

# What's the big picture for green compliance?



**WORKSHOP SERIES**  
presented to  
**The Des Plaines  
Chamber of Commerce**  
**March , 2008**

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# What do I do in green?

- International law firm with offices in Illinois and Central Europe
- Organic food
- European Renewable Energy
- Biogas/Biomass

# What do i do in green? cont-

- Author of Illinois Legal guide for local and organic food entrepreneurs
- Risk Management Speaker
- Illinois Ontario MOU for sharing of biofuel and other research

# How green is your office?

- Illinois and Austria offices located within walk-able commutes—not of each other
- Austrian office heated by “green” heat
- Austrian office largely powered by renewable electric power

# What's the big picture?

- Green — a 500 billion dollar industry tsunami
- Will leave a changed legal and regulatory landscape in its wake
- 85 percent of U.S. consumer companies have active sustainability initiatives

# What local company trends are of interest?

- Kraft, Sara Lee make play for green crowd
- Kraft Foods tracks consumer recycling with RFID

# What's going on at the international level?

- Bali
- WTO Free Trade Green Provisions

# What green legal trends should we watch at the national level?

- Energy Bill
- Energy Block Grants
- LEED
- FTC
- Carbon Cap and Trade



# What Illinois developments should we be aware of?

- Local Foods Act
- Green Cleaning Schools Act
- Green Neighborhood Grant Act
- Green Government Illinois Act
- Climate Change Task Force
- Carbon Trading in Chicago

# Who decides what's really green?

- Government defined terms:
- Recycled
- Energy Star
- Organic

# “Voluntary compliance” terms

Certifications that acquire legal significance through agreement:

- LEED
- Green Seal
- Eco Logo
- GreenGuard
- Forest Stewardship Council

# What can I learn from watching how organic food has changed and developed?

- Private Certifiers
- States
- Federal Law & Regulations
- Private Third Party Verifiers

# What should I know about LEED?

- If you want to LEED, first you have to be able to follow.....
- Understand LEED process
- Understand insurance issues
- Manage risk through contracts

# How do I cope with green policy, legal and regulatory changes and initiatives?

- Know the regulatory geography before you go green
- Join your industry green group, be active and stay informed
- Develop an ongoing risk management plan to identify, evaluate and manage the legal and business risks

# Thanks for having me

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