

Tri-County Green Business Program



Behavioral/Education Activities

1. Adopt a written environmental policy statement including your business' commitment to operate as a green business and some of the practices that your business is implementing as a green business.
2. Track water and energy use via utility bills to see how your efforts are paying off.
Use EPA's portfolio manager,
http://www.energystar.gov/index.cfm?c=evaluate_performance.bus_portfoliomanager.
3. Complete carbon emission inventory for your building. Use EPA's emissions calculator,
(<http://www.epa.gov/climateleadership/smallbiz/footprint.html>).
4. Conduct an annual all staff presentation that reviews resource consumption (water, energy, paper etc.), solid and hazardous waste generation, and highlights your green business practices.
5. Provide 3 ongoing incentives or training opportunities to encourage management and staff participation in the GBP. For example:
 - Staff meeting discussions
 - Attend county Green Business Program educational workshops
 - Employee reference materials
 - Company newsletter or bulletins
 - Company suggestions and reward program
 - Organize a green team to ensure continued monitoring of GBP and green practices
 - Incorporate into performance appraisals, training programs, employee orientations
6. Inform your customers about your business' environmental efforts and what you are doing to meet the GBP criteria. For example:
 - Post GBP logo, certification and policy statement in a visible location, and on your website
 - Incorporate green and environmentally friendly tips in your marketing materials
 - Offer tours that highlight your green business successes
 - Offer customers green services or educational opportunities
7. Participate in at least one outreach activity each year to promote a more sustainable community. For example:
 - Organize a team to participate in an environmentally focused service project
 - Host an educational event that covers an environmental topic
8. Celebrate Earth Day at your business
9. Provide a community supported agriculture (CSA) share as a benefit to employees