment tool to assist community redevelopment of impacted properties
- Consumer oriented tools to help evaluate purchases of goods and energy systems
- Tools to help businesses evaluate various conservation and product choices
- Decision tools to help municipalities and schools evaluate conservation investment for retrofits and new buildings, including LEED choices



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CONTENT FOR GREEN TOOLS IS GRACIOUSLY PROVIDED BY OUR PARTNERS:

[Contact Green Tools
GreenVU Representative](#)


Green Tools: Reports, Videos & Case Studies

E



Brownfields Success Story

by Editor on 04.16.11

Remarkable conversion of former printing plant turned hazardous waste recycler into finished goods warehouse distribution facility.

128 views

E



Our Green Park: Pearl Harbor Visitor Center

SMARTe

Resources and analysis tools for all aspects of the revitalization process including planning, environmental, economic, and social concerns.

E.P.A. PLACES

A 50-point planning model based on a matrix of three key systems — environmental, social and economic —

Energy

A clearinghouse for alternative energy initiatives, conservation practices, and Smart Grid development

- Provide a centralized consolidated clearinghouse for alternative energy activity including projects completed, projects planned, studies and results
- The centralized databases will include biofuel, biomass, geothermal, solar, wind and other alternatives including wave and tidal power
- Use the data from these centralized databases combined with an overlay of surplus Federal land and tribal lands to evaluate distribution relating to the Smart Grid
- Offer a forum to discuss Smart Grid, conservation and energy policy, and to offer a showcase for new technologies



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Energy Innovations: Reports, Videos & Case Studies

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Solar Power 101 – Solar Power Explained

Featured Energy Speakers

highlight an article, video or initiative written
by an expert in their field, drive the viewer
to the TOPIC to see it...

Energy Faculty Fellows

highlight an article, video or initiative written
by an expert in their field, drive the viewer

Website Resources

Taking on the challenge of efficiently collecting, sorting, verifying, and updating data to build the robust centralized Resources section of Greenvu

We have developed plans for a unique Faculty Fellows program using teams of professors and students from schools representing all of the US states and territories wherein we will provide templates and will coordinate and guide various tasks given to selected groups. For example, one task may be to gather all of the links within their state concerning sustainability, environmental or energy related programs administered by public and exempt organizations.

Students will receive academic credit, and we will also hire students for tasks, such as to screen and tag green videos that get submitted.

Faculty Fellows

The program that we will use to build and maintain the home page content, and also a forum for academic discussion on sustainability and environment at businesses, nonprofits, communities and governments:

- Identify and report best green practices and share green innovations and emerging technologies
- Administer blogs connecting students and campuses worldwide, and sharing student efforts and stories
- Manage calendars and notices of local and national events at universities and organizations
- Coordinate the student administration of social media for greenvu.org, including Facebook and Twitter

Future Channels

Greenvu.org will commence by providing Resources using the Faculty Fellows program including Green stories, and we will operate the Green Tool Room as the first channel. Future channels include:

- Energy
- Brownfields and Brightfields
- Health and Environment
- Community
- Education
- Green Buildings and LEED
- Corporate Corner
- Public Policy Forum
- Speakers Forum

Brownfields & Brightfields

Supporting the redevelopment of property impacted by real or perceived environmental issues, including the reuse for Alternative Energy:

- Centralized portal connecting policies and practices at the Federal, State, County and Local levels including Tribal Nations
- Land use and Institutional Controls
- Success stories, best practices, tutorials
- Conversion of blighted and underutilized Brownfield sites to Clean Green Energy parks
- Support coastal restoration and report the impact of oil spills on environment and economy

Health and Environment

A channel dedicated to understanding the environment, locally and globally, and its impact on community and individual health and safety

- Create a forum for discussion on environmental stewardship and the relationship with community health and public safety
- Highlight areas where we are not practicing sustainability and the impact on health and environment
- Report on the long term and short term affects of oil spills on health and environment
- Provide information and tools on the toxic effects of various chemicals and activities.

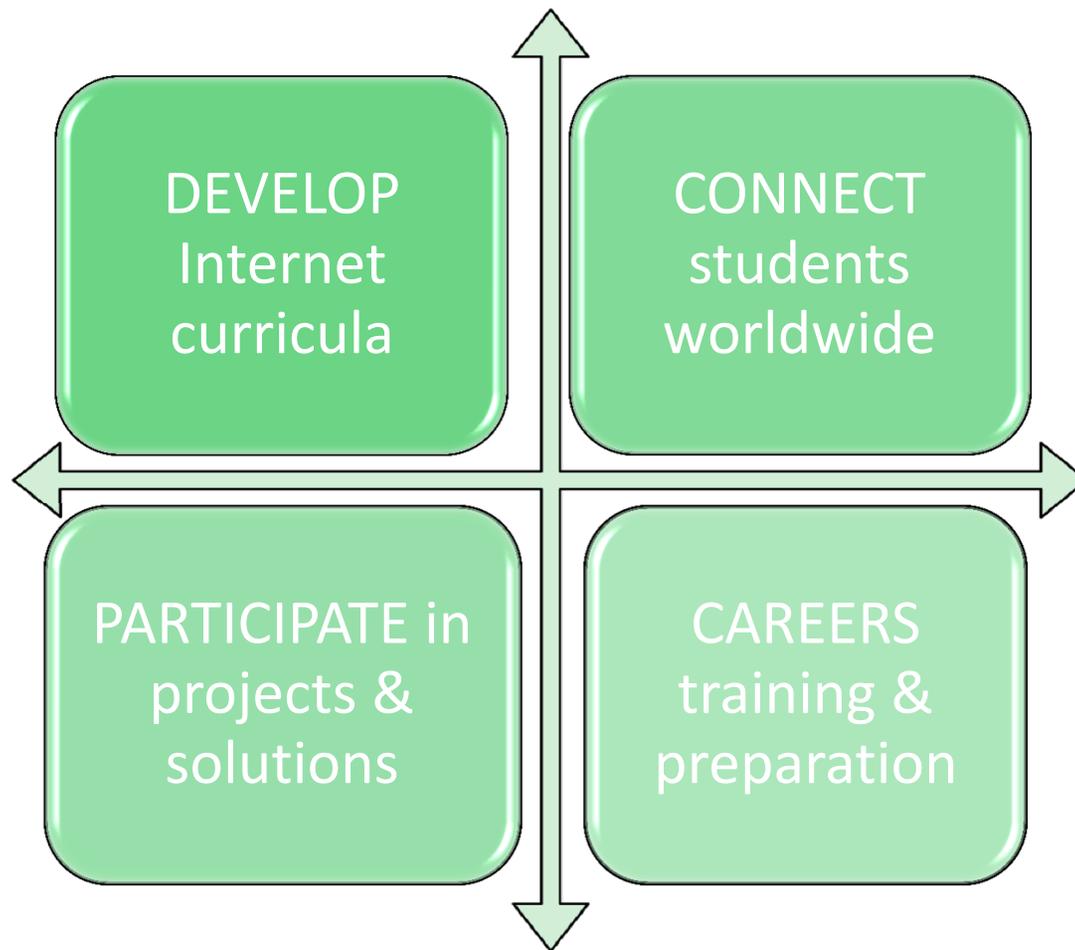
Community

Connecting initiatives that promote Smart Growth, conservation, environmental justice and community health to promote Sustainable Communities

- Promote transparency of environmental information to communities
- Highlight community driven projects that promote health related economic development, particularly in under served areas
- Support collaboration in communities under served by water, wastewater facilities, stormwater management systems and telecommunications capacity
- Promote efforts to enhance environmental justice activities
- Case studies of community sample projects using tools from the Green Tool Room

Education

K-12, Colleges & Universities



Green Buildings & LEED

US Green Building Council

- What is LEED?
- First cost, life cycle cost and ROI
- Create content and courses for certification and continuing education
- Provide tutorials for LEED building topics
- Case studies
- Connect professionals

Corporate Corner

A forum to support the study and discussion of corporate social responsibility, citizenship, and sustainability

- Promote sharing of success stories in energy, water and forest conservation
- Highlight community initiatives that promote health and economic development, particularly in under served areas
- Support environmental stewardship and best practices in cleanup activities
- Create a forum for discussion of the corporate role in society

Public Policy Forum

A forum for Public Policy makers, candidates, administrators and advocates to discuss positions on relevant topics:

- What is my position?
- Where do I stand on climate change?
- How do we best meet our energy needs?
- How do we support renewable energy alternatives?
- What are appropriate measures to promote conservation to meet energy reduction goals?

Speaker's Forum

A forum for leaders in education, business and government to share their position

- Guest speaker broadcasts from universities
- Business seminars and tutorials
- Government conference speakers
- NGO presentations
- Professors from a rotation of schools presenting on various topics concerning Sustainability

Monthly Recognition

We would like to acknowledge the many leaders, innovators and heroes for their notable accomplishments

- Corporate Citizenship and Social Responsibility
- University Sustainability and Student Participation
- NGO Conservation and Implementation
- Individual Leaders and Visionaries
- Political Leadership (Federal, State and Local)

For More Information

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