



# Green Business Program

A rewarding program encouraging the commitment of local businesses to **environmentally responsible** operations and practices.



# What is the Anderson Indiana **Green** Business Program?

- A ranked, certification process.
- Rewards small/local businesses for environmentally friendly practices and operations.



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Green Business Program



# The Bay Area Program

## A MODEL FOR SUCCESS

- The Program was developed by Bay Area local governments in collaboration with US EPA, Cal EPA Department of Toxic Substances Control and the business community.
- Since 1997 the program has grown to include 1000 + businesses throughout 9 participating counties.
- Coordinated by the Association of Bay Area Governments.
- <http://www.greenbiz.ca.gov/index.html>



# Indy's **Green** Business Program

- Program was launched in Summer of 2008.
- Coordinated through the Indy Chamber of Commerce.
- Was modeled after the Bay Area Program.
- Approval process is lax compared to BA Program requirements.
  - Single qualifying rank unlike BA Program (which is similar to LEED certification)
- <http://www.indygreenbusiness.com/>

# What is Proposed for the Anderson Program?

- Program Mission
- Pledge
- Goals
- Rewards for Certification
- Benefits of Going **Green**
- Certification Details
  - Application Overview
  - Categories for Certification
  - Ranking Process
- Program Logistics

# OUR MISSION

- The mission of the Anderson Indiana **Green** Business Program is to encourage the commitment of local businesses to environmentally responsible operations and practices, also known as “**green**” business practices.

GREEN

Green Business Program

# PLEDGE

- Certified businesses pledge to continually strive toward environmentally safe and sustainable practices and operations which better the overall environmental health and well-being of the City. Along with pledging to meet all of the most current federal, state, and local environmental regulations, certified businesses also agree to the submittal of an annual report outlining any by-products or wastes of production.

# GOALS

- To market AIGBP certified businesses to the local community as model practices for environmental health and sustainability.
- To serve as an environmental public policy conduit between businesses and other interested organizations.
- To increase awareness of the economic advantages of “green” practices to both local businesses and the community.
- To provide the framework and connections necessary for a local industrial ecology, reducing waste from production and encouraging the reuse of materials.



# REWARDS FOR CERTIFICATION

- Certified Businesses will be recognized as committed to a more environmentally sustainable City through their practices and operations.
- Depending on the level of certification, businesses will enjoy an array of benefits detailed below:
  - Business name, logo, and link displayed on AIGBP website.
  - Business advertisement on AIGBP and Chamber website.
  - Business profile and advertisement on Herald Bulletin, Pendleton Times, and WQME.
  - Access to digital copy of “Green Business” logo to be used for marketing purposes.
  - 5” X 7” “Green Business” window cling.

# BENEFITS OF GOING GREEN

- Saving Energy and other materials lowers production costs.
- Develops a positive, proactive relationship with local compliance inspectors.
- FREE advertisement and promotion for businesses.
- Enhances community image of business.
- Safer workplace for employees.
- FREE timesaving assistance from local organizations.
- FREE resources for business through an industrial ecology.

# CERTIFICATION DETAILS

- Application Overview
  - 14 page application
  - Can be submitted digitally (preferred), by mail, or by fax.
- Categories
  - Solid Waste Reduction and Recycling
  - Energy Conservation
  - Water Conservation
  - Pollution Prevention
- Ranking System
  - Gold, Silver, Bronze – is dependant upon the number of “green” practices a business incorporates.

# PROGRAM LOGISTICS

- Who will coordinate the program?
  - A collaborative effort between MCCOG, local municipalities, and the Chamber of Commerce.
- How will the program be funded?
  - ???
- Is there a recertification process for businesses?
  - Yes, businesses are expected to recertify every 3 years.
  - Upon recertification businesses will be expected to demonstrate 3 additional measures they have taken.

# THANK YOU!

Any additional questions may be asked at this time.

For additional information, questions, or a digital copy of the application / brochure:

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