

# Green Business Alliance 2024 IMPACT REPORT



**REDUCE OUR EMISSIONS  
IMPROVE OUR COMMUNITY  
MAKE LASTING CHANGE**

The Green Business Alliance (GBA), led by Community Climate Collaborative (C3), is a leadership circle of Virginia-based businesses who have committed to reduce their collective emissions. The inaugural 15 GBA businesses and nonprofits is now 26 strong and looking to grow! Collectively, these organizations have joined forces to address climate change and ready our economy for a clean energy future.

GBA members employ more than 3,000 community members representing key industry sectors, and are recognized influencers statewide, nationally, and even globally. Leadership from these types of organizations is vital to addressing climate change.

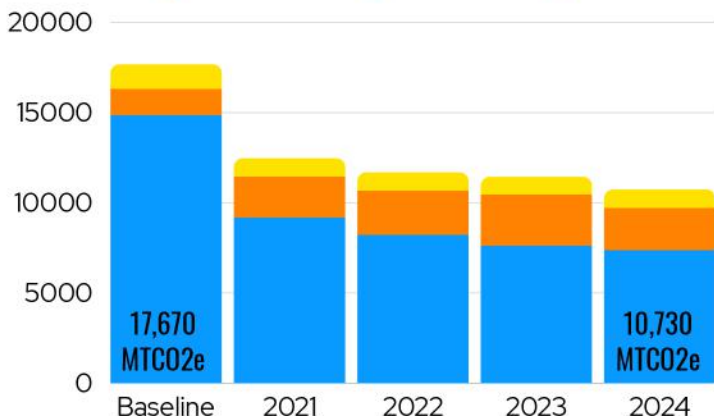
Read on for more about all the great work they've done so far, **and how you can help us grow this network in Richmond, Charlottesville, and beyond!**



# OUR PLEDGE: EMISSIONS PROGRESS

## Total Emissions

Electricity Heating Fleets



### Team Goal Progress

**39% reduction achieved!**

The inaugural cohort of fifteen organizations is on track to hit their 45% reduction goal!

## Spotlight On: InBio



InBio has grown their business and brand since joining the GBA, as both a community leader and a globally-recognized sustainable lab!

- Reduced their per-area emissions by over 55%, thanks to a solar array and energy efficiency investments.
- Installing public-facing EV charging, in collaboration with the City of Charlottesville's grant program.
- A pioneering employee "green benefits" program, which to date has supported a total of \$144,000 in planet-friendly purchases by employees.
- Industry-leading lab waste reduction initiatives.
- Thanks to all of the above, recently recognized by the International Institute for Sustainable Laboratories (I2SL) as a 2025 award winner!

## ENERGY NEWS NETWORK

MIDWEST SOUTHEAST NORTHEAST WEST OPINION SPECIAL REPORTS NEWSLETTERS ABOUT

SOUTHEAST

**Need a dose of climate optimism? Look to Charlottesville business collaborative**

Local and national news outlets, including the Energy News Network, have featured the GBA's emissions efforts.



# GBA BY THE NUMBERS

**2.2M**

square feet of  
building area

**40+**

EV charging stations

**>3,000**

solar panels installed

**3,300**

employees

**250+**

energy meters  
tracked by C3

**7,400**

MTCO<sub>2</sub>e

annual greenhouse gas  
emissions reduced

With current pledges from our partner businesses, C3 and the GBA are on track  
to reduce **10,000** metric tons of CO<sub>2</sub> emissions per year.

That's equal to the emissions from over 1.1M gallons of gasoline!

"We are honored to be part of the GBA. Working with courageous, forward thinking local leaders on such an important issue has been validating for our own actions and yet challenging because we all know we can do more."

- Liza Borches, CEO, Carter Myers Automotive





# MOVERS AND SHAKERS

## What hasn't the GBA done so far?

What do a hospital, a car dealership, and a solar energy company have in common? It sounds like the beginning of a dad joke, but it's not. They're all members of the Green Business Alliance, and they've made huge progress in tackling climate change at the local level.

### Energy Efficiency

- **Sentara Martha Jefferson Hospital** doubled their physical footprint but kept their energy footprint the same, thanks to a significant focus on energy efficiency by their facilities team.
- **InBio, Tiger Fuel, Red Light Management, Sun Tribe Solar, Telus Digital,** and the **Legal Aid Justice Center** implemented recommendations from C3 energy audits for big reductions.
- **UVA Community Credit Union** is tackling energy efficiency in all area locations, cutting electric usage by 15% and gas usage by 40% in just the first year of action.
- **The Center at Belvedere** takes the cake, reducing their per-area emissions by 85%!!!

### Going Solar

- Members have added a collective **3,000 solar panels**.
- **Thistlerock Mead Company, Harvest Moon Catering,** and **CATEC** all went solar in 2025!
- **InBio** reduced their electric usage by 35% by going solar at their Harris Street lab.
- **Carter Myers Automotive** solarized Nissan and Volvo dealerships, with many more to come.
- **Tiger Fuel** acquired a local solar installer and launched Tiger Solar, who has since installed arrays at their HQ and several markets.
- **Red Light Management** helped fund solar as part of two public housing redevelopments.

### New Buildings

- **Apex Clean Energy** opened their brand new, ultra-efficient, solarized HQ, the tallest mass timber building on the east coast (a low-carbon form of construction). Moving in downstairs is fellow member **Southern Environmental Law Center!**
- **Quantitative Investment Management's** building, CODE, achieved LEED Platinum.
- **Telus Digital** moved to an adaptively reused historic building with significant upgrades.
- **Piedmont Housing Alliance** is committed to Passive House and solar on its new property developments, including Friendship Court and Kindlewood.

### Electric Vehicles

- The list of members with workplace or public EV charging grows, including **Tiger Fuel, WillowTree, Apex Clean Energy, QIM, Carter Myers Automotive, SELC,** and **Martin Horn.**
- EV purchases are popping up across GBA fleets, including **Westminster-Canterbury of the Blue Ridge, Harvest Moon, Carter Myers Automotive, Martin Horn,** and **Thistlerock Mead.**

We are excited to be part of a community that recognizes the importance of reducing carbon emissions and prioritizes minimizing our impact on our environment. As a small business in the renewable energy industry, we value big and small efforts that focus on preserving and responsibly utilizing our natural resources with creativity and innovation

— Kim Monge Fera, Director of Operations, Virtue Solar







## Is your organization...

- **A long-standing local business** that is ready to step up, save money, and go green?
- **A locally headquartered corporation** that wants to benefit your community?
- **A nimble small business** who's ready to make a creative environmental impact?
- **A non-profit** who's just starting to think about energy and climate solutions?

## Then you belong in the Green Business Alliance!



## C3 makes it easy to get started!

### Walk the Walk.

Our licensed professionals provide energy and GHG support. Scope your impact. Take simple, effective actions to reduce it.

### Talk the Talk.

Share your good work with your employees, customers, and peers. Network with climate leaders. Spread knowledge. Catalyze action.

### Make the Change.

Effective, clean public transit. Sustainable, affordable housing. Cleaner utilities. Our climate policy work offers GBA members the chance to get involved in lasting local impact.



# JOIN US AND LEAD ON CLIMATE!

The GBA is growing! Two cities, three membership options.

		Explorers	Leaders	Champions
You Get	Energy walkthrough	✓	✓	✓
	Energy data tracking	✓	✓	✓
	Greenhouse gas (GHG) toolkit	✓	✓	✓
	GBA web directory and branding	✓	✓	✓
	Green team support	✓	✓	✓
	GHG emissions accounting		✓	✓
	One-on-one check-ins		✓	✓
	Personalized web profile		✓	✓
	Event collabs, special recognition			✓
You Give	Form a green team	✓	✓	✓
	Set green action goals	✓	✓	✓
	GHG pledge: > 30% reduction in 5 yrs		✓	✓
	Create a Climate Action Plan (CAP)		✓	✓
	GHG pledge completed			✓
	Mentor industry peers			✓
	Stay informed @ GBA events	Connect with other green businesses. Get educated on local and state climate issues. Learn from experts, local gov'ts, advocates, and each other!		



Contact us to get started!  
[corp@theclimatecollaborative.org](mailto:corp@theclimatecollaborative.org)