



# **Green Business Program**

**Sustainability Programs Manager  
January 7<sup>th</sup>, 2026**

# What is a Green Business Program?

---



- 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?

---



- 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



---

- 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



- 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

---



- 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

---



- 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

---



- 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**