



# **Green Business Program**

**Sustainability Programs Manager  
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# What is a Green Business Program?

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- Program to celebrate local businesses who have made substantial efforts to become environmentally sustainable by adopting best practices
- Categories might include:
  - Waste
  - Energy
  - Transportation
  - Food
  - Greenspace
  - Water

# What is the goal?

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- To offer support and connect businesses to local resources that help them:
  - Lower costs and increase efficiency
  - Join local programs that improve profits and support community goals
  - Engage employees and involve the community in sustainability
  - Help meet Lake County's Sustainable Environment goals



# Example Steps for Participation

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- 1. Businesses fill out a free online application to apply for certification through the program to document:**
  - 1) Sustainable features in facilities and equipment**
  - 2) Sustainable procedures and practices conducted by employees**
  - 3) Future planning efforts to increase sustainability in operations**
- 2. Staff review application for a minimum number of completed actions and planning efforts**
- 3. If necessary, staff conduct a site visit to verify claims**
- 4. Business is rewarded with recognition from the County**
- 5. Program can be based on annual awards or ongoing certification**

# Benefits of Participation

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- 1. Free Business Promotion:**
  - Double-sided window decal and 8.5x11 inch certification provided to display in your business
  - Advertisement and promotion through website, social media, Board Member newsletters and publication list
  - Certification and display encourages sustainably conscious customer patronage
- 2. Business cost savings:**
  - Conserving water, energy, transportation, recycling, air quality could lead to secondary cost savings
- 3. Award ceremony:**
  - Meet County leaders by attending a Green Business award ceremony at County Board meeting
  - Businesses can be nominated for exemplary work in sustainable efforts

# Example Programs

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- **A program might award for overall sustainability or specific categories**
- **Businesses might complete an extensive questionnaire or send a report based on a guide to claim their actions**
- **Staff members sometimes schedule a site visit to all businesses that submit completed applications or verify submitted evidence such as photos and invoices**
- **Different programs may allow certification to be delivered once or require businesses to resubmit and be renewed bi-annually to remain valid**

# Recommended Lake County Program

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- **Award certification in five categories:**
  - **Water Conservation**
  - **Energy Conservation**
  - **Pollution Prevention**
  - **Solid Waste Conservation**
  - **Transportation/Air Quality**
- **Businesses must meet a minimum number of actions in any category to be considered for an award, but not all categories are required**
- **Staff reach out to applicants to request additional evidence for completion of some actions (EV infrastructure, REC purchases, composting services, etc.)**
- **After contact and confirmation, the certification is issued once and remains in place**

# Next Steps

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- **Develop application process on County website**
- **Develop marketing materials for attracting applicants and awardees**
- **Prepare resource list for local businesses to adopt sustainable practices**





**Questions/Discussion**