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**Worth Your Time****Green Business Links**

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Business Ethics Magazine  
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October 6, 2008

**Green Exchange Marketplace Aims at Becoming the Largest Green Business Community in the U.S.**

Brothers David and Doug Baum founded [Baum Development LLC](#), in Chicago in 1989. In 1991 they started Baum Realty Group. Baum

Development has received numerous [awards](#) including seven Chicago Association of Realtor Good Neighbor Awards and a Preservation Excellence Award from the city of Chicago for their work in adaptive reuse and historic preservation.

There latest project brings the past and future together with [Green Exchange](#), a business community devoted to the triple bottom line combining a virtual and community of socially-minded entrepreneurs along with a real-world community of retail and office space housed in a nearly [century-old industrial building](#) that once served as headquarters for the Vassar Swiss Underwear Company.



The Baum brothers and their team are nearly complete in [retrofitting](#) the grand old 272,000-square-foot structure into the [LEED Platinum certified](#) home for more than 100 businesses offering a "unique collection of leading edge products and services to the environmentally

conscientious consumer."

Post Continues Below ↓

our sponsor message:

**"Live green and prosper"**

The idea of the Green Exchange is more than just as a shopping mall for green businesses, but also as a "communication tool" designed to help the green business market move from "niche to mainstream".

According to the Baum's, the Green Exchange is designed as a collaborative community for business leaders and entrepreneurs to network and share ideas, while interacting with the public to raise awareness of sustainability, both educating the consumer and providing green options for a wide range of products and services.

**Latest Posts****AI Gore: What's Next?**

I was lucky enough to see Al Gore at the Web 2.0 Summit in San Francisco this week. Lucky because...

November 10

**Net Impact Conference 2008 - Wharton**

This is an introductory post for the Net Impact Conference.... more to come....

November 9

**First Nations, biorefineries and beetle-kill**

In a tentative agreement that would bring jobs and economic development to a First Nations reserve in British Columbia, Raven Biofuels and the Kamloops Indian Band are working to finalize an agreement to develop a biorefinery and cogeneration plant, as well as additional commercial ventures, that would rely primarily on beetle-killed pine wood waste as a feedstock.

November 9

**Tax exemption attracts automakers to Denmark**

A tax exemption for electric vehicles is turning Denmark into a hotspot automakers, utilities and other businesses looking to earn a place in the emerging market for electric vehicles, equipment and infrastructure.

November 7

**1,400 Megawatts of Wind Energy Generation Installed in 3rd Quarter - Heading for Another Record Year**

Despite the continued economic slide and bad news for some wind farm projects due to the "credit crunch", the American Wind...

November 7

**Weekly Green Business Wrap-Up**

Will Obama Bring Boom Times to the Sustainability Industry? The good news, I think, is that those taking a strong...

November 7

**Starbucks will Provide More than Coffee: 13 Goals to Do Business More Responsibly**

Let's just get this out of the way in the beginning: I am not a fan of Starbucks. Years ago...

November 7

**ForestEthics Speaks Out on Junk Mail**

Last week I reported on comments made by Pitney Bowes executive chairman, Mike Critelli, in a recent NY Times interview....

November 6

**Opportunity Green Conference at UCLA this**

eWasteInsights

- GreenBiz
- Marketing Green
- Natural Capitalism
- Natural Logic
- Plan Resonate Blog
- Redefining Progress
- Social Venture Network
- Sustainable Business
- Sustainable Marketing
- Triple Bottom Line Blog

**Sustainability**

- Conservation Value Notes
- Ecovian
- Green Upgrader
- GreenLAGirl
- Gristmill
- Huff Po Green
- Joel Makower
- Lazy Environmentalist
- Lorna Li | Green 2.0
- Island Press Blog
- Sustainable Life Media
- sustainablog
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**Academics**

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**Extra Stuff**



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As well as the physical community, Green Exchange hopes to build an active virtual [green business community](#) led by many of the "big names" in the sustainability movement, including [Van Jones](#), [Carol Moseley-Braun](#), [Craig Sieben](#), and many others. The Green Exchange makes these "Eco-Leaders" available to answer questions and talk of their vision for sustainable business and the green marketplace.

If you're a green business owner or entrepreneur in the Chicago area, Green Exchange offers [amenities](#) to "drive your Triple Bottom Line Growth" for all types of businesses, from [retail](#), [office](#), [shared office](#), and [live/work lofts](#).

Out of ashes of the old economy will emerge the full realization (and necessity) of the green economy. The readers of Triple Pundit know that already, and the Green Exchange aims at doing its part.

The Baum brothers say it best:

"Green Exchange is committed to shifting the green marketplace from niche to mainstream, making green living easy and accessible for the public, and giving green businesses and innovators the national stage they need to grow exponentially."



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**Comments**

Manufacturing in America, Good  
Manufacturing Renewable Energy, Better

Upscale Retail, not so Good  
Does anyone else see a green flag?

The Baum Brothers Green Exchange project seems a bit suspect - I'd like to hear and see more.

Who is doing the overall peer review on this project. LEED only covers the building and from the looks of it they are still some time away from their LEED ratings. So the Platinum certification claim is pure marketing.

The Baum Brothers business group needs to take a step back and get a peer review before they step out with grand claims about LEED and Green Exchange. It will only support their efforts.

**Weekend**

In the post-election haze the stock markets reacted with a degree of trepidation and uncertainty. The economy was certainly on...

November 6

**Sustainable investment funds: Keys to Economic Recovery?**

Investors have poured more than \$5 trillion invested into sustainable investments, capital and investing strategies that offer the key to economic recovery, according to new book published by Earthscan.

November 5

**An Open Letter to President Elect Barack Obama on the Fiscal Stimulus Package**

Americans have heard a great deal about hope and change during this election season. Together, those two words evoke a compelling vision for the future of our nation. Once the election is over, the questions for our policy makers (at all levels) will be how to move the nation towards this positive future, especially in the face of an economically challenged present.

November 5

**Ecofeedback: How To Know How Green You Are, Can Be, And How To Do It**

In these days when presidential candidates talk about biofuels, carrying a reusable shopping bag has moved beyond the crunch to...

November 5

**Jetline Enters the Nonwoven bag market**

This is a guest post by John Simonetta owner of Proforma Green an eco-friendly promotional items consultancy. John's blogs are...

November 5

**Developing a Cleantech Business Strategy: An Online Seminar**

The terms "cleantech" and "sustainability" cover a wide range of technologies, processes, services, and market segments. Opportunities to leverage...

November 5

**ClimatePULSE: Vote, Cap, and Trade**

The big news of the day is, of course, the U.S. presidential election. This week ClimatePULSE will take a...

November 4

**Follow the Green Brick Road to Recovery?**

Back on September 9, John Podesta's Center for American Progress released a study called Green Recovery, which promised two million...

November 4

**Carbon Retirement: An Option to "Traditional" Carbon Offsets**

Carbon offsets have gained wide recognition in the past few years as a means of mitigating

EcoTuesday

Eco Tuesday takes place on the 4th Tuesday of every month and is a premier business networking opportunity for people interested in building a better world through the power of business. It currently takes place in cities across the USA. [Click here to learn more.](#)

**3p Book List**

Let My People Go Surfing: The Education of a Reluctant Businessman



In Defense of Food: An Eater's Manifesto



The Lazy Environmentalist: Your Guide to Easy, Stylish, Green Living



World-changing: A User's Guide for the 21st Century

The Long Tail: Why the Future of Business Is Selling Less of More



The Cluetrain Manifesto: The End of Business as Usual



In Chicago I'd recommend Carbon Solutions Group for peer review.

» [Browse](#) at October 6, 2008 6:53 PM

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ones carbon footprint. With that recognition...

November 3

### Credit Crisis May Halt Pickins' Largest Wind Farm in the World

The credit crunch is not just hurting the banks and the real estate market. Even the billionaire and wind energy...

November 3

### Profitable Residential Green Building: Can It Save the Real Estate Market?

A larger profit for builders and increased green building regulations from government encourages builders to follow the path to green building.

November 3



### Net Impact Podcast

#### Net Impact Conversation with Paul Murray of Herman Miller, October 27, 2008

Net Impact interviews Paul Murray, Director of Environmental Health, Safety and Sustainability at Herman Miller

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#### Net Impact Conversation with Rand Waddoups of Wal-Mart Stores Inc., October 10, 2008

Marc Gunther interviews Senior Director of Corporate Strategy and Sustainability at Wal-Mart Stores Inc., Rand Waddoups

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#### Net Impact Conversation with Tamsin Smith, President of (PRODUCT) RED July 23, 2008

Marc Gunther interviews Tamsin Smith, President of (PRODUCT) RED

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Jul 23, 2008

#### Net Impact Conversation with John Replogle of Burt's Bees, June 20, 2008

Marc Gunther interviews John Replogle, President and CEO of Burt's Bees

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Jun 23, 2008

#### Net Impact Conversation with Pamela Passman of Microsoft, May 16, 2008

Marc Gunther interviews Pamela Passman, Corporate Global Affairs VP of Microsoft

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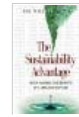
May 23, 2008

#### Net Impact Conversation with Jeffrey Swartz of

Walking the Talk: The Business Case for Sustainable Development



The Sustainability Advantage : Seven Business Case Benefits of a Triple Bottom Line



Blink : The Power of Thinking Without Thinking



Natural Capitalism: Creating the Next Industrial Revolution



Cradle to Cradle: Remaking the Way We Make Things



[Al Gore's Words Bring Hope For Ecopreneurs](#)

[Eco Friendly Beer... I Mean Bar - Part Two](#)

[Building A Greenwash Crisis Plan](#)

[Can a Green Business Manufacture in China?](#)

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Marc Gunther interviews Timberland's President and CEO, Jeffrey Swartz

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**Net Impact Conversation with Jim Donald of Starbucks, August 23, 2007**

Marc Gunther interviews Starbucks' President and CEO Jim Donald

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