

Introducing the City of Denton's Green Business Program



Why green your business?

The City of Denton's newly established Green Business Program is an engagement platform designed to raise awareness about sustainable business principles and encourage the adoption of best practices through incentives, benchmarking, competitions, and collective goals. Becoming a member is easy and the program is available to any business or non-profit, small or large, with roots in Denton.

Why join the Green Business Program you ask? There are numerous documented examples of how incorporating sustainability business practices into your operations can lead to improving the value of your business. Economic value is surely an important aspect of this, and at its heart it is the leading reason why so many businesses are going green today. Whether it's saving money on your utility bills, reducing wasted resources, or improving the productivity of your workforce, business owners are pleased with the economic results of sustainability practices.

Other benefits to going green pertain to the people and the place that we live, work and play. The environmental and social values of sustainability are also well documented and span a range of topics that could take a thesis statement to explain in full detail. In short, the City of Denton cares deeply about its community members and the environment which we all call home. When we incorporate sustainability practices into our business operations we are directly benefiting everyone in it. Improving our air and water quality, creating healthier offices and retail spaces, and keeping local dollars in the local economy are just a few benefits worth mentioning.

Whether you are just starting to green your business or are already far along in that transition, the Green Business Program is intended to bring value to everyone. Are you ready to engage with the Denton community in your sustainability efforts? Come join the City of Denton through the Green Business Program!

We're here to help you through the process!

We've designed the Green Business Program as a tool to guide the business community through the process of becoming a sustainability champion. There are three levels to the program and we ask that members meet the goals of each one before they move on to the next stage. For businesses that are just getting started with incorporating sustainability principles into their operations, this step by step process should help to ensure they understand the principles of sustainability before they take on big projects or

commitments. In other words, let's crawl before we walk, and walk before we run. That's what we are here to help you do!

On the other end of the spectrum though, we understand there are many businesses in Denton that will want to join the Green Business Program and be ready to jump into our second or third level. This is too be expected and we are prepared to walk through the process with each new business member in the best way that aligns with their sustainability status. All we ask is that new members agree to the principles of the entry levels and provide documentation that they are succeeding in those areas.



Level 1 – The Green Pledge

The Green Pledge is an agreement that members will take three basic sustainability actions – get an audit (energy, water, and/or waste), participate in recycling collection, and attend a Sustainable Denton educational workshop. Each of these actions represent a portion of the sustainability principles that we are hoping to educate business owner on through the Green Business Program.

Audits are a symbol of setting a baseline for where your business stands. With them, we have nothing to compare ourselves to and with them we have a bunch of information to absorb and consider taking action on. Audits are typically provided by the City of Denton, free of charge, so long as you are an existing utility customer.

Recycling is a symbol of one of the most basic and easiest actions to start with as a green business. If you aren't already doing it, starting is relatively simple and can often result in immediate operational savings through the reduction of solid waste removal service fees. The City of Denton not only provides this service directly to the business community, but can also educate your staff on the process through some hands on training sessions.

Attending one of Sustainable Denton's educational workshops is a symbol of your good faith to learn more about sustainability issues. There are usually a few free workshops offered each month around town on a diverse range of topics so finding something that fits your schedule and interest level shouldn't be a problem.

Once members have achieved all three actions they will get rewarded for their accomplishments and be encouraged to step up to our second level of the Green Business Program membership.



Level 2 – Sustainability Benchmarking

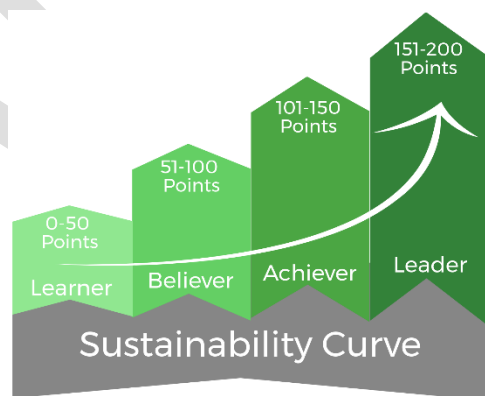
If Level 1 is analogous to learning how to crawl, level two is learning how to walk. Benchmarking your progress is an important part of transitioning your business to become a sustainability champion. Whether it's against yourself or other Denton businesses, reporting on sustainability metrics and adopting new best practices is something we all must

take time to analyze. The City of Denton has reported on sustainability metrics since 2012 and we feel it's time to share that knowledge and experience with the community. Our Sustainability Benchmarking member level is based on a framework of best practices with the intent to establish a basic standard of actions businesses can take.

Activity Levels		Sustainability Benchmarking participants are asked to report on the sustainable business actions they've taken. The reporting criteria is broken out into six focus areas – Community, Energy, Health, Resources, Transportation, and Water. Within each of these focus areas we provide a variety sustainability suggestions that correspond to specific types of activities – Awareness, Incentive, Policy, and Action. In addition, we allow for the reporting of Bonus activities so that businesses can earn credit for actions not included in our criteria. The hope of the Bonus actions is that we can grow the list of suggestions overtime with input from our members.
Awareness	2	
Incentive	3	
Policy	4	
Action	5	
Bonus	1	Points are awarded for each level of activity and depending on the members' total score they are placed along the Sustainability Curve and given recognition

for their accomplishments. Rather than rate businesses on the cliché bronze, silver, gold metric, we have chosen to rate members' scores on a 4-tier personal status metric – Learner, Believer, Achiever, and Leader. The Sustainability Curve will constantly evolve as Denton's business community progresses in their sustainability adoption.

Level 2, Sustainability Benchmarking, is an ongoing level of participation. We expect the benchmarking process to evolve over time and continue to work with the business community to learn from each other and push each other farther as we build on our sustainable progress. Once members have earned enough points to qualify for the third tier of the Sustainability Curve, the Achiever level, they can then start participating in the Green Business Programs third and final level.



Level 3 – Resource Conservation Pledge

The third membership level has been designed for businesses that are further along the Sustainability Curve and are looking for a meaningful way to communicate their long term sustainability commitments and accomplishment to the community. The Resource Conservation Pledge is, in essence, a formal commitment to reduce the consumption of critical natural resources over a period of time.

Included in this resource list is the consumption of Electricity, Fuel and Water, and the production of Solid Waste. We ask participating members to report on their progress with each of these resources

annually. To make this reporting process as easy as possible, three of the four categories can be tracked by our program coordinator through the City's internal account management system. All we need to confirmation of your account numbers. Fuel is the one resource that the City cannot track and will require a business to set up a tracking system of their own, if they don't already have one in place, to report on this category.

The City of Denton is encouraging the business community to join them in their efforts to reduce consumption of these resource by 30% by 2030. Members that show progress in achieving these goals over time will get recognized and rewarded for their accomplishments.

Joining the Green Business Program

To join the Green Business Program simply go to www.sustainabledenton.com and click on the Green Business icon. Here you will find our New Member Form that asks for some basic contact information. The Conservation Program Coordinator will follow up with you promptly with next steps and any additional forms that will need to be completed and returned. You may also choose to send your new member request directly to our email, greenbusiness@cityofdenton.com, if you would prefer not go through the website.

All new members will get recognized on the City of Denton's Green Business Program website. They will also be given a variety of opportunities to share their success stories with the rest of the community through our social media presence. The Green Business Program offers this public recognition as a means to demonstrate to the community which businesses are aligning themselves with sustainability practices and does not intended to promote any such business over another.

Complementary services offered through the Green Business Program

The City of Denton's Green Business Program provides a variety of educational tools to build awareness of sustainability best practices for your operation. In addition to the program levels outlined above, the City offers several complementary services through the program:

Communications

- The City will publically recognize your business in our Member Listing if you join the program and maintain your membership credentials. We provide a list of all members on our website, with links to your website and social media pages. We also offer regular opportunities for members to share their sustainability actions through our own social media platforms, and quarterly member newsletters. We offer members a Denton Green Business member decal sticker and/or logo file to help communicate their participation to customers.

Sustainable Denton Workshops

- Building greater awareness of energy efficiency and water conservation are keystones to the educational process. Our ongoing Learn to Conserve and Sustainability Series workshops feature a wide range of topics to help business owners take practical conservation measures and save

money. Attending workshops can provide guidance on a variety of activities included in our Sustainability Benchmarking guide.

Audits and Rebates

- The City of Denton wants to help you through the early stages of planning. Setting benchmarks and understanding what improvement projects can best serve your bottom-line are great places to start. As a member of the Green Business Program you may be qualified to take advantage of our audit and rebate programs. To learn more, visit www.sustainabledenton.com and click on the “Save Energy” icon.

Sustainability Challenges

- Who doesn't like a little competition every now and then? As a creative and engaging way to help our business community aspire to greater sustainability, we facilitate several challenges throughout the year that are geared towards conservation efforts. Sustainability Challenges are held over a set period of time on specific metrics, with winners being recognized and rewarded at the end.

Facility Tours

- Experiential learning shouldn't be limited to our kids and their schools, so the City of Denton works with our Green Business members to organize tours of local facilities that are examples of best sustainability practices. Seeing sustainability actions in place and getting the chance to ask questions directly to the managers of those projects can often lead others to follow in their footsteps. So whether you are curious about a specific type of project or just want to explore what others are doing in our community, come out and join us for our next Facility Tour!

For more information, contact us:

Conservation Program Coordinator | greenbusiness@cityofdenton.com | 940-349-7733