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The Impact of Green Businesses on the Building of Sustainable Communities

Emily L. Plummer

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The Impact of Green Businesses on the Building of Sustainable Communities

Abstract

Instilling a sense of community within businesses, the basis of our society, may strengthen community building and therefore our path towards sustainable communities. Thus, through a literature review, buyer behavior, green businesses, sustainable communities, and community building have been defined in order to further research regarding whether green businesses have a more significant impact on the well-being of a community. Additionally, six case studies of local Ypsilanti businesses were conducted through applying the Green America Green Business five-part criteria, sustainable community building criteria, and analogical reasoning to analyze whether a business could be classified as a green company and whether it contributed to extraordinary practices in community building.

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THE IMPACT OF GREEN BUSINESSES ON THE BUILDING OF
SUSTAINABLE COMMUNITIES

A study conducted within Ypsilanti, Michigan

By

Emily L. Plummer

A Senior Thesis Submitted to the

Eastern Michigan University

Honors College

in

Partial Fulfillment of the Requirements for Graduation

With

Honors in Management

Approved at Ypsilanti, Michigan, on this date

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Preface

Deciding to major in two non-overlapping fields left me with the realization that I most likely would not pursue sustainability as a minor. Still wanting to pursue an education with a green background, I luckily found a niche within Eastern Michigan University and the community of Ypsilanti that aided me along this study. I must detail that this study is not just a paper, nor is it just for credit. This study is the formal initiation of my passions, a convergence of my interests in a greener world, of my advocacy for supporting local businesses, and a learned awe of community from my experience in Spanish cultures. Because I chose to major in business and in Spanish, and because of my fondness for sustainability, this research was born.

This is a qualitative study, and although I have objectively evaluated this process to the best of my ability, there is inherent emotion in this work. The inability to separate ourselves from our feelings is something human, and it takes something humane to care for the Earth and attempt to reach solutions within an established society. Pursuing knowledge in sustainability has brought me to a world where I am welcomed by those that believe in the same ideals and values. These individuals meet to compose a greater force simply by convening, communicating, and connecting those that are new to the efforts, simply by forming a greater web for communities to be built from. This paper is my contribution to this web; it is the beginning of an area that needs further research and development.

Abstract

Instilling a sense of community within businesses, the basis of our society, may strengthen community building and therefore our path towards sustainable communities. Thus, through a literature review, buyer behavior, green businesses, sustainable communities, and community building have been defined in order to further research regarding whether green businesses have a more significant impact on the well-being of a community. Additionally, six case studies of local Ypsilanti businesses were conducted through applying the Green America Green Business five-part criteria, sustainable community building criteria, and analogical reasoning to analyze whether a business could be classified as a green company and whether it contributed to extraordinary practices in community building.

Introduction

In the United States, education starts in elementary schools about renewable energy sources and the importance of the three R's of the environment (reduce, reuse, and recycle). Students learn about supporting and giving back to our community, but it seems as if everyone's sense of community has diminished due to the increased use of technology, and especially in businesses that have faced internal corruption. In order to move towards a sustainable future, we must work together and stimulate community involvement, and what better way to do that than utilizing the basis of our society: business. Instilling a sense of community within businesses may affect our sense of community outside of businesses, and therefore our ability to move towards a sustainable community. In order to investigate this, three important questions need to be answered:

1. Do customers feel like they are making a difference when they buy from local, green businesses?

2. Does buying from local, green businesses positively impact our sense of community?
3. And do green businesses have a more positive impact on our community than non-green businesses?

The first two questions will be touched on in the brief literature review, and the third question will be examined in this study of six local Ypsilanti businesses utilizing the Green America Green Business Certification criteria, sustainable community building criteria, and analogical reasoning.

Three case studies of six small to midsized local businesses within the city of Ypsilanti, Michigan were conducted in order to complete this research. These case studies consisted of interviews with the owners or managers, the business' websites, and social media of each business to retrieve information about each organization's practices. As previously stated, Green America's Green Business Certification was used to screen these businesses because it is the only national certification in compliance with the Federal Trade Commission's guidelines for green businesses that evaluates the entirety of a business. Non-green businesses may, or may not follow green practices; what classifies a non-green business for this study is that it does not meet all of the aspects of Green America's Green Business criteria.

These case studies will be used to first learn if a business is green or not, and then to determine to what degree the business contributes to the community of Ypsilanti in terms of contributing towards sustainable community building. Contributing towards sustainable community building will consist of providing a resource-sharing space in which members of the community can come together to create or build something that is economically, environmentally, and socially profitable, and which can be given back to the community ("Our Strategy"; "About Sustainable Communities").

Through analogical reasoning of the businesses within each case study, inferences will be generated in order to determine how one business impacts the community, and how this impact can be applied to the other business within that case study. This will illustrate the ways in which a business may grow to further contribute to the community.

Definition of Terms

Four terms need to be defined in order to find the answers to these questions: buying behavior, green business, community building, and sustainable community.

Buying Behavior. Buying behavior is a “decision making pattern that is a complex [blend] of needs and desires” (“Buying Behavior”). The psychological factors that influence consumer buying behavior consist of motivation and need; learning and conditioning; and beliefs and attitudes, among others (Mott).

Green Business. Green America’s Green Business Certification was revised in 2016 to meet the Federal Trade Commission’s Green Guides, which provides guiding “general principles that apply to all environmental marketing claims...how consumers are likely to interpret particular claims...and how marketers can qualify their claims to avoid deceiving consumers” (“Green Guides”). According to Green America’s revised Green Business Certification, green businesses are:

Operating a “values-driven” enterprise according to principles of social justice AND environmental sustainability; [a]ctively using their business as a tool for positive social change; [e]nvironmentally responsible in the way they source, manufacture, and market their products and run their operations and facilities; [a]ccountable for their work by continually improving and tracking their progress, and operating with transparency in every facet of their business; and [s]ocially

equitable and committed to extraordinary practices that benefit workers, customers, communities, and the environment; (“Green America’s Green Business Certification”).

Community Building. Sustainable communities cannot be achieved without community building. Community building

is guided by two fundamental beliefs- that the community or neighborhood is the appropriate focus of revitalization efforts; and that enhancing the capacity of communities to engage and support residents is essential to success. Community building assumes that associations within a geographic area are important for community well-being; that bringing together a broad spectrum of stakeholders will provide a better understanding of problems; that sustainable solutions are based on knowing the facts, building on assets, and having a shared vision of improvement; and that an independent community-based capacity for analysis, planning and convening is essential for success. (Hyman)

In accordance with this definition is the necessity that all of a community’s residents are involved in collective betterment in all aspects of their community in order to achieve a sustainable community.

Sustainable Community. Sustainable communities can be defined as “places that offer the resources and environment all residents need in order to participate in their neighborhoods, live safely and in health, learn, build assets and take part in the mainstream economy” (“Our Strategy”). This includes “creating and maintaining [their] economic and environmental health, promoting social equity, and fostering broad-based citizen participation in planning and implementation” (“About Sustainable Communities”). This study will record how the actions

within a community are influenced by local green businesses, and whether local, green businesses' effects on community building align with a community's movement towards being a sustainable community.

Literature Review

This literature review is limited in nature, and therefore should not be considered exhaustive.

Buying Behavior and Local, Green Businesses

There are many different reasons that consumers decide to purchase from green businesses and from local businesses. The Journal of Consumer Marketing published a study on the predictors of purchasing behavior in relation to green products, not just organic foods. The findings of this journal article state that, "consumers care for the environment and...mirror environmental attitudes in their purchasing behavior" based on social, environmental, and moral considerations (Moser). The concept of reflecting our care for the environment in our purchasing habits is not new. Sara Terry wrote an article for The Christian Science Monitor in which she discusses sourcing and buying her food locally for a week. She states that her "food choices had taken a good deal of extra time and thought, but they were worth it - in terms of taste and in terms of feeling that [she] had some control over where [her] money was going and who it was benefiting." Terry is not only reducing her environmental impact; she is supporting her community by buying from local businesses. Advocating this connection between purchasing from local businesses and therefore fostering a sense of community is the Local Search Association, which is a nonprofit that supports local businesses and the idea of "sustaining vibrant communities" ("About the Local Search Association"). The Local Search Association's pledge "encourages buying from local businesses to help build stronger communities" ("Local

Pays Off”). Thus, by purchasing from local businesses, consumers feel they are positively impacting the local food chain, and are supporting their communities.

Local Businesses and Their Communities

As Terry understands her contributions as a consumer, others see their way to give back to their community as starting a local, community-based business. By starting local businesses, “[local] entrepreneurs provide goods and services to residents, create jobs, nurture economic opportunity, and foster a sense of community” (The Big Power of Small Business”). For example, Thomas Gillespie grew up as a gang member, and when he was released from prison, he “felt an urge to give back to the community,” so he developed his own business consulting and brand management company that aims to help small businesses. He believes that “[t]o make a community strong, you have to support those who make the community strong... that means supporting the businesses, which in turn means supporting families” (Nichols). Supporting local businesses is also beneficial because local businesses have a positive impact on many facets of a community. There are many positive social effects that stem from buying from local businesses, such as the generation of job creation and growth, environmental improvements, meeting the specific needs of the community, and increasing community pride through the diversity of businesses (“Local Pays Off”). Local businesses are often integrative within their communities and understand their impact affects surrounding businesses as well as families and the well-being of the community.

Green Businesses and Their Communities

It is not just local businesses that have an impact on their communities. Green businesses have also been found to care about their community and their customers. Over 80% of consumers “believe green businesses care more about the community” than non-green businesses

and almost 75% of consumers “believe these businesses care more about their customers” (TD Bank Poll). Additionally, an article from *Business Credit*, the official publication of the National Association of Credit Management, discusses how green businesses build value for a community over the long term. It states that “[a] green business creates value for the many constituencies it interacts with... [and] [i]t helps to enhance social equity and build local assets through its ownership structure and business decisions” (“Green Businesses”). Green businesses are found to have positive impact on their communities, and enhance social equity, which is a stepping stone to sustainable communities.

Businesses and Sustainable Communities

In addition to the numerous ways that businesses contribute to a community, “[w]hen economic development is community-based, it is more likely to be viable because it...builds social capital — the capacity of its people to work together for the common good” (“How to Become”). A *Harvard Business Review* article that discusses the process of how a sense of community can be restored within businesses states that “[a]n organization knows that communityship is firmly established when its members reach out in socially active, responsible, and mutually beneficial ways to the broader community.” “Communityship”, as explained by the article, is a midpoint between individual leadership and collective citizenship (Mintzberg). Thus, by businesses displaying themselves as communities within a larger community, the shifts in community members’ beliefs can contribute to increased social capital and therefore the building of a sustainable community. Because local businesses affect the social, economic, and environmental aspects of a community, they may also contribute to sustainable communities, and by serving as a miniature of a community, businesses can increase the social capital in a community, which is necessary to achieve a sustainable community.

The Relationship between Local Green, Businesses and Individuals Impact Change

Local, green businesses can contribute to a sustainable community by being exemplars of positive change. Setting a viable example of change and showing community members that they can make a difference will encourage community engagement. These “[a]lterations in people’s attitudes, beliefs, and behaviors may stimulate changes in the political and economic systems, which in turn might encourage lifestyle changes” such as continued purchasing from local, green businesses (Tanner and Wolfing Kast). An illustrious example of someone’s altered attitudes, beliefs, and behaviors is No Impact Man, otherwise known as Colin Beavan. Beavan completely changed how he and his family lived their lives in New York by attempting to lead their lives with as little of an environmental impact as possible, including replacing his toilet paper, shutting off his heat, and unplugging his fridge. No Impact Man received attention from *Time* and gained recognition internationally. He has inspired many other people to execute their own environmental, awareness-raising projects, such as “Greasy Rider” which chronicles driving cross-country on used cooking oil, and “Farm City” which involves only sourcing food from an urban farm, among others (Kolbert). Also inspired by No Impact Man is the No Impact Project, which engages individuals to “connect individual happiness with service to community and habitat,” and bases its goals on Beavan’s thesis: “the notion that deep-seated individual behavior change leads to both cultural change and political engagement” (“About Us”). Therefore, individuals’ values and actions influence the broad environment, which influences businesses in how they strategize their operations, which then in turn influences individuals.

The buying behavior of consumers reflects their attitudes and beliefs about businesses, which is shown to support that customers do feel like they make a difference when they purchase from local businesses and green businesses. Local businesses and green businesses both

contribute to their communities substantially, and, there is a cyclical relationship of change in a community between businesses, individuals, and the broad environment. However, this literature review does not provide evidence that green businesses more positively impact the community than non-green businesses.

The Need for a Study of the Impact of Green Businesses on Building towards Sustainable Communities

Understanding the importance of local, green businesses' roles in our communities is the key to building sustainable communities within the United States of America. A huge impact on our capitalistic society is business, and how small, local businesses are ran can have a cumulative effect on local communities, especially because small businesses comprise 99.7% of American employer firms ("Frequently Asked Questions"), and "[r]oughly 57% of America's private workforce is employed by small businesses" ("The Big Power of Small Business"). As we have entered the Information Age, community has been replaced with a small network of those that are closest to us (LaChance). This is significant because a collective involvement of everyone within a community is necessary for the achievement of a sustainable community. Additionally, we understand the benefits that local businesses have on our communities, and the benefits that green practices provide, but there seems to be a need for more research on the impact of local, green businesses on communities and community engagement. While not criticizing, nor stating green or non-green businesses are better, or more worthy than the other, this research will provide a basis for the significance of local, green businesses and how they may impact community building towards a sustainable community.

Methodology

Green America's Green Business Certification criteria were applied in order to answer whether the seven businesses (one of which is a one consumer cooperation) in Ypsilanti could be certified as a green business. In addition, a sustainable community building criteria, and analogical reasoning was used to further warrant whether the business made a substantial contribution to sustainable community practices within Ypsilanti.

Green America Green Business Certification Criteria. The six businesses in this study were mapped along Green America's five broad criteria for evaluating business practices to determine whether a business is green. This is displayed in Charts 1 and 2.

Sustainable Community Building Criteria. The sustainable community building criteria was created through the application of the definitions of sustainable communities to business practices that could be carried out in order to contextualize sustainable community building within businesses ("Our Strategy"; "About Sustainable Communities"). This is displayed in Chart 3.

Analogical Reasoning. Analogical reasoning is conducted by establishing an alignment of two like situations, making inferences by comparing and contrasting them, and then applying the basis of one situation to the other (Gentner and Smith 131-133). For example, a business of a similar size within the same industry and city compared to a business of a different size in the same industry, but different city would not reach the alignment necessary to carry out analogical reasoning. Both of the businesses must meet the one to one correspondence of size, industry, and city in order to make a comparison.

Rationale of Local Business Selection. The selection of businesses for this study was centered on restaurants and small grocery stores that provide food products to members of the

community of Ypsilanti. Restaurants are known to be good corporate citizens because 94% make donations to organizations or charities within their communities, and because they often volunteer their time or resources to help members of their communities (“Contributing to Communities”). Also, they offer ways of helping individual members of the community to access healthy foods. Local grocery stores provide access to healthy foods in their respective communities, which increases individuals’ health and benefits the local economy (Bell et al.). Local grocery stores also increase jobs within a community, keep dollars spent within the community as opposed to outside of the community, and “[draw] in other retail stores that sell complementary goods and services (Flourney). Additionally, the way a restaurant or grocery store sources their food products can have a significant impact on the local food network and the economy. As corporate farms gain more power in the food network, “small farms are unable to compete and eventually disappear” (“Community and Economy”). Local farmers also tend to purchase from other local businesses to buy feed for their animals. For example, “a Michigan study demonstrated that small hog farms proportionately spend almost 50% more at local businesses than large farms do” (“Community and Economy”). By purchasing from local farmers consistently, restaurants and grocery stores strengthen community bonds, the local economy, and reduce their carbon footprint by reducing the fuel needed to transport the goods they are purchasing.

For this study, three case studies were conducted for analysis. Each case study involved two locally founded businesses within Ypsilanti. One business in each case study was selected for being well known in the Ypsilanti area for being green, and the other selected was also a locally founded business in the same industry. The first case study involves the Ypsilanti Food Co-op and Dos Hermanos, which are both non-chain grocery stores located within Ypsilanti that

are accessible for residents. The second involves The Arbor Brewing Company Microbrewery (ABC Microbrewery) and the Ypsi Alehouse as recreational nourishment because they are both microbreweries that also offer restaurant operations. This case study does not involve the Arbor Brewing Company's location in Ann Arbor; it only focuses on the microbrewery in Ypsilanti (ABC Microbrewery). The third involves Cultivate (which focused on their coffee operations since their beer operations are under a separate entity) and beezy's as cafe-social hub that community members can stop in throughout the day for a quick meal, or cup of coffee.

After the data from these six businesses was evaluated, a café called Bona Sera and a microbrewery called Unity Vibration were contacted in order to determine a trend in the data. Only Unity Vibration responded. Information retrieval consisted of an interview with one of the owners of the businesses as well as information available online on Unity Vibration's website and social media. The data analysis will be elaborated on next.





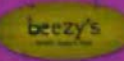

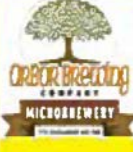

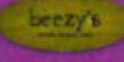





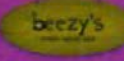


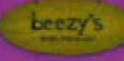
A Walkthrough Analysis

In order to analyze the collected interview data, comparative charts were constructed. The five broad criteria of Green America's Green Business Certification, which were revised in 2016 to adhere to the Federal Trade Commission's Green Guides ("Certification for Green Businesses"), were used to screen for green businesses because these criteria evaluate the entirety of a business instead of singular aspects such as products or construction design, "is one of the oldest and most reputable consumer trustmarks [sic] in the marketplace[,] and [is] the first to include both social and environmental criteria" ("Green Business Certification FAQ"). In Chart 1, all seven businesses were mapped along Green America's Green Business Certification criteria in order to screen which businesses would be considered green for this study. It is imperative to reiterate that although a business may not reach all five criteria does not mean that

it does not have green practices, or provide green products or services. Chart 2 maps the seven businesses again along an expansion of one of Green America's Green Business Certification criteria so that specific examples were provided of each business's extraordinary practices that benefit its workers, consumers, communities, and the environment. This chart expands on the four aspects of Criterion 5 in order to provide more details and depth about the business practices.

In Appendices I and II, charts 1 and 2 are displayed with textual details. Charts 1 and 2 showing whether the organizations meet these criteria are as follows:

Chart 1: Green America’s Green Business Certification criteria are applied to the seven businesses. Each business’ logo indicates the criteria that it meets.

Green America Criteria	Ypsi Food Co-op	Dos Hermanos	ABC Microbrewery	Unity Vibration	Ypsi Alehouse	Cultivate	Beezy's
Criterion 1: Operating a "values-driven" enterprise according to principles of social justice and environmental sustainability							
Criterion 2: Actively use businesses as a tool for positive social change							
Criterion 3: Environmentally responsible in the way they source, manufacture, and market their products and run their operations and facilities							
Criterion 4: Accountable for their work by continually improving and tracking their progress and operating with transparency in every facet of their business							
Criterion 5: Socially equitable and committed to extraordinary practices that benefit workers, customers, communities and their environment							



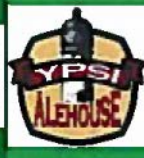








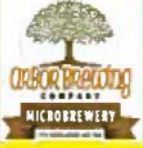







Green America Criteria 5	Ypsi Food Co-op	Dos Hermanos	ABC Microbrewery	Unity Vibration	Ypsi Alehouse	Cultivate	Beezy's
Workers							
Customers							
Communities							
Environment							

Chart 2: Green America’s fifth Green Business Certification criterion is displayed to provide more detail about whether a business meets the four aspects of this criterion. The logo of a business indicates whether the business meets the corresponding criterion.

In order to properly place and evaluate the efforts and activities of each business, Fran Teplitz, the co-executive director of Green America, was consulted to receive specific examples that would fit certain criteria, and to clarify what would, and would not be considered by Green America to meet these five broad criteria. Teplitz explained that there are judgement calls that have to be made with these charts due to the context of the community that the business operates in, and that a relatively good way to make those calls is to discern what is being done out of the ordinary by the business being screened in terms of comparable businesses. For example, providing a space that any group can use for community building in a rural town that lacks

shareable space would be an extraordinary practice. However, businesses that provide such space in a community that already has many options for shareable space would not be so out of the ordinary. Providing a space for the community to come together is still a remarkable practice, but if it is a common feature of a community, then a business would have to take its actions a step further to become extraordinary.

Teplitz also discussed that Green America evaluates businesses based on industry-specific standards, which are more in-depth than the broad criteria used for this study. Green and socially just practices may differ for different businesses. For example, an environmentally responsible example for the restaurants, cafes, and bakeries industry is that to-go cups are composed of at least 24% recycled or compostable fibers. If the to-go cups are compostable, proper signage and a designated area should be visible to customers to encourage the composting of the to-go cups (“Restaurants, Cafes & Catering Green Business Standard”). In the online and retail stores industry, an environmentally sustainable practice would be adhering to “coherent and robust criteria for selection of products that includes quantifiable measures, including third party certifications” (“Online & Retail Stores Green Business Standard”). Thus, businesses were evaluated based on information received through interviews, email correspondences, information available online such as each business’ website, social media, and customer reviews, and on input provided by Fran Teplitz at Green America.

Chart 1, Criterion 1: Business is Values Driven

Criterion 1 states that each business operates with a “values-driven” core according to principles of social justice *and* environmental sustainability. Teplitz stated that even if a business upholds green practices, it is necessary that the way in which it expresses its goals (mission statement, vision statement, etc.) must include both aspects of social justice and environmental

sustainability. She also commented that Green America would look for both aspects of this criterion on the businesses' websites.

Of the seven businesses, the Ypsilanti Food Co-op and ABC Microbrewery meet this criterion fully. The Ypsilanti Food Co-op is a consumer cooperative, which means that it is a "business owned by its customers" ("What is a co-op?"). Its vision statement illustrates its goals by detailing the social justice and environmental sustainability core that is followed:

Ypsilanti Food Cooperative strives to provide our community with high-quality food and consumer goods, which are produced using ecologically-sound methods, and which promote sustainability of our environment and respect for the health and well-being of the people that provide them. The Ypsilanti Food Cooperative is committed to practicing cooperative economics and educating the community about the relationship between food and health ("Our Mission and Vision").

Closely adhering to this vision statement is the Ypsilanti Food Co-op's purchasing policy, which also emphasizes its focus on environmental sustainability and social justice. Two criteria of the purchasing policy are to emphasize products that are "produced using sustainable practices including organic agriculture" and "from countries with good human rights records," or are fair trade certified ("YFC Purchasing Policy"). The emphasis of environmental sustainability and social justice are evident in the core values of the Ypsilanti Food C-op, and signifies that Criterion 1 is met by this business.

ABC Microbrewery also details the fulfillment of Criterion 1 of Chart 1 because the passions (values) of this business are environmental sustainability and community building. Environmentalism's link to social justice dates back to the 1970s, when "[c]are for the earth and for vulnerable human communities belonged together" (Purdy). Today, the unequal distribution

of resources due to unconstrained capitalism is linked to the depletion of the social welfare of peoples worldwide:

[I]n industrialised [sic] countries, people have decoupled themselves from their physical environment, waging war against the ecosystems on which they depend to sustain complex life forms. Many believe, as a consequence, that humans have accelerated the process of climate change to a point where it is now the largest social issue of our time. This is evidenced in the near-constant degradation of the physical environment in order to maintain the coffers of the politically, culturally and economically privileged (Schmitz et al).

In America's industrialized, capitalistic, and individualistic society, ABC Microbrewery harnesses the environment's resources in a sustainable way by utilizing renewable energy systems such as: solar-thermal, photovoltaic, and geothermal technologies. This reduces the need for the confiscation of nonrenewable energy sources from the earth in areas of the world that are negatively affected by the greed associated with capitalism, and therefore supports the global social well-being of people, fulfilling Criterion 1.

Cultivate, beezy's, and Unity Vibration meet the social justice aspect of Criterion 1, but do not meet the environmental responsibility aspect. Cultivate's mission of "Craft. Community. Cause." narrates the primary focus at Cultivate, which is to unite individuals with its craft (coffee) in a community setting to end hunger (in Washtenaw County, Michigan) by 2030. Nearly 15% of Washtenaw County residents suffer from food insecurity, which is not being able to afford a balanced meal, having to skip meals or eat smaller portions to make access to food last longer, etc. ("Hunger Facts"). This results in nearly 55,000 people that are insecure ("QuickFacts Washtenaw County"). Cultivate orients the majority of its monthly activities

around educating the community about hunger, food insecurity, and engaging the community to aid its cause. However, because “Craft. Community. Cause.” does not highlight a focus on environmental responsibility, Criterion 1 is not met.

Also operating with social justice in mind is beezy’s. The owner of beezy’s, Bee Roll, stated that “[o]ur vision statement is to consistently provide fresh, fun food in a welcoming atmosphere that centers around caring for people, erring on the side of trust and generosity and subverting conventional service paradigms whenever we can.” Supporting the “caring for people” that is pursued with its vision statement, beezy’s hosts many events and activities that are held to help, as stated by Roll, “mitigat[e] the negative effects of gentrification.” Gentrification occurs when there is an influx of persons with substantially higher incomes than those already living in a community. Though gentrification is an economic development, increased prices associated with gentrification often widen the affordability gap between rent and services for those with a low income. Those with a low income often cannot afford the space where they once lived and are forced to move away from necessities like transportation and healthy food. Additionally, social bonds within the existing communities are often lost, causing “excess stress and psychological effects” that further lessen the health of those with low incomes (“The Other Side of Gentrification”). Specific actions taken by beezy’s will be highlighted in Criterion 2. Because there is not a focus on environmental sustainability, and because the vision statement is not explicitly displayed on the website, beezy’s does not fulfill Criterion 1.

Upholding different aspects of social justice is Unity Vibration. Rachel Kanaan, one of the owners, stated that Unity Vibration’s mission is to:

produce the best artisan Kombucha Tea and Kombucha Beer products on the market made with the healthiest ingredients possible. It is our intention to: spread

love, health, possibility, joy and bliss into our community and the world, to inspire others to spread their own unique gifts and creativity into their communities and beyond, and to help local farms and causes in the community and the world.

Unity Vibration's products are certified by the Paleo Foundation and by the Michigan Kosher Supervisors, and its ingredients are sourced locally (*Unity Vibration Kombucha*). In addition to 95% of Unity Vibrations organic ingredients, Kombucha tea is known to have numerous health benefits including, but not limited to having a "fairly potent antioxidant and antimicrobial that helps boost immunity, battle stress, reduce lipid peroxidation, and protect the liver" (Turner 58). Sourcing local, organic ingredients and providing organic, vegan, gluten-free, and raw products promotes social justice by contributing to the healthy food that is accessible within Ypsilanti. However, because Unity Vibration's mission statement does not have a focus on environmental sustainability, Criterion 1 is not fulfilled.

Neither Dos Hermanos, nor the Ypsi Alehouse has a clear mission statement articulated at this time. However, the Ypsi Alehouse has only been operating for a year, and according to the owner, David Roberts, the proposed mission statement would include the integration of the business into the community. This could provide grounds for social justice and/or environmental sustainability, depending on how community integration is defined and pursued. Because the values of these two businesses have not been cited during the interviewing process or on their respective websites, Dos Hermanos and the Ypsi Alehouse do not meet Criterion 1.

Chart 1, Criterion 2: Business is a Tool for Social Change

Criteria 2 of Chart 1 states that a business is actively used as a tool for social change. As stated previously, the context of a practice determines whether it is extraordinary. Because many

of the businesses in Ypsilanti provide a space for community building, whether it is oriented around social change or not, just providing a space for community building, but not advocating for or hosting events would not be a particularly ordinary practice. Therefore, a business in Ypsilanti would have to take an extra step in order to actively be used as a tool for social change. This might take the form of orienting its events around a particular cause, hosting its own event for a particular cause, partnering with an organization and working together for a particular cause, etc. As previously stated in the “Methodology” section, 94% of restaurants make charitable contributions nationally, and “70% make cash contributions,” and because the majority of the seven businesses make contributions or monetary donations to nonprofits or other community organizations, contributing to organizations that advocate for social change was considered common for this study (“Contributing to Communities”).

The Ypsilanti Food Co-op, Cultivate, and beezy’s all actively use their businesses as a tool for social change. The Ypsilanti Food Co-op “choose[s] to emphasize products that have a positive influence on our health, the environment and the people and animals involved,” so its products are certified to be organic, fair trade, sustainable, and humane to promote the health of the environment and of people (“YFC Purchasing Policy”). The Ypsilanti Food Co-op also prices its healthy foods at a lower margin than that of unhealthy foods in order to promote the affordability of and access to healthy foods within Ypsilanti. Additionally, the Ypsilanti Food Co-op “prefer[s] local, cooperative, family and independent farmers and producers, [which] should also be socially responsible” (“YFC Purchasing Policy”). Through these actions the Ypsilanti Food Co-op supports fair treatment of workers throughout its supply chain and considers its actions in providing access to healthy foods, and by displaying its efforts on its website and in its monthly newsletter, the Ypsilanti Food Co-op is educating community

members on how purchasing from the Ypsilanti Food Co-op is benefitting more people than just its workers. Because the Ypsilanti Food Co-op demonstrates active efforts in supporting the well-being of people, it meets Criterion 2.

The existence of Cultivate is based on the fact that it is an agent for social change. Cultivate works with organizations that orient themselves around satiating hunger such as Growing Hope (a nonprofit community garden in Ypsilanti), Food Gatherers (a program that grows, gathers produce and excess food, and redistributes food throughout Washtenaw County), Ypsilanti Meals on Wheels (a nonprofit that delivers prepared food to the elderly, ill, disabled, etc. in Ypsilanti), and Food 4 Farmers (a program that helps reduce food insecurity for coffee growers in Latin American countries like Colombia, Nicaragua, Mexico, and Guatemala (“Projects”), and operates a garden in which the produce is donated to Plant a Row, a program in which people and organizations can donate a row of their garden to be collected by Food Gatherers (“Plant a Row for the Hungry”). Hence, the types of plants that Food Gatherers is in need of constitute what Cultivate grows to be donated. Completely involved in its cause to end hunger, Cultivate also actively educates community members and centers many of its speaker events, which are made public on its website and social media, on hunger. All of the activities that Cultivate carries out center on raising awareness of and ending hunger, from donating their revenues to organizations like Growing Hope to helping support Eastern Michigan University’s Food Pantry (Cultivate Coffee & Tap House). Because Cultivate actively advocates ending hunger, it fulfills Criterion 2.

Also an exemplar of positive social change is bezy’s, which hosts numerous socially equitable events. Roll provides opportunities to “young people and to people of color” through job positions and to students to learn through hands-on experience. Recently, bezy’s hosted a

group of middle school students that came and used the event space to plan an event for Freedom House (a nonprofit that provides a temporary home for refugees seeking asylum) and to prepare and serve food during the event. Space at beezy's has also been offered to young entrepreneurs at a much cheaper rent so they could host an event that would otherwise be unaffordable, which helps build bonds between beezy's and other businesses.

Furthermore, beezy's provides a safe space for those negatively affected by gentrification, and has hosted Radical Washtenaw (RAW), a political activist group "that coalesced after the police murder of Aura Rosser in Ann Arbor in November of 2014," to exhibit members' creative work ("About"). Additionally, beezy's has dedicated its event space to a monthly poetry slam and to showcasing cinema directed by African Americans, which is curated by FRDMHALL. FRDMHALL is a pop up series ran by FRDM Hall, which is a nonprofit "creative engine focused on cultural-driven, community-driven redevelopment and affordable space initiatives in under-resourced communities" (Keep Ypsi Black). A partnership aimed at restoring relationships between Native Americans and government entities, called the Future Generations Collaborative, formed in 2011 when the implementation of a health intervention in Native American populations was failing due to a lack of a trusting relationship between the Native communities and the project's management. Heather Heater, the project head, states that "if we really want to get to a place of health equity, we have to dismantle the systems that are preventing communities from reaching their full potential. That means examining how our systems perpetuate inequality" ("Better Health through Equity"). Dr. Georges Benjamin, the Executive Director of the American Public Health Association, follows up that "[s]eeing health through a health equity lens means listening to those we serve and acknowledging their experiences." Beezy's is a seamless example of removing inequalities and barriers of self-

expression for African Americans in Ypsilanti as well as an advocate for aiding the education of young people in the community. Both of these aims promote the social health equity of Ypsilanti's community, and therefore fulfill Criterion 2.

Based on the information received and available online, Unity Vibration upholds strong, ethical sourcing, provides healthy food to the Ypsilanti community and beyond, and places an emphasis on facilitating community building and health. However, because there is no current evidence of events being held or activities being carried out that are oriented around social justice, Unity Vibration does not fulfill Criterion 4.

The two passions at ABC Microbrewery are environmental sustainability and community building. Community building, which is carried out by encouraging a community within the business through limiting the number of televisions to "make it more conducive to groups interacting with each other versus watching screen," according to the pub manager Clare Leidy, and the Mug Club's lifetime membership, which provides a chance for members to build bonds with other lifetime members that frequent ABC Microbrewery. ABC Microbrewery also allows external organizations to use its space for community building events. Environmental sustainability is previously detailed to have roots in social justice in Criterion 1. However, because the information received about ABC Microbrewery does not reflect active efforts towards a positive social change on behalf of the business, ABC Microbrewery does not fulfill Criterion 2.

Based on the information received, neither Dos Hermanos, nor the Ypsi Alehouse demonstrates actively using its business as a tool for positive social change. Dos Hermanos donates to churches, local sports teams, and to nonprofits that support immigrants. However, donations to nonprofits are, contextually, common. The Ypsi Alehouse makes donations to local

organizations, participates in First Fridays and in fundraisers, and hosts dart tournaments, local music, and jazz and laughs nights. Although these efforts from Dos Hermanos and the Ypsi Alehouse are valuable to the community of Ypsilanti, neither actively uses their business as a tool for positive social change and therefore they do not meet Criterion 2.

Chart 1, Criterion 3: Business is Environmentally Responsible in its Supply Chain and in how it Runs and Operates its Facilities

Criterion 3 in the chart states that the business is environmentally responsible in the way it sources, manufactures, markets its products and how it runs its operations and facilities. Teplitz stated that Green America would look for large efforts such as operating from renewable energy sources or having the most energy efficient refrigeration equipment, or a business's efforts would have to compose a unique package to make a similar impact. Teplitz specified that recycling would not meet the criteria since so many businesses are recycling, and that it is considered "minor". Context is still relevant to this criterion, and because the majority of the businesses in this study compost, source locally, have reactivated an empty or abandoned space, and advertise through social media, they will not be considered an extraordinary effort unless the amount to which these efforts are carried out are significant, or unless they compose a unique sustainability package. Given this information, the Ypsilanti Food Co-op, ABC Microbrewery, Unity Vibration, and beezy's all fulfill this criterion.

The Ypsilanti Food Co-op exemplifies environmental sustainability in many facets of the business. As discussed previously, the Ypsilanti Food Co-op's sourcing follows a very comprehensive purchasing policy in which it focuses on local providers and buys goods that are certified organic and sustainable ("YFC Purchasing Policy"). Buying local goods reduces their carbon footprint, and purchasing organic and sustainable goods signifies a reduced impact on the

environment due to farming techniques. Energy reduction at the co-op includes over 60 solar panels and a wood burning stove that runs off of fallen wood and used palettes in the bakery. “Thirty [solar panels] are dedicated to powering the Bakery, providing 100% of the electricity to run our conventional oven, mixers, coolers, lights, etc.” (“How We Bake”). In order to reduce waste, a bulk department is provided and reusable bags are available to purchase or borrow through the Bag Lending Library. All of the information regarding the co-op, its efforts, and its procedures, is available on the Ypsilanti Food Co-op’s website or Facebook page. By purchasing goods from sustainable suppliers, operating with renewable energy, and reducing waste the Ypsilanti Food Co-op shows that it meets Criterion 3.

Once an abandoned warehouse, ABC Microbrewery is now “believed to be the largest-capacity solar installation of any craft brewery East of Colorado” because of the “Green Brewery Project” (“Our Passions”). This project consisted of an expansion and renovation that includes “solar-thermal, photovoltaic, and geo-thermal technologies...new windows, solar awnings and energy-efficient chiller equipment,” which aids operations at all levels. Clean water is also important to ABC Microbrewery, as it is one of the four main ingredients in beer, so “over 95% of [the] hot water for [the] brewery comes from solar-thermal panels on the roof” (“Our Passions”). The microbrewery uses a geo-thermal beer cooler to help reduce energy costs as well. Whenever possible, ABC Microbrewery sources locally, and manages a garden in the summer time to grow its own produce for its kitchen. Recycling is upheld and is encouraged among customers, and marketing is carried out through “Our Mug Club” and social media and the website for both Arbor Brewing Company and ABC Microbrewery. Because ABC Microbrewery operates on renewable energy, sources locally, and harvests its own ingredients, ABC Microbrewery meets Criterion 3.

Through a unique combination, Unity Vibration upholds environmental sustainability throughout its supply chain: it sources fair trade tea and coffee, 95% of its ingredients are organic, and there is an emphasis on sourcing its ingredients locally. Purchasing fair trade tea and coffee means that these products have been traced rigorously to ensure “farmers and workers producing...goods are paid fair prices and wages, work in safe conditions, protect the environment and receive community development funds to empower and uplift their communities (“Who We Are”). In addition to the environmental benefits of organic farming methods such as pesticide reduction, ecosystem preservation, and increased soil fertility, organic farming practices requires more labor (more jobs) and organic produce has a higher nutritional value than conventionally grown produce (Hamer and Anslow). Even though organic growing methods are more environmentally sustainable than conventional farming methods, “[m]any... organic products are travelling further than the conventional food,” meaning that “some of the benefits of organic crops are cancelled out by extra environmental costs” (University of Alberta). Thus, by purchasing ingredients that are free trade products, and locally *and* 95% organically sourced, Unity Vibration is supporting a unique framework that benefits the environment. By ensuring socially and environmentally just practices through fair trade ingredients, the anticipated flourishing of ecosystems as a result of organic farming, and the reduced carbon footprint attached to transportation costs, Unity Vibration upholds extraordinary sourcing practices and meets Criterion 3.

To help prevent waste in its products' lifecycles, bezy's is dedicated to using compostable disposables. With an emphasis on “simple, honest food”, bezy's makes all of its foods from scratch, and its locally sourced foods come from places like Dos Hermanos and Alden's Millhouse in Antrim County (Engels). In combination with these efforts is the use of

Arcadia power clean energy, which is a nationwide renewable energy company. Because beezy's utilizes nonrenewable energy in combination with reducing its carbon footprint and waste, Criterion 3 is fulfilled.

Much of Cultivate's food is sourced locally with a focus on farmers that are environmentally responsible, or uphold social good, and some of its food is bought from the Ypsilanti Food Co-op across the street. Four hundred pounds of produce from Cultivate's beer garden was donated to the Plant a Row program last season and ultimately is redistributed locally by Food Gatherers throughout Washtenaw County ("Plant a Row for the Hungry"). Cultivate is currently planning a rain garden, which is a garden in a lowered area of the ground that collects runoff. This is beneficial to the environment because the rain garden will help prevent flooding, will help cleanse pollutants from the water, and will provide habitat space to organisms in the area. Cultivate reduces its carbon footprint by sourcing locally and by operating as a source of local food, and is providing a sustainable alternative to what may normally have become a drainage ditch. Currently, Cultivate does not meet Criterion 3 because the rain garden, although unique in comparison with the six other businesses, is not presently functioning, and because carbon footprint reduction is something that all of these businesses consider.

The Ypsi Alehouse also repurposed a vacant building and reactivated it, and has received grants from DTE for LED energy efficient lighting and light switches. The walk-in coolers in the microbrewery all have plastic curtains hanging in the doorways, which aid energy efficiency by keeping the cool air in the cooler, and the hot air out so the cooler is not working as hard. The Ypsi Alehouse sources most of its ingredients locally (within Michigan) and sends its spent grains and malt to a local farmer as feed for the farmer's livestock. This win-win practice between farmers and breweries has been done for centuries, according to Congresswoman Carol

Shea-Porter (Montgomery). In fact, over 2,700 small and independent craft breweries that operate throughout the United States and provide spent grain to local farms for use as animal feed” would have been negatively monetarily affected by the FDA’s proposal of regulating the spent grain that is sent to farmers in 2014 (Berman). Because the Ypsi Alehouse’s sustainability efforts are common, they are only a step towards fulfilling Criterion 3.

Dos Hermanos also reclaimed an empty space and reactivated it, and has upgraded its coolers to be more efficient. Recycling is carried out, as well as providing the option to return bottles. Again, because these efforts are not too out of the ordinary, Criterion 3 is not fully met.

Chart 1, Criterion 4: Business Tracks Progress with Transparency

Criterion 4 in Chart 1 states that businesses are accountable for their work by continually improving and tracking their progress and operating with transparency in every facet of their business. Transparency was clarified by Teplitz, who expressed that it consists of providing information and being clear, not hiding information about how things unfold within the business, and allowing people in general to question the business. It also takes form in being proud of talking about the business and its practices, and sharing that with people. The Ypsilanti Food Co-op, ABC Microbrewery, Unity Vibration, the Ypsi Alehouse, Cultivate, and beezy’s show actions of fulfilling this criterion.

Like most businesses, the Ypsilanti Food Co-op tracks its progress based on profits, of what products are and are not selling, but products are evaluated in tandem with its purchasing policy, which is considered at board meetings to ensure the accountability of its purchases and that the purchasing policy is achievable and upheld. Additionally, the Ypsilanti Food Co-op is very transparent. All of the information to any of the questions a community member might ask is available on its website, and contact information is provided for consumer questions. Corinne

Sikorski, the general manager, was very open during our interview and quick to respond to any follow up emails. Also, the monthly newsletter is available in the store. Because there is evidence of the Ypsilanti Food Co-op being accountable for its work and very transparent, it meets Criterion 4.

Although details for improving and tracking progress were not able to be provided during the interview, the website for ABC Microbrewery details the story of each Arbor Brewing Company location, the expansions, renovations, and improvements that have been made over time. For example, the “Green Brewery Project” was a \$250,000 part of a \$1,000,000 renovation (“Our Passions”). The website, which ran a blog until early 2016, and social media are very open, as was Leidy through the interviewing process and email correspondences that were conducted. There is evidence of improvements and transparency and therefore ABC Microbrewery meets Criterion 4.

Also meeting this criterion is Unity Vibration, which gathers views from all sides of its product through product reviews industry standards, public relations to monitor the world’s perceptions, and relationships with its customers and distributors. Kanaan states that a main question for evaluation is: “are we contributing to the health and happiness of all we deal with?” Further performance assessment is collected through social media feedback and systems are created based on this feedback. A weekly meeting is held with its distributors’ staff and other advisors outside the company to round out the picture. Future improvements that Unity Vibration would like to pursue include solar panels, bees, and composting. Transparency is pretty high within the company; even though there was an extreme time crunch in the interviewing process, Kanaan still responded to my email within 24 hours. Unity Vibration’s website details the business’s certifications and history and the Facebook page has similar information with more

recently updated events. Additionally, through its Farm to Barrel program, customers are able to learn about the ingredients in the Kombucha directly from the farmers. Because Unity Vibration shows accountability based on feedback, aspiration for improvement, and transparency, Criterion 4 is met.

The Ypsi Alehouse has been operating for less than two years; so much of the business is in the trial-and-error steps of streamlining what processes work best for the developing business culture. Because the Ypsi Alehouse is still a startup, these processes will be constantly improved upon. Roberts was very open during the interview, and the website states the history of the business, of the business's brewer and chef, and of the building. Because there is constant improvement and high transparency of this business, the Ypsi Alehouse meets Criterion 4.

Since Cultivate has been operating for less than two years, how progress is tracked was not really detailed during the interview so much as the plan for progress. The "road map", as Bekah Wallace, one of the founders, referred to it, takes into account what other businesses and organizations are doing. Then, Cultivate identifies the gaps in order to fill them in, like what groups are not being served in Washtenaw County. A plan is developed in terms of connecting with the organizations that Cultivate would like to work with and how they will work together, as well as streamlining these efforts. Examples of goals that may be pursued are developing a food cart to go to an unserved neighborhood to provide healthy foods or providing food to schoolkids that may not have access to lunch during the summertime when school is not in session. Wallace was also very transparent about all of the information and initiatives at Cultivate, and open-book accounting is also used so anybody can see where resources are being allocated. Information is also available on Cultivate's website where there are videos of the three founders speaking about the meaning of the business. Cultivate shows planned efforts for

tracking its progress and improvements and demonstrates transparency. Therefore, Cultivate and meets Criterion 4.

Beezy's also tracks progress based on sales, and Roll hopes that new projects are self-sustaining at beezy's. She has a space across the street called Project23 that she stated "is in the process of becoming the catering and production kitchen that [she] hopes[s] to utilize [it] to further promote small scale purveyors." In addition, beezy's started operating in the Ypsilanti District Library on Whittaker Road this most recent January (Gallippo). Roll was very open during the interview and was willing to expand on information through follow up emails. Although beezy's vision statement is not displayed, the social media pages and website for beezy's are relatively open and display the purpose of the business, which is providing simple, honest food. In an explanation of how to get to beezy's, the Facebook page states that if a customer parks behind the building to "use my back door, see dishes being washed, voices behind the doorway greeting you". There is evidence of beezy's improving and expanding the business with Project23 and in the Ypsilanti District Library café, and of high transparency; thus beezy's meets Criterion 4.

Dos Hermanos uses a sales-based tracking system to determine what is and is not selling within the store. Although the business lacks a website and updated social media, Nicolas Arreola was willing to help with this research and was as open as possible during the interview. However, Criterion 4 is not met by Dos Hermanos because no additional information about tracking progress was provided, and because there is a lack of presence and therefore transparency online.

Chart 2, Criterion 5: Business is Socially Equitable and is Committed to Extraordinary Practices that Benefit its Workers, Customers, Community, and the Environment

Criterion 5, in Chart 2, states that businesses are socially equitable and committed to extraordinary practices that benefit workers, customers, communities and their environment. According to Teplitz, extraordinary includes practices that are out of the ordinary (uncommon within comparable businesses) and have an impact in the community that others may not have. For example, an extraordinary practice for workers would be providing a living wage instead of just minimum wage. For customers, extraordinary business practices could be including customers in an event outside of the business in order to build an affinity between the customers and the business, or by how the business amends customer complaints, grievances, etc. Amendments could include offering free shipping, discount coupons, or another way to show the customer how valuable he or she is to the business. Because the majority of the seven businesses participate in First Fridays Ypsilanti, a guided walking tour which promotes local businesses, musicians, and artists, this community building activity is considered common for the community aspect of this criterion. Also, because almost each of the seven businesses provide space for nonprofits to collaborate, a business will have to demonstrate another way in which it carries out extraordinary practices for the community. Teplitz also stated that if a business met Criterion 3, then it would fulfill the extraordinary practices for the environmental aspect of Criterion 5.

To start, the Ypsilanti Food Co-op meets all four criteria. The Ypsilanti Food Co-op provided an average pay of \$11.84 per hour in 2016, when the living wage for Washtenaw County was \$11.10 per hour. Over half of all of the staff receive a living wage, with the maximum pay being \$16.67 per hour. Workers are provided a safe work environment and the

Ypsilanti Food Co-op hosts the Supper Club, an event in which employees are treated to appetizers at a local restaurant in order for the workforce to bond and to show local businesses that the Ypsilanti Food Co-op supports them, with a little educational flare. In 2005, the Ypsilanti Food Co-op founded SolarYpsi, which started with a grant to install photovoltaic solar panels at the co-op, and a group of volunteers that traveled to teach people how solar panels work and why they are beneficial to use. SolarYpsi received additional grants in order to install more solar panels throughout Ypsilanti, and other members of the community that recognized these installations have taken it upon themselves to install solar panels of their own (Estep). Additionally, the Ypsilanti Co-op started the Local Honey Project, in which six total honeybee colonies were established at the Farm at St. Joe's, Growing Hope, and the Ypsilanti Food Co-op in order to restore the honeybee population, to educate the community of the importance of honeybees, and to produce local honey for the co-op through organic management practices. Although the Local Honey Project was not quite as successful as it was hoped to be, some community members have become entrepreneurial beekeepers outside of the Local Honey Project. For customers, the Ypsilanti Food Co-op has hosted events like Earth Day at Wayne County Community College, "meet the baker" events at the co-op, and has invited customers to join the discussions held by the Local Food Summit (a nonprofit, educational event centered on supporting Washtenaw County's Local Food Network). Additionally, customers can still volunteer to participate in the Local Honey Project and in SolarYpsi through volunteer work. Customers are welcome to come in and spend their time in the co-op, and members receive a two percent discount each time they shop as well as a vote in certain matters. Previously mentioned in Criterion 3, the Ypsilanti Food Co-op has 60 solar panels that help power its operations, uses fallen wood and used palettes to power the wood burning stove in the bakery, provides reusable

bags in the Bag Lending Library, and recycles in order to help the environment. Because the Ypsilanti Food Co-op provides a living wage, opportunities for customers to participate in activities outside of the business, gives back to the community, and is environmentally sustainable, it meets Criteria 5.

Based on the information received during the interview process, Dos Hermanos does not quite uphold extraordinary practices in this regard, but does contribute extraordinarily to Ypsilanti's community, which will be examined in the "Discussion" section of this study.

For its workers, ABC Microbrewery fosters a very tight knit business structure and features each of its staff members on its website with a short bio about them. Mentioned previously, customers have the opportunity to become a lifetime member of the Mug Club. Customers are provided space for events outside of the microbrewery business such as fundraising, political activism, and SOS Community Services, among others. The space fees for these events are donated by ABC Microbrewery. For the community, individual staff members are dedicated to their own sustainable practices as well as volunteering for local gardens and nonprofits ("ABC Microbrewery Staff"). By incorporating local foods as much as possible into the menu at the microbrewery, ABC Microbrewery helps strengthen the local food network and economy as well as reduces the carbon footprint attached to its products ("Our Passions"). Additionally, hosting events like the Farmers Markets provides a space for the community to come together to bond without feeling pressured to purchase anything. Mentioned in Criterion 3, ABC Microbrewery is also dedicated to environmental responsibility and has invested in solar-thermal, photovoltaic, and geothermal technologies to run its operations, among other efforts. ABC Microbrewery demonstrates extraordinary practices in the customers, communities, and

environment aspects of this criterion, but because there was no evidence that sets apart its practices for its workers, Criterion 5 is not fully met.

Unity Vibration also meets all aspects of Criterion 5. Workers at Unity Vibration start at \$12.00 per hour, which is above living wage for Washtenaw County. In addition to live music and adult coloring nights, customers can attend events such as “Sacred Shrinky! Making the Spiritual Small” where sacred objects, altar spaces, and incorporating them into everyday life was discussed as well as “how small things around us can make a big impact.” “Improve YOUR GUT Health. Learn Kombucha Brewing Now!” is another event in which customers can come and learn about the health benefits of Kombucha tea and an Earth Day Celebration (Unity Vibration “Past Events”). Additionally, in response to customer grievances about bad batches of bottled tea, Unity Vibration offers an apology, an explanation (if applicable), and to reimburse customers (Unity Vibration “Response to a customer grievance.”). Unity Vibration also offers community events like the Kombucha Club where community members are invited to receive a discount for bringing their own batches of Kombucha in to share with other members of the community, and the winner of the theme receives a prize. Also offered in this event is information regarding how different ingredients will affect the tea’s flavor or composition (Unity Vibration “Past Events”). Lastly, Unity Vibration’s focus on environmental sustainability in its sourcing upholds the environmental aspect of this criterion. Because Unity Vibration provides a living wage to its workers, offers events to customers and amendments for customer grievances, engages the community through the Kombucha Club, and aids the environment, Criterion 5 is fulfilled.

The Ypsi Alehouse upholds extraordinary practices for its workers by providing a living wage, which is an aspect that is very transparent in this business in the brick and mortar and

online because it is a “no tipping establishment”. For customers, the Ypsi Alehouse hosts dart tournaments, Sunday trivia nights, and local musicians and comedians regularly. Recently, the Ypsi Alehouse participated in a fundraiser at the Ann Arbor Hands on Museum, which hosted an “adults’ night” where individuals over the age of 21 could come and experience Michigan wines, hands on activities, and a presentation by wine and chocolate experts. Even though these actions foster a relationship between the customers and the Ypsi Alehouse, and the community and the Ypsi Alehouse, these events are not out of the ordinary. ABC Microbrewery, Cultivate, and beezy’s all host local musicians and speakers, and many restaurants in Ypsilanti host trivia night, like Maiz, Aubree’s, Powell’s, the Wurst, Tower Inn, and ABC Microbrewery. Additionally, because the Ypsi Alehouse is a startup, it does what it currently is able to support the environment through reducing energy costs and donating waste products to local farmers. The Ypsi Alehouse upholds extraordinary practices in the worker aspect of Criterion 5 but currently its practices are not uncommon, so this criterion is not fully met.

Upholding extraordinary practices for its workers, customers, and community is Cultivate. Workers receive a living wage and Ryan Wallace, one of the founders, “works hard to make sure employees get the hours they want [and] fills in the remaining hours personally” (Beach). Cultivate and has organized its structure around “Craft. Community. Cause.” and has formed sub-teams for each “C” so that employees and volunteers are able to broaden their experience and knowledge in one of the three areas they are interested in order to further their skills and therefore their futures. Cultivate also offers internships and encourages social good among its employees. When events at Cultivate are not oriented around ending hunger, community building events are held, such as knitting classes, in which members of the community can bond. Customers at Cultivate are able to participate in numerous events

throughout each month that are oriented around education of and participation in social good, such as recent events like “Bridging Communities & Working Together” in which community leaders came together to talk about how they pursue creating change, and “Hunger & Housing in our Community” in which community leaders spoke about the challenges in hunger and housing faced in Washtenaw County. Another event for customers that is oriented around community building is Cultivate’s Mama and Me meetups, where moms in the area can come together to share a cup of coffee and consequently enjoy a low stress playdate in which their kids can make new friends. Cultivate also hosts events that benefit the community. For example, in the beginning of February 2017, an event was held for members of the community to bond and make Valentine’s Day cards for the Meals on Wheels recipients in Ypsilanti. A manager from Meals on Wheels was present for the event and spoke to all of the participants to raise awareness of the impact on the lives of the program’s recipients around the holiday (Cultivate Coffee & TapHouse). Cultivate also hosts free yoga classes Sunday mornings, which brings the community together to bond and improves individuals’ health through stress reduction and physical activity, and therefore community’s health. Although Cultivate demonstrates efforts to support the environment like growing food locally in its beer garden and supporting the local ecosystem by planning a rain garden, e does not currently uphold extraordinary practices for the environment, Criterion 5 is not completely met.

Upholding all aspects of Criterion 5 is bezy’s. Roll states that bezy’s employs “a tip share split between the crew which pushes each person’s wages up an average of 3\$ an hour,” which means that employees receive wages ranging from \$11.50 per hour and \$14.00 per hour (\$11.10 was the living wage for 2016, as previously mentioned). Customers are able to participate in events at bezy’s like the 826Michigan program in which “the fantastic program

director transforms the space into a welcoming learning environment with a lot of practical applications and examples families can use while they are in the space” (Roll). Customers can go to beezy’s to engage in events by FRDMHALL, and events for RAW, which aims

to empower Black youth to be more involved in their community; to aid in the struggle against the increasing economic segregation in this county; to offer love and protection to the downtrodden; to be in the streets; to post art, sounds, and writing by ourselves as well as by anyone who moves this movement; to expose abuse when we learn of it; and to erode white ignorance about Black Life and its many plights (“About”)

in order to support one another and to encourage a safe space for members of the community.

Beezy’s took a moment of silence in which all business operations stopped on the anniversary of the death of Michael Brown, who was killed in Ferguson in 2014 to honor his death and the death of the many lives of African Americans taken by law enforcement, which exhibits efforts to promote unity among community members. Beezy’s upholds extraordinary practices in the environmental aspect of Criterion 5 by using Arcadia, a renewable energy source and waste reduction. The events detailed above illustrate the extraordinary practices displayed by beezy’s upholding the customers, community, and environment aspects of Criterion 5.

Chart 3, Applying the Sustainable Community Building Criteria

All seven of these businesses participate in a range of community building efforts, ranging from fundraisers and social activism to providing a safe area for members of the community to socialize and spend their time.

Step 1, a space for resource sharing, in Chart 3 is derived from sustainable communities being “places that offer the resources and environment all residents need in order to participate in

their neighborhoods,” which can be met by having a physical space available that can be utilized for resource sharing (“Contributing to Communities”). Resource sharing could be provided by the business, or by the members of the community that are coming to use this space, and can be intangible or tangible. For example, knowledge, talent, and capital are all resources. Step 2 states that members can share and build in this space, which is drawn from community members being able to “live safely and in health, learn, build assets and take part in the mainstream economy.” There is a distinction between having a physical space and being able to use a physical space. For example, there may be an unused building on a business’s property, but it may not be in the condition to be used (it may not be safe or up to code). “[C]reating and maintaining...economic and environmental health, [and] promoting social equity” is the basis for Step 3, which states that members of the community can share and build something economically, environmentally, and socially profitable in the resource-sharing space. Lastly, Step 4 is based on “fostering broad-based citizen participation in planning and implementation” of what is created, or maintained in Step 3. If what is being created and maintained is only done to profit a select few, it is possible that others in the community will not care or want to participate in those efforts. However, if what is being created benefits a large group or the community as a whole, then members of the community may care more and want to be involved in creating something that can be used by a broad base of people. Thus, Step 4 decrees that what members share and build in a resource-sharing space can be given back to the community. Depending on the context of the community, different things may be created, or maintained that would benefit the community. The chart for these criteria is as follows (A textual version of Chart 3 is available in Appendix III).















Sustainable Community Building	Ypsi Food Co-op	Dos Hermanos	ABC Microbrewery	Unity Vibration	Ypsi Alehouse	Cultivate	Beezy's
Step 1. There is space for resource sharing.							
Step 2. Members can share and build in the space provided.							
Step 3. Members can share and build something economically, environmentally, and socially profitable.							
Step 4. What members share and build can be given back to the community.							

Chart 3: The sustainable community building criteria is applied to the seven businesses. The business logo indicates that the criterion is fulfilled.

Upon its planned expansion, the Ypsilanti Food Co-op has the potential to meet these four criteria. The expansion will be for the bakery and to provide a space for community members to spend their time. In the past, the Ypsilanti Food Co-op was the place where people came to spend their time so it will continue to employ a welcoming atmosphere that is not dictated by a “get out if you’re not buying” policy. Although the Ypsilanti Food Co-op does its best to remain nonpartisan, there may be groups using the space in the expansion to carry out partisan work. Sikorski stated that she “would imagine that [the co-op] would hold events to promote education about coops [sic], food and other sustainability issues” such as workshops or programs where community members could learn about what food insecurity is, how to cook meals with quinoa,

how to make gifts using essential oils, etc. With this information, it is evident that community members will be able to share and build in the space that will be provided, and depending on the types of events that the co-op or partisan groups may host will dictate whether what is created or built in this space will be economically, environmentally, and socially profitable, and if that can be given back to the community. Because The Ypsilanti Food Co-op is has not made this expansion yet, the sustainable community building criteria are not satisfied.

Dos Hermanos may have space that could be utilized by community members for resource sharing, but because this space is not explicitly used for this, the contributions to community building by Dos Hermanos will be discussed in the “Discussion” section.

ABC Microbrewery meets all of the sustainable community building criteria. There is space available within the business that can be used for resource sharing, and what is created or built can be given back to the community. For example, ABC Microbrewery has provided space for farmers markets in the past, which are events in which community members can to come together to share resources such as knowledge and goods. What is created during these farmers markets is environmentally, economically, and socially profitable for the community. Because the farmers market is hosted locally, the carbon footprint of the event is reduced because fuel consumption is lessened for both the goods and the participants. Participants have the option to walk or bike, take public transportation, or drive a shorter distance to the farmers market. Sellers and the local economy are supported economically, and because community members can build bonds that are present outside of the farmers market, the community is able to develop and strengthen its social network. The goods purchased at the farmers market may be given back to the community as well. For example, the food from the farmers market may be used in a meal that is provided at another community event, or the crafts from the farmers market may be used

in a gift basket for a silent auction. ABC Microbrewery fulfills the four criteria and contributes to sustainable community building.

Based on the information received, Unity Vibration fulfills most of the sustainable community building criteria. It provides space in which resources can be shared by community members. It hosts local art, music, and poetry and “opportunities for anyone to perform who wants to share their gifts” (Kanaan). Unity Vibration’s Farm to Barrel program provides space for farmers to come in and speak about the ingredients they grow that are in the Kombucha. Also hosted by Unity Vibration are adult coloring sessions, educational events about Kombucha, and the Kombucha Club, where community members are encouraged to bring their home-brewed Kombucha to share with others. All of these events reflect the mission statement of Unity Vibration, which focuses on health and positive community building and support. These events all offer opportunities for community members to build social bonds that extend outside of the business, which promotes the social welfare of the community. Because the economic and environmental aspects of Step 3 are not satisfied, Unity Vibration has the potential to contribute to sustainable community building.

The Ypsi Alehouse fulfills some of the sustainable community building criteria. There is space available where resources could be shared and community members can come together to build or create something at the Ypsi Alehouse. Through fundraisers and dine-to-donate events hosted by the Ypsi Alehouse, members of the community can all create an economic contribution. For example, within the first six months of operations, the Ypsi Alehouse hosted a dine-to-donate weekend for Growing Hope. Members of the community came together to build bonds that could be shared outside of the Ypsi Alehouse and to create an economic contribution that could be given back to an organization within the community. The Ypsi Alehouse also hosts

events like live music and dart tournaments which allow community members to build relationships with one another that exist outside of the business. Because these contributions to the community are economically and socially profitable, but not environmentally profitable, Step 3 is not fully met.

All four criteria of sustainable community building are fulfilled by Cultivate because there is space that can be used for resource sharing in which members of the community can come together to build or create something economically, environmentally, and socially profitable that can be given back to the community. For example, community members can help out in the garden that is donated to Food Gatherers. The produce donated economically profitable because oftentimes people will wait to purchase food or coffee until they get to their destination, so Cultivate and the organizations it donates to benefit economically. The garden at Cultivate is not mass produced and therefore does not use pesticides or fertilizers that many large farms use on their gardens, and the produce donated is locally grown which reduces its carbon footprint. Lastly, the garden brings members of the community together to build bonds that last outside of the business, and to grow a contribution that helps Food Gatherers, a socially and environmentally profitable cause in the community. By upholding all four criteria, Cultivate contributes to sustainable community building.

Like the Ypsilanti Food Co-op and the Ypsi Alehouse, bezy's has the potential to contribute to sustainable community building. There is space available for resource sharing, and community members can come together to build or share something in this space. For example, volunteers come in to tutor the kids through the 826Michigan program, which is socially and economically profitable because relationships are built between the volunteers, the students, and bezy's, and students that may not be able afford a tutor for extra educational help are able to

obtain resources to supplement their schoolwork. Additionally, it is likely that the students' self-esteem will improve and that they may gain more confidence in themselves and in their futures, which affects the future of the community. Beezy's also provides space at a reduced rent cost to entrepreneurs so that they can host events that would normally be unaffordable. This is socially and economically profitable because beezy's, the entrepreneurs, and the community members are building bonds with one another that can be shared outside of beezy's, and because the entrepreneurs may benefit from this event enough to contribute economically to the community. Because events like these are economically and socially profitable, but not environmentally profitable, Step 3 of the sustainable community building criteria is not fully met.

Analogical Reasoning

The analogical reasoning of this study focused on the correlation of the core values of these businesses, and how a business' actions based on these core values can be applied to further develop the other businesses within the same industry. This will be discussed in the next section.

Discussion

Green America Green Business Certification Criteria

The Ypsilanti Food Co-op is the only establishment that can truly be verified as green because it is the only business that meets all of the Green America Green Business Certification criteria in this study. This may be attributed to the Ypsilanti Food Co-op existing as a consumer cooperative, which is different than a legal business. The Ypsilanti Food Co-op and ABC Microbrewery are the only businesses that articulate environmental responsibility and social justice in their formal values. In addition to the Ypsilanti Food Co-op, Cultivate and beezy's are the only businesses that are actively used as a tool for positive social change. According to these

criteria, the Ypsilanti Food Co-op, ABC Microbrewery, Unity Vibration and beezy's are environmentally responsible, even though Cultivate reduces waste regarding food (composting, growing themselves, etc.). All of the businesses, except Dos Hermanos, displayed progress tracking or demonstrated past improvements, and are highly transparent. Lastly, the Ypsilanti Food Co-op, Unity Vibration, and beezy's are the only businesses that showed evidence in upholding extraordinary practices for their workers, customers, community, and the environment.

Sustainable Community Building Criteria

Two of the businesses that are environmentally responsible (the Ypsilanti Food Co-op and ABC Microbrewery) and one that is not environmentally responsible according to the Green America Green Business Certification criteria (Cultivate) meet all four of the sustainable community building criteria. Unity Vibration, the Ypsi Alehouse, and beezy's would meet all of the sustainable community building criteria if what is built by community members at each of these businesses is also environmentally profitable. Dos Hermanos is the only business that did not fit these criteria.

Analogical Reasoning

The businesses selected for being green (the Ypsilanti Food Co-op, ABC Microbrewery, and Cultivate) in each industry all fulfill the sustainable community building criteria, regardless of whether they met all of Green America's Green Business Certification criteria, but there are ways that each business can learn from the others in its industries on how to further build community.

Grocers

Although the Ypsilanti Food Co-op and Dos Hermanos have different business structures, they both contribute to the community in unique ways. The Ypsilanti Food Co-op often structures its events around education of healthy foods and sustainability, while Dos Hermanos appeals to the Latino community by providing ethnic foods associated with different Latin American cultures. The Ypsilanti Food Co-op could strengthen its relationship with the community of Ypsilanti by engaging different ethnic groups within Ypsilanti through ethnic foods or through workshops where community members learn how to cook ethnic meals with the ingredients that the Ypsilanti Food Co-op already provides. To further its appeal to different community members, Dos Hermanos could bring in healthy foods that are organic, sustainable, or fair trade verified products, or hosts events that engage community members such as an annual cook off where each attendee brings a dish made from the ingredients Dos Hermanos provides.

Microbreweries

ABC Microbrewery and Unity Vibration have different mission statements that guide each business, which can serve as a model for the Ypsi Alehouse. Unity Vibration upholds its mission statement of providing healthy food and encouraging community through sharing life's arts by orienting its events around these goals. ABC Microbrewery also orients its actions around its focus, which is environmental sustainability and community building. These values have been exemplified by the Green Brewery Project and events like Games Library Days. These two businesses could serve as an example for the Ypsi Alehouse to form its own values statement and orient its actions around its goals, whether they are sustainable, centered on community building, or something else entirely.

Additionally, ABC Microbrewery consistently pursues its values in environmental responsibility and community building, and Unity Vibration consistently pursues its values of providing healthy foods and celebrating and sharing with the community. One way Unity Vibration connects healthy foods to the community is the Kombucha Club, where members of the community are encouraged to bring their home-brewed version of Kombucha tea. ABC Microbrewery could learn and expand from this idea by creating an event that connects environmental sustainability and community building through an engaging community event, perhaps through its Mug Club to grow and develop the community that ABC Microbrewery fosters within Ypsilanti's community. ABC Microbrewery can also serve as a model for Unity Vibration through its customer communication efforts. Keeping a reliable, updated calendar of its events on its website allows customers to plan ahead of time to participate in an event at Comer Brewery, and Unity Vibration could further engage the community through increased and consistent communication.

Café Industry

Cultivate is very oriented around ending hunger and communicating this to the community, and bezy's is oriented around helping young people and providing a safe space for community embracement of African Americans. Beezy's hosts many events to lessen and ease the negative effects of gentrification, embrace diversity, and support young people in the community. Because Cultivate synchronizes all of its efforts to end hunger and educate the community about hunger issues, it may already be applying the matter of gentrification to its events, and hosting events solely for embracing diversity and supporting young people in the community do not fully align with Cultivate's mission. However, by frequently and consistently updating its information online about the events that are held, bezy's could easily engage more

community members, or develop the community it has established within Ypsilanti through the marketing efforts and updates that Cultivate does.

Maintaining and Building a Community

Additionally, much like a house, there is a distinction between building a community and maintaining a community. Green businesses like the Ypsilanti Food Co-op, and some others that operate with sustainability in mind like ABC Microbrewery and Cultivate, demonstrate the ability to contribute to sustainable community building. Some businesses that focus efforts on environmental responsibility, or social justice develop existing aspects of the community. For example, Cultivate is further developing the existing community to end hunger; bezy's is further developing the community by promoting and accepting diversity among community members; and Unity Vibration is further developing the spread of health in the community through food, or through sharing the arts of life. Lastly, there are businesses that play an important role in the community such as The Ypsi Alehouse and Dos Hermanos, which maintain the community. The Ypsi Alehouse provides a consistent environment in which community members can build and maintain bonds through social events. Dos Hermanos plays a vital role within Ypsilanti's community as it is a social hub for the Latino community, which provides a safe space to embrace one's native culture and prosper as a culturally diverse community. Dos Hermanos recognizes the different Latin American cultures within its workforce and the community, provides ethnic products from different countries and an environment that are otherwise unavailable within the community, and creates a comfort and sense of belonging for Latino community members. Dos Hermanos and the Ypsi Alehouse play a critical role in maintaining and supporting the structure of the house while bezy's, Cultivate, and Unity

Vibration develop, or renovate sections of the house, and the Ypsilanti Food Co-op and ABC Microbrewery build onto the house.

Conclusions

Green America's Green Business Certification Criteria Analysis. Green America's Green Business Certification evaluates the entirety of businesses and proves as a useful tool for the vetting of green businesses. Through the industry-specific and broad criteria, it is helpful to discern where businesses can further develop and enhance their current practices, and to continue to do so until the business is certified. However, the two main ideas of Green America's Green Business Certification criteria (environmental sustainability and social justice) are not the only ways in which a community can be built. Not all of the businesses that were studied met all of these criteria, but all showed that they have a role and contribute to community building on different levels, like donating to nonprofits, or hosting local music events that community members can participate in. For example, Dos Hermanos does not meet these criteria but holds a critical role in the community of Ypsilanti by providing a safe place for the Latino community to build a social network. Also, it is difficult to properly discern whether a business' practices meet Criterion 4 due to a lack of a firm definition of what extraordinary practices are in regards to community, since, according to Teplitz, this is contextual.

Sustainable Community Building Criteria Analysis. The Sustainable Community Building chart indicates a correlation between green businesses and sustainable community building as the Ypsilanti Food Co-op, ABC Microbrewery, and Cultivate all fulfilled the sustainable community building criteria. These criteria contextualize community building and offer a way to orient community building towards sustainable communities. By charting businesses' practices along these criteria, it is evident that each business has an atmosphere and a

community of its own that draws community members in, as well as what businesses are, or are not doing, concerning the local community. As discussed in the literature review, “communityship is firmly established when its members reach out in socially active, responsible, and mutually beneficial ways to the broader community” (Mintzberg). These sustainable community building criteria also shows when businesses achieve communityship, and foster their own communities within the larger community of Ypsilanti.

Analogical Reasoning. Through analogical reasoning of business practices, the sustainable community building criteria allow businesses to compare their strengths and weaknesses, and offer the chance for businesses to collaborate with one another to mutually germinate, and to develop the community.

Challenges and Limitations

Time was a limiting factor in the scope of this study, and may be a root for errors in the analogical processing of information. Information collection was limited to interviews with managers, so only a top-down perspective was established for business evaluation, which does not account for the perspectives of the workers or customers of the business that would provide a more complete image of a business and its practices. Conducting surveys to collect these points of view would provide a more rounded image of the business to evaluate.

Also, the broad criteria of Green America’s Green Business Certification were used, whereas the industry-specific criteria may have been more accurate in determining whether a business’ practices meet the Green Business Certification. Lastly, Bona Sera and Unity Vibration were originally contacted in order to provide additional data in the café and microbrewery industries, but only Unity Vibration was able to respond within the deadline.

Future Research

There is evidence supporting that customers feel they make a difference when they purchase from a local business, and when they purchase from a green business. There is also evidence of local businesses positively impacting a community and of green businesses positively impacting a community, but not of local, green businesses' impact on a community. So how do local, green businesses impact customers' sense of community? How is sense of community measured?

As discussed in the literature review, there is a cyclical relationship between businesses, individuals, and the broad environment. By mapping businesses' practices to improve businesses within the local community, the broad environment of the local community could influence the public narrative of businesses in terms of sustainability, social justice, and community building practices. Through this cycle, could continual adjustments and enhancements be made to develop the community into a sustainable community? Could this cycle provide the basis for the mapping of local communities to aid one another in achieving sustainability?

This study assessed information regarding businesses mostly in a top-down perspective through interviews with the owners or management of a business, and with the co-executive director of Green America. By supplementing a top-down approach with the perspectives of employees and customers of a business, data received may have changed or been enhanced. The perspective of the management of these businesses played a part in the data obtained. In future studies, the evaluation of businesses could be supplemented with an in-depth review, vetting of the data collected, and an explanation of the reasoning behind the attainment of Green America's Green Business Certification criteria from a Green America member, and community members that have an understanding of the community which is being studied. With these additional

reviewers, would the Green Business Certification be enhanced, or would new, local criteria be formed in order to contextualize the practices of local businesses to vet green businesses?

Moreover, would Green America's industry-specific criteria for evaluating businesses or Green America's gold business criteria relate businesses to community building or further the sustainable community building criteria developed in this study is needed? The Green America Green Business Certification is a system for evaluating businesses at a national level, and the sustainable community building criteria developed in this serves as criteria for the local context with the potential for a national context. Does the size of a community dictate the criteria needed to vet green businesses and sustainable community building?

This study has started to peel back the layers surrounding how businesses impact community and growth towards sustainable communities, and there is much to be examined and analyzed.

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Appendix I: Chart 1, Green America Green Business Certification Criteria 1-4 Chart

<p>Green America Criteria</p>	<p>Yoni Food Co-op</p>	<p>Dos Hermanos</p>
<p>Criteria 1: Operating a "values-driven" enterprise according to principles of social justice and environmental sustainability</p>	<p>It is the mission of the Yoni Food Cooperative to provide high-quality food and goods, produced ecologically and sustainably, while practicing cooperative economics; cooperative economics definition</p>	<p>Does not have a mission/vision statement. The purpose of the store is to provide products specific to certain Mesoamerican countries</p>
<p>Criteria 2: Actively use businesses as a tool for positive social change</p>	<p>First Finders: very inclusive purchasing policy; only products with good human rights records, humane animal treatment, green</p>	<p>Donate to non-profits that take care of immigrants; a hub for the latino community</p>
<p>Criteria 3: Environmentally responsible in the way they source, manufacture, and market their products and run their operations and facilities</p>	<p>Purchasing policy: 60 solar panels + wood burning stove (dormed wood and de-carboned pellets), recycling; social media and website; bulk de partment of produce waste; reusable bags available - Bag Lending Library; products are labeled with country of origin/compost</p>	<p>Recycling, bottle returns, reactivated an empty building, upgraded coolers</p>
<p>Criteria 4: Accountable for their work by continually improving and tracking their progress and operating with transparency in every facet of their business</p>	<p>Track progress based on sales but improve means are made in tandem with the purchasing policy; very open information displayed on website</p>	<p>Sales based progress tracking</p>

ABC Microbrewery	Unity Vibration	Ypsi Alehouse
<p>"Our Passions": Environmental sustainability, waste reduction, recycling, energy efficiency; community building, support non-profits, buy local, serve on local civic and non-profit boards</p>	<p>Our Mission is to produce the best artisan Kombucha Tea and Kombucha Beer products on the market made with the healthiest ingredients possible. It is our intention to spread love, health, possibility, joy and bliss into our community and the world, to inspire others to spread their own unique gifts and creativity into their communities and beyond, and to help local farms and causes in the community and the world.</p>	<p>A mission statement needs to be developed; would include integration into the community.</p>
<p>First Fridays; lets organizations use their event space for fundraising, political activism, and community building activities; bonding-focused experience</p>	<p>First Fridays, space and donations for nonprofits, Farm to Barrel- local farmers can come and talk about their farm.</p>	<p>First Fridays (guided walks through downtown Ypsi to support local arts and businesses) participation to encourage and support local businesses; Dart tournaments; jazz and laugh night; Sunday trivia</p>
<p>Buying local foods that are fresh, natural, and humanely and sustainably produced; Green Brewery Project; summer garden&compost; solar-thermal, photovoltaic, and geothermal technologies, solar awnings; social media and website; Our Mug Club; renovated abandoned warehouse</p>	<p>We source as much local produce during the MI Growing season. We source 95% organic, Single origin fair trade tea and coffee; recycle and able packaging; future composting, bees, solar panels; gluten-free, vegan, organic, bottle conditioned and raw (paleo)</p>	<p>First Fridays (guided walks through downtown Ypsi to support local arts and businesses) participation to encourage and support local businesses; Dart tournaments; jazz and laugh night; Sunday trivia</p>
<p>Website displays a lot of info.; website's documentation of story and improvements/rennovations/expansions</p>	<p>Watch product reviews industry standards; pay attention to PR to see the world's perceptions; customer and distributor relations; "Are we contributing to the health and happiness of all we deal with?"; systems created around social media feedback; weekly meeting with distributor's staff and other advisors outside the company</p>	<p>Currently only a year old so everything is constantly being improved upon; transparency of business's history on website and in person</p>

<p>Cultivate</p>	<p>Beeg's</p>
<p>Craft Community Cause: "Ending hunger by 2030."</p>	<p>Our vision statement is to consistently provide fresh, fun food in a welcoming atmosphere that centers around caring for people, erring on the side of trust and generosity and sidesteering conventional service paradigms whenever we can.</p>
<p>First Fridays: actively participate in and/or cowork with Food Gatherers, Plant a Row, Meals on Wheels, etc. to help end hunger; donated 400 lbs of food to Food Gatherers last year</p>	<p>First Fridays: helping fight the negative effects of gentrification; opportunities for people of color to showcase their work through FRIDAYMALL, silence for Mfhe Brown, fundraiser for Radical Washitewa, 826Michigan 4 days a week</p>
<p>Repurposed auto electric shop; recycling; double tumbler compost bin and preconsumption scraps; pay farmers and source well; look for those that uphold social good and green efforts; beer garden; social media and website, Coffee Mug Club; grew and donated 400 lbs of food</p>	<p>Reactivated space across the street for Project23; local sourcing, fair trade coffee; compost, power clean energy; compostable disposables; social media and website</p>
<p>See what other organizations do to identify gaps and make a plan to fill them in; rolling out their road map for 2017; open book management for accounting</p>	<p>Revenue based progress tracking; project23 catering to promote local purveyors; high transparency on FB, tries to reconcile and explain reasoning to disatisfied reviewers</p>

Chart 1 details each organization’s business practices. The cells outlined in white with navy text do not meet these criteria..

Appendix II: Chart 2, Green America Green Business Certification Criteria 5 Chart

Chart 2 details the business practices of each business regarding the four aspects of criterion five of Green America's Green Business Certification. The cells outlined in white with navy text indicate that the business practices do not fulfill the corresponding aspect of the criterion.

Green America Criterion 5	Ypsi Food Co-op	Dos Hermanos	ABC Microbrewery
Workers	Over half of the workers receive living wage; fair trade products; diverse work group; provides a safe place to work; the Supper Club (co-op pays for appetizers at local restaurant- try to make it a little educational); end of year staff party	Each worker is from a different Mesoamerican country; safe and easy place to work	Tight knit community between employees; like family; employees are active in conversations; recognition of employees on website
Customers	Members can participate in beekeeping and SolarYpsi	Provides customers with Mesoamerican products that can't be found elsewhere; real butcher	Provides customers with space for community building, nonprofit, political events; limits TVs so that customers bond with each other; Our Mug Club; Black and White Ball-NYE no cover celebration
Communities	Gift baskets for silent auctions; food donations to help offset event costs; Local Honey Project; Solar Ypsi; fundraisers; First Fridays	Supports high school and EMU sports teams; church donations; non-profit donations	serves on local civic and nonprofit boards; cash and contributions, volunteers, and planning assistance to nonprofits; strengthen the local food network; First Fridays
Environment	Solar Ypsi; helped get other city buildings solar panels; Local Honey Project (bees); recycling	Recycling and bottle returns; upgraded coolers; reactivated an empty space	Local sourcing; recycling and encourages customers to recycle; solar panels; geothermal beer cooler, own garden

Unity Vibration	Ypsi Alehouse	Cultivate	Beezy's
<p>Entry level employees at \$12/hr. Family atmosphere, open dialogue. Fair trade products.</p>	<p>Employees don't earn tips because they receive living wages (European model); work around schedules, family business</p>	<p>Created subteams for each of the three Cs so that employees learn what they desire most; internships; encourage social good in employees' lives; living wage</p>	<p>Sharing tips increases the lowest average pay to about \$11.50/hr; Provides opportunities to young people and persons of color affected by gentrification; very autonomous, equal, high trust, teamwork</p>
<p>Tasting room where we meet the community with local art, music, poetry, and opportunities for anyone to perform who wants to share their gifts; educational programs for Kombucha tea- why it's good and how it's made; Kombucha Club*</p>	<p>Dart tournaments; jazz and laugh night; Sunday trivia; "great customer service"; loyalty program; "great atmosphere"</p>	<p>Countless monthly activities to bring people together; free tutoring; staff trained in hospitality for the customer; individual workspace; loyalty program</p>	<p>Shuts down shop for 826Michigan tutoring sessions; poetry slams and film nights to support African American community members; reconciles dissatisfaction on FB reviews</p>
<p>First Fridays, nonprofits can come and hold meetings; have donated to many nonprofits (Growing Hope, SOS, Rudolf Steiner School, Anthroposophical Society Ann Arbor Film Fest and others) Farm to Barrel- local farmers can come in and talk about their farm</p>	<p>Dine-to-donate events; fundraisers; First Fridays; allows Girl Scout sales Saturdays from 12-5 PM</p>	<p>Cultivate's whole focus is oriented towards ending hunger in Washtenaw county by 2030 by hosting activities that engage customers and give back to the community; First Fridays</p>	<p>First Fridays; Freedom House; focus on mitigating negative effects of gentrification</p>
<p>Grow and operate on small farm; We source as much local produce during the MI Growing season. We source 95% organic. Single origin fair trade tea and coffee; recycle and use recyclable packaging; future composting, bees, solar panels</p>	<p>Local sourcing; energy efficiency actions; reactivated an empty space</p>	<p>Sources local; recycling and composting efforts, rain garden, own garden</p>	<p>Clean energy; composting; compostable disposables; local sourcing</p>

Appendix III: Chart 3, Applying the Sustainable Community Building Criteria

Chart 3 provides textual details of the businesses practices that uphold the sustainable community building criteria. The cells outlined in white with navy text indicates that the business does not fulfill the corresponding criterion.

Sustainable Community Building	Ypsi Food Co-op	Dos Hermanos	ABC Microbrewery
Step 1. There is space for resource sharing.	In their expansion- yes		Yes
Step 2. Members can share and build in the space provided.	Yes		Yes
Step 3. Members can share and build something economically, environmentally, and socially profitable.	Workshops and programs to promote education about co-ops, food, and other sustainability issues with a range of activities		Farmer's Market; community building events; political activism
Step 4. What members share and build can be given back to the community.	Yes, they would spread knowledge, learn how to cook certain meals, learn how to make crafts, and learn what food insecurity is and how to help		All of this can be shared with the community through spreading of knowledge.

Unity Vibration	Ypsi Alehouse	Cultivate	Beezy's
Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes
<p>Space for nonprofits, Farm to Barrel, Kombucha Club</p>	<p>Fundraisers, dine-to-donate events for orgs like Growing Hope</p>	<p>Countless activities in which members of the community can come together to create something; beer garden, Meals on Wheels cards, etc.</p>	<p>Bee's opened up her business to help teach young people how to cook and cultivate their skills; provides cheap rent space for entrepreneurs; space for African American artists</p>
<p>Members can join together to build bonds through community arts, nonprofits can build affinity with community, farmers can build relationships and raise awareness of their farms, the Kombucha Club can collaborate to make different teas</p>	<p>Members come together to build bonds that can be shared in the community outside of the business, and to create a monetary contribution that could support a social or environmental cause</p>	<p>The harvest from the garden in the beer garden is donated to Food Gatherers; activities like making Valentine's Day cards for Meals on Wheels recipients can be given back to the community</p>	<p>Cultivating skills that can later contribute to the community; entrepreneurs help build the community socially and economically; African Americans have a chance to showcase their talents and contribute to Ypsi's arts</p>