

Local Organization GreenBlue Named One of Top Ten Green Nonprofits Working with Businesses

CHARLOTTESVILLE, VA, June 21, 2010 – Today GreenBiz.com announced its list of “Top Ten Green NGOs Businesses Should Know About,” and Charlottesville-based sustainability institute GreenBlue was included in recognition for its innovative collaboration with the private sector.

Based locally, GreenBlue works internationally to make companies and the manufactured goods they produce more environmentally sustainable. Despite its smaller size with a staff of 17, GreenBlue works with some of the world’s largest companies, including Procter & Gamble, The Coca-Cola Company, DuPont, Target and over 500 other companies.

For the GreenBiz.com list, GreenBlue was included among some of the largest and most esteemed environmental organizations, including Conservation International, The Nature Conservancy, Environmental Defense Fund, and the Clinton Climate Initiative. The list was selected based on feedback from leadership companies working on sustainability initiatives.

In its coverage, GreenBiz.com cited:

[GreenBlue’s] well-regarded Sustainable Packaging Coalition has brought together the brightest minds in business to define what sustainable packaging means and draw up design guidelines, metrics, tools and resources.

Its CleanGredients and Green2Green projects also help manufacturers and building professionals make more environmentally preferable cleaning and construction products. Its recent acquisition of nonprofit Metafore, creator of the Environmental Paper Assessment Tool, adds expertise in paper and forestry product sourcing to its war chest, and it also launched an advisory services program in April to help individual companies.

Full article link:

<http://www.greenbiz.com/blog/2010/06/14/10-green-ngos-businesses-know-about?page=full#>

Founded in 2002, GreenBlue has earned a reputation for its scientific credibility and technical expertise in helping businesses implement practical sustainability solutions. Its Sustainable Packaging Coalition now has over 200 companies working together to implement more sustainable packaging solutions, and its CleanGredients project helps companies identify safer, greener chemical alternatives for use in cleaning products. The organization acquired the nonprofit Metafore, which specializes in environmentally preferable paper and forestry products, in late 2009 and relocated it from Portland, Oregon to Charlottesville.

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