

# Green Business Program

Sustainability

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# Why Start a Green Business Program

- Strategy in the Simply Sustainable Plan
- Identify and recognize Denton community sustainable businesses
- Increase sustainability education and awareness
- Provide a link for businesses to engage with residents

# Supporting Program Examples

## City of Austin

- Offers a three-tier Green Business leaders platform
- Based on a “Green Business Scorecard”
- Annual Green Cup competition to recognize top performing members
- 186 Members (30,000 employees and 13,500,000 sqft)

## Seattle Public Utilities

- Provides a virtual Map platform to promote green businesses
- Based on “Sustainability Actions” taken
- Offers assistance to help businesses conserve resources and prevent pollution
- Promotes the City’s rebates, incentives, codes and regulations

# Suggested Model for Denton

- Free application processes, based on our own sustainability criteria
  - Energy efficiency, water conservation, waste reduction, pollution prevention, etc.
- Approved business members to be recognized by the City
  - Webpage, newsletter, window decals, etc.
- Offer educational resources and direction to business owners
  - City rebates, incentives, codes and regulations
- Coordinate sustainability “challenges” for businesses/business districts
  - Competitions among business community to generate action
- Host an annual Green Business Fair to engage community
  - Recognize business leaders for their accomplishments

# Actions to Implement

- Establish criteria for “green business scorecard”
- Develop an application and evaluation process
- Develop a logo and webpage to communicate/promote program
- Partner with Denton Chamber of Commerce to identify businesses
- Education and outreach – Conservation Program Coordinator

Questions?