



GREEN ECONOMIC DEVELOPMENT FOCUS GROUP

Indianapolis

Focus Group Methodology

- Participant criteria
- Informal, but informed, process
- In-depth interviews:
 - ▣ Business Characteristics
 - ▣ Green Products and Services
 - ▣ Markets Served
 - ▣ Internal Green Practices
 - ▣ Challenges, Pursuit of Incentives, Assistance Needed



Focus Group Sample

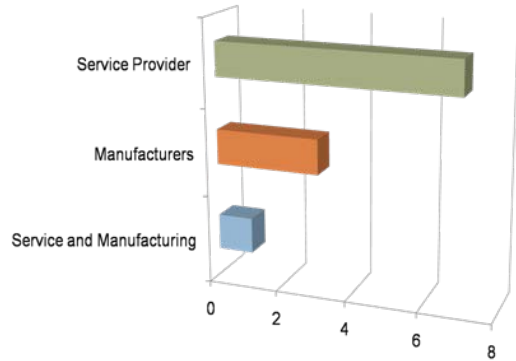
- 11 Businesses interviewed:

- KERAMIDA, Inc.
- Brulin & Co
- Dynaflex
- Earth Solar Technologies
- Firestone Diversified Products, LLC
- Hardin Geotechnologies, Inc
- Heritage Environmental Services
- Horner Electric
- Midwest Green Technologies, Inc
- Siemens Building Technologies
- Smoch Fansler

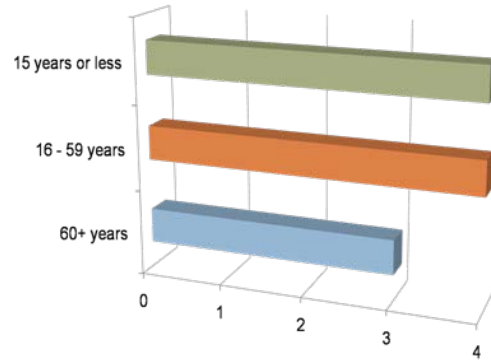


Focus Group Characteristics

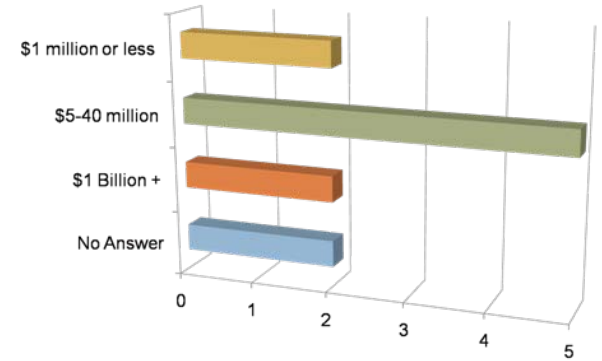
Business Type



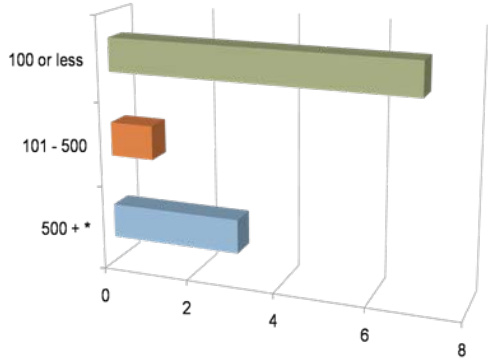
Years in Business



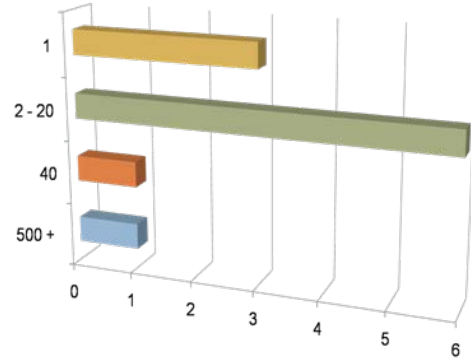
Annual Sales Volume



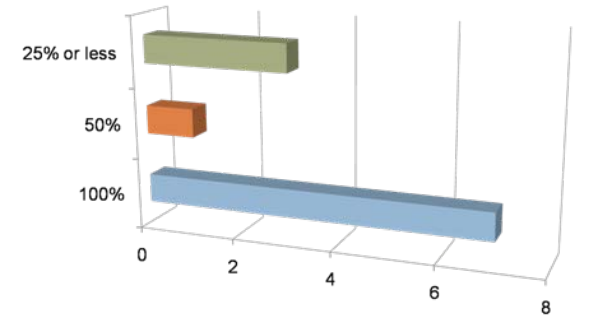
Number of Employees



Number of Locations

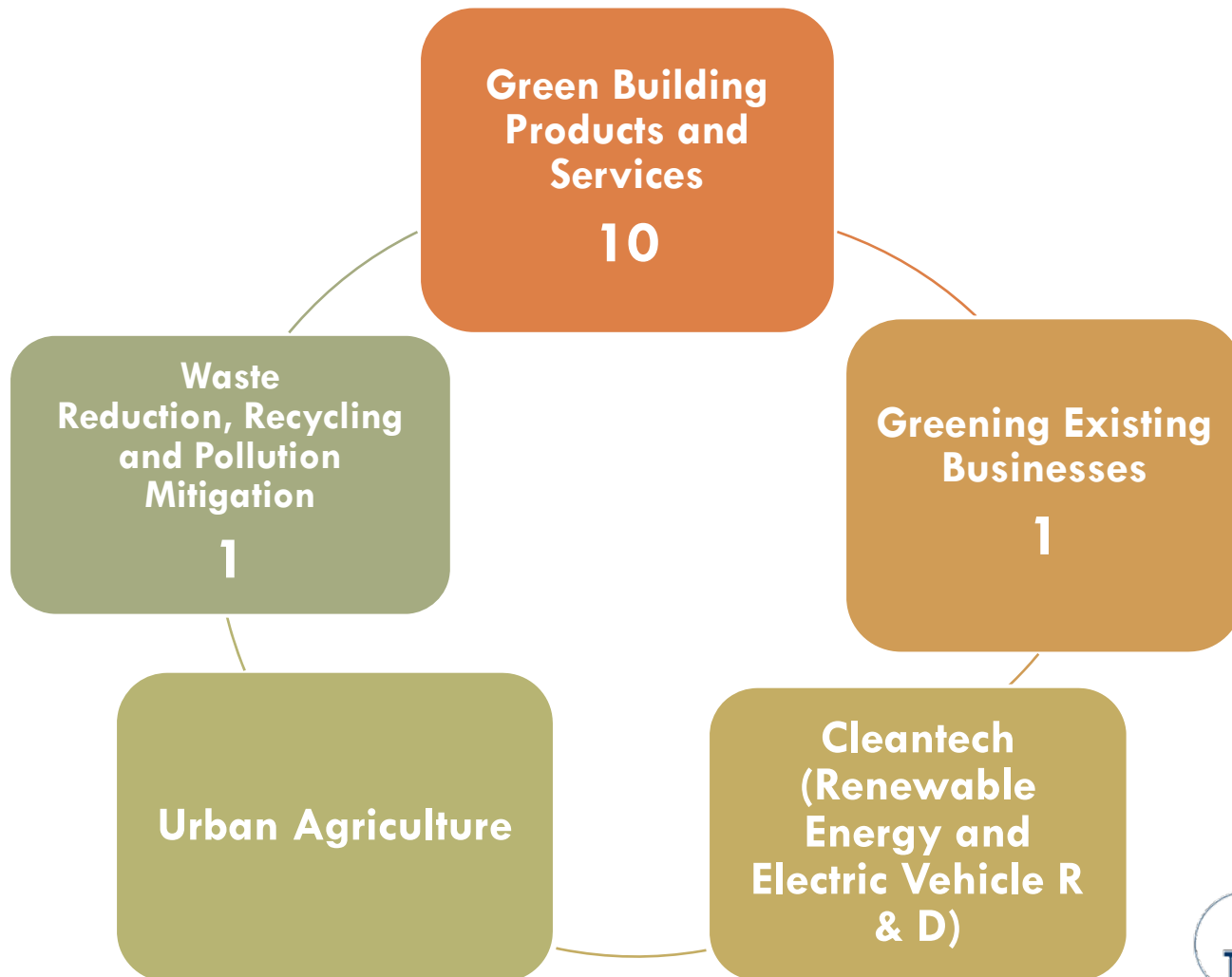


% Sales from "Green" Products/Services



*one multinational corporation listed here only has 100 employees in Indianapolis.

Green Business Type



Green Products and Services

□ Energy Efficiency

- Energy assessment, monitoring and conservation programs and equipment
- Rubber and polymer-based green insulation, roofing

□ Renewable Energy

- Photo-voltaic systems
- Geothermal design and installation
- Membranes for methane capture and use
- Monitoring and control of renewable electricity production systems

□ Waste Disposal and Recycling

□ Toxics Reduction

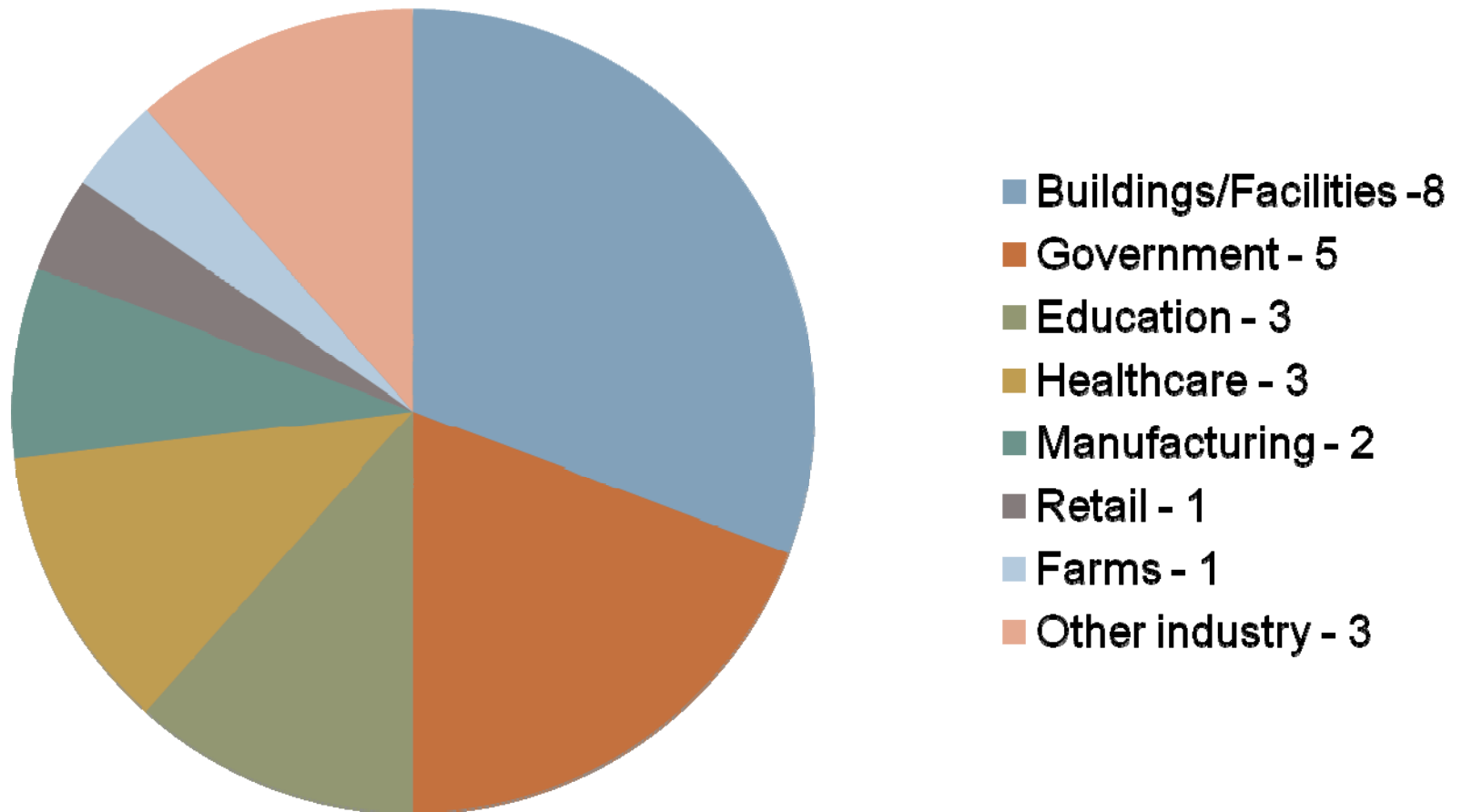
- Green Cleaning products and services
- ROHAS-Compliant Electronics
- Low- VOC Adhesives
- Brownfields Remediation

□ Green Infrastructure - Soil, Landscaping, Pavement

□ Green Existing Businesses/Organizations



Markets Served



Based on number of mentions

Business Drivers

Decreased Costs

- Public and Private Funding for Green
- Energy Costs

Increased Competitiveness

- Industry Standards (ROHS, LEED)
- Government Contracting Requirements

Energy Independence

- Energy Costs

Environmental and Social Concerns

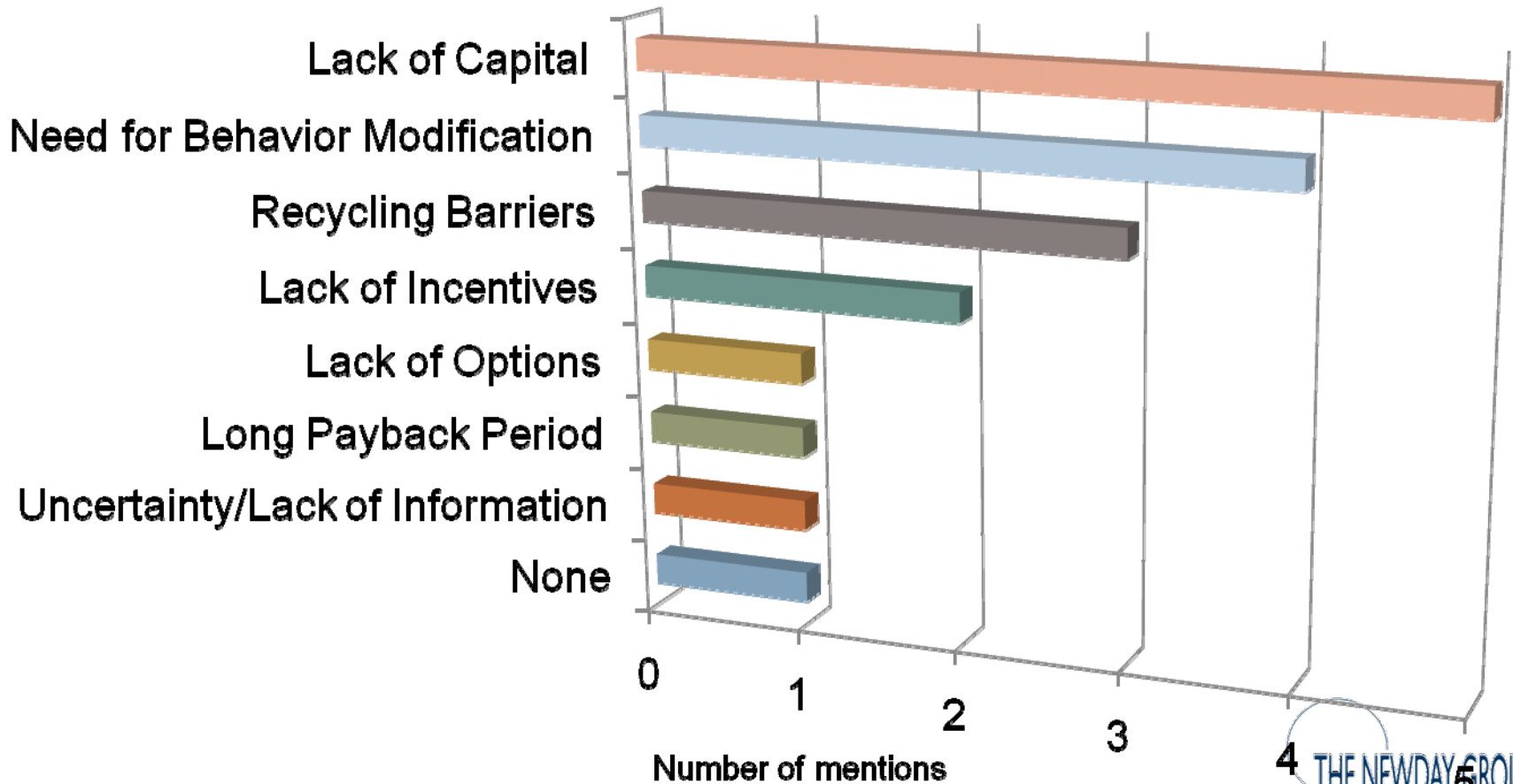
- Intermediary and End-User Expectations
- Increased Public Awareness and Preference for Green Products
- Personal Environmental Concern

Public Policy

- International Environmental Policy and Requirements
- Anticipation of Climate Change Legislation
- Public Funding of Green Initiatives (ARRA)

Challenges to Greening

Perceived Barrier



Pursuing Economic Incentives

Yes

- Earth Solar
- Firestone Diversified
- Hardin Geotech
- Heritage Environmental
- Horner Electric

No

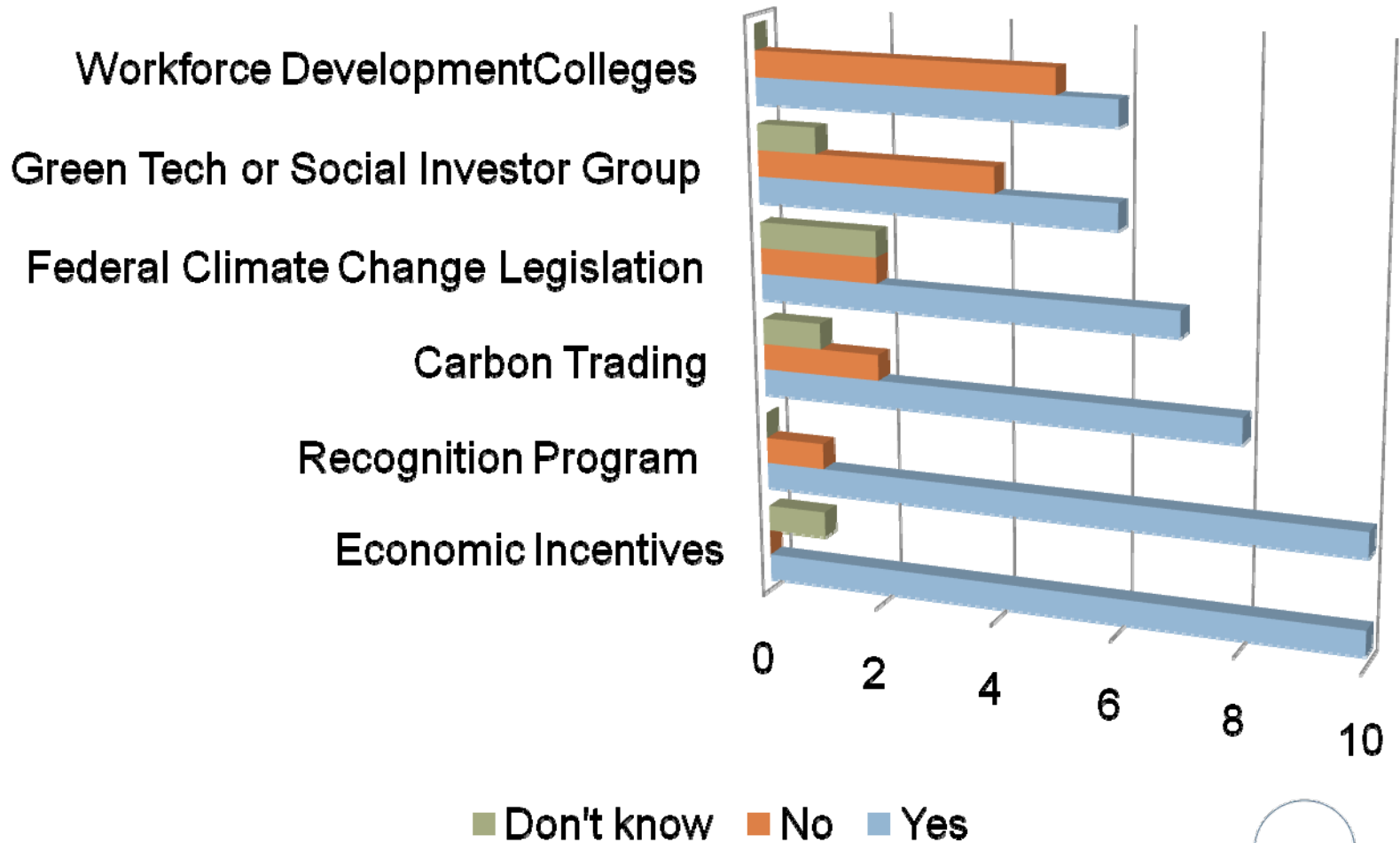
- Brulin
- Dynflex
- KERAMIDA
- Midwest Green Technologies
- Seimens

No Answer

- Smock Fansler

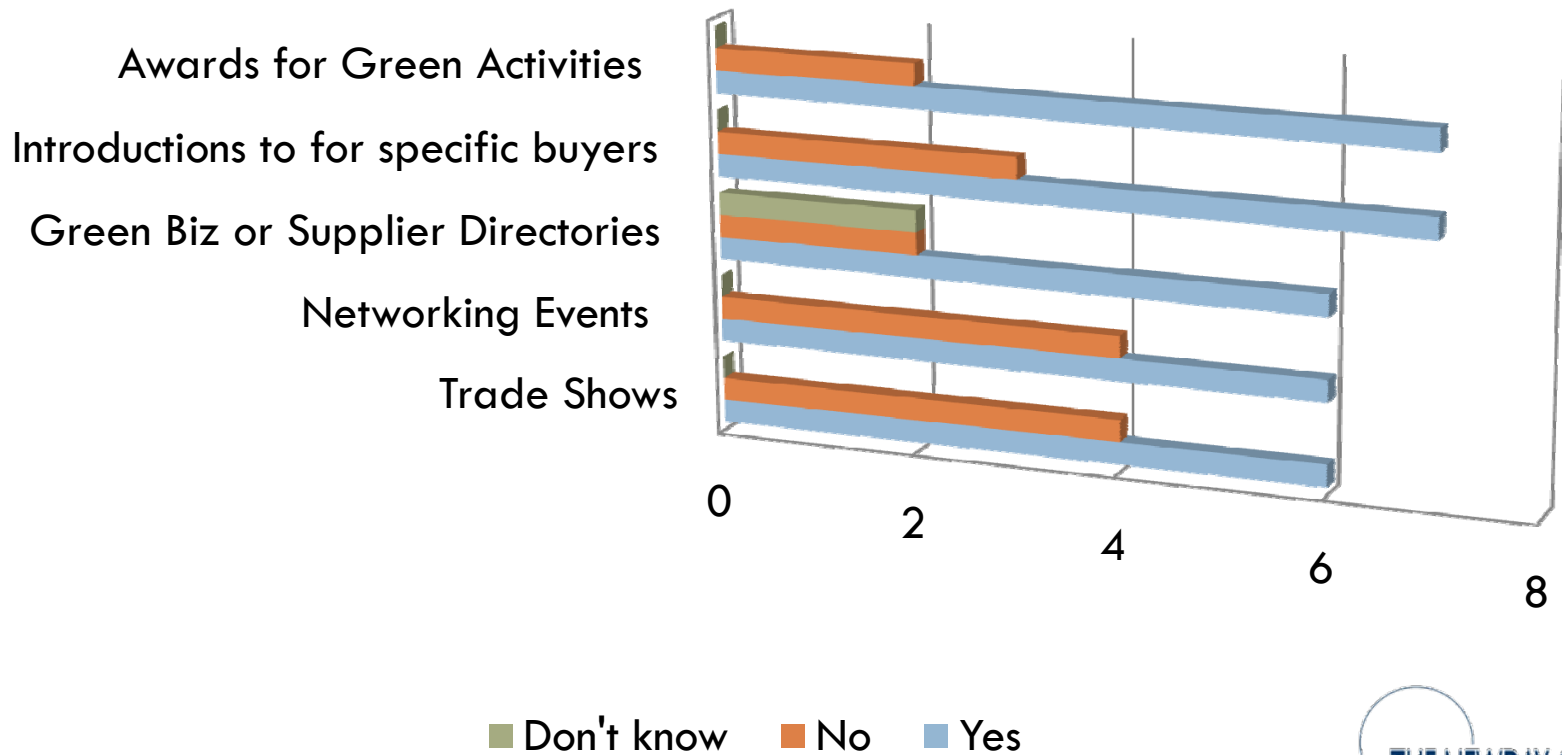
Resources/Assistance Needs

Information and Education



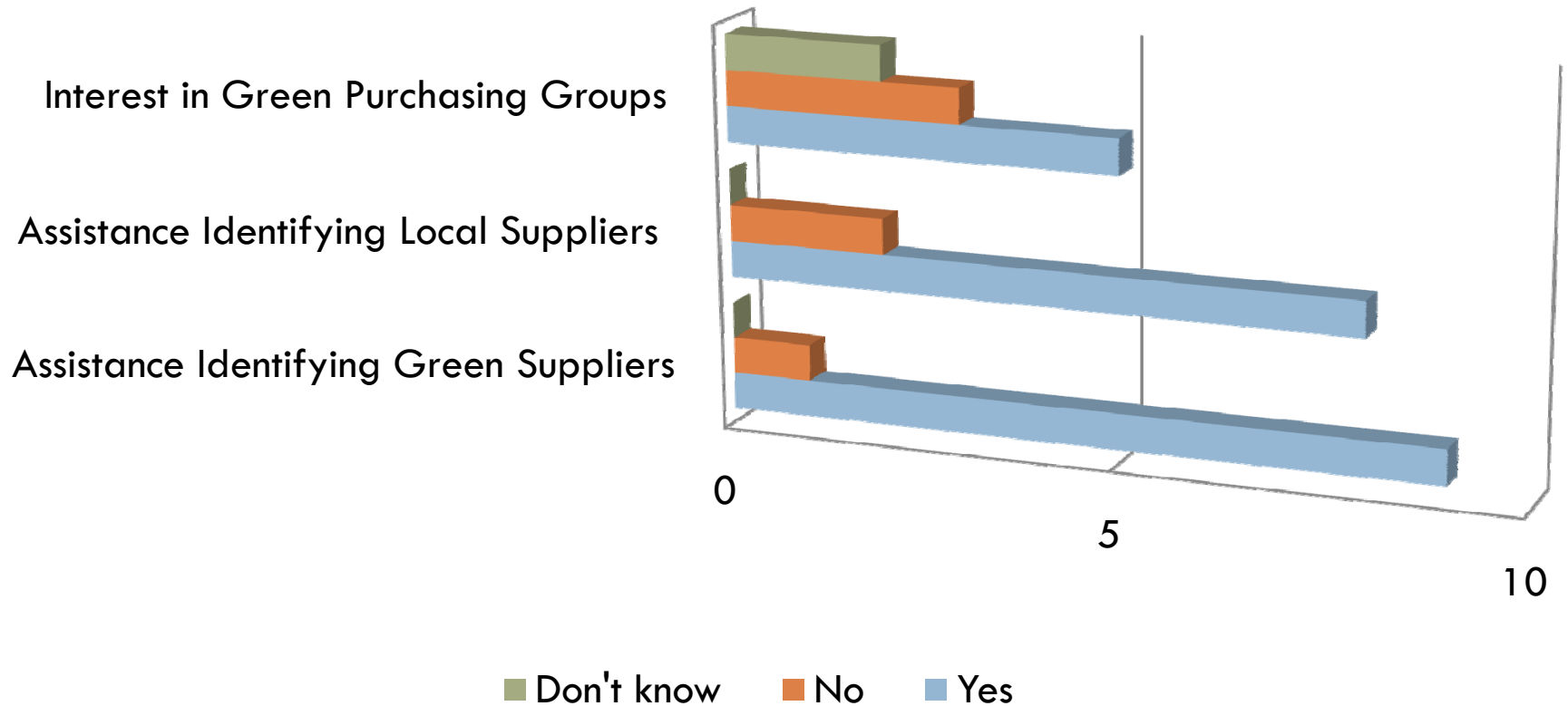
Resources/Assistance Needs

Sales and Marketing



Resources/Assistance Needs

Suppliers



Resources/Assistance Needs

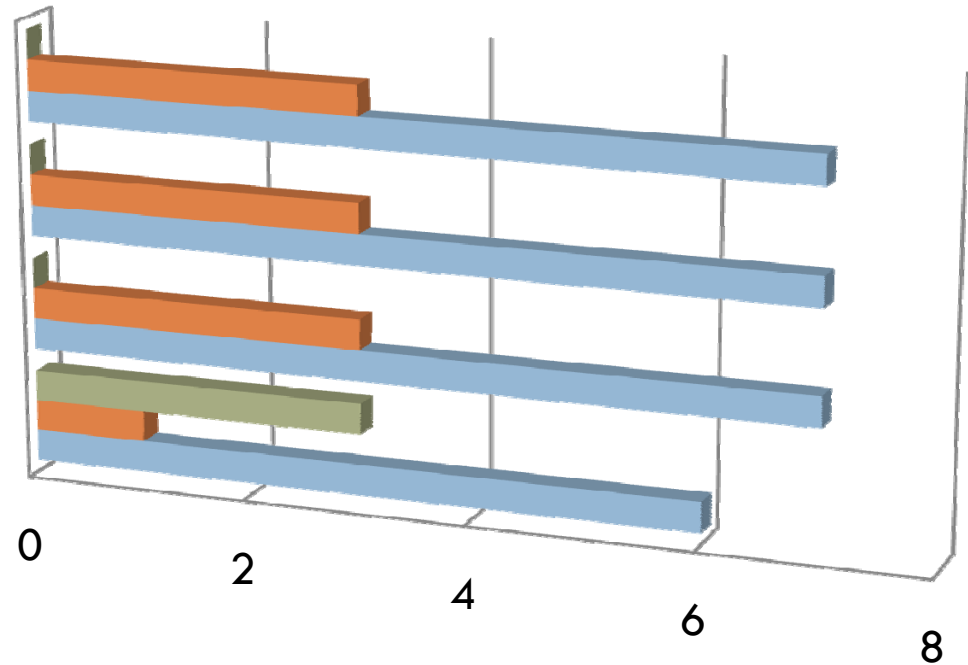
Facilities Needs

Information on Green Building Options

Expansion or Relocation – shorter-term

Expansion or Relocation – longer-term

Interest in Publicly-Owned Sites



■ Don't know ■ No ■ Yes

Other Resources/Assistance Needs

Information and Education



- **Information repository** *that is organized and accessible – with people available to provide support and answer questions.*
- **Specific State/municipality policy planning information** *and the specific certifications they might require.*
- **Renewable energy component manufacturer requirements.** *Have the capability to supply, but aren't sure what specific components the manufacturers need.*
- **Recycling options**
- **Tax incentives/rebate options**
- **Energy monitoring and energy efficiency systems.**
- **GHG Legislation discussions**

Other Resources/Assistance Needs

Outreach

- **Opportunities to interact with other local professionals** *in similar fields in a collaborative project-based environment.*
- **More education for the Industrial sector** *is needed about the benefits of going green – from federal and local sources*
- **Interested in local underwriting opportunities**, *as well as participating in local outreach, charity, and green initiatives.*



Other Resources/Assistance Needs

Incentives



- **Grant application assistance**
- **Targeted rebates and incentives**
- **Preference given to Indianapolis-headquartered companies, especially from governmental units.**

Other Resources/Assistance Needs

Recycling

- **More convenient and city recycling at a lower cost** - especially for plastic, packaging and cardboard
- **More accessible information on recycling options** – better and more accessible



Conclusion

- Additional research needed to better understand Indianapolis' green growth sectors and their needs for growth
 - Overall - Waste management , urban agriculture
 - Workforce development needs

- Needs to support local green businesses
 - support demand through policy, outreach and incentives
 - increase access to financing opportunities
 - Improve education, training and technical assistance
 - Involve local green businesses and strengthen their support networks



Questions

Anna Jetmore-Vargas, MEM
Director of Sustainability Services
KERAMIDA, Inc.

317.685.6600
ajetmore@keramida.com

