

Great Lakes Green Businesses Sustainability Program

GUIDING BUSINESSES TO MORE SUSTAINABLE PRACTICES

Our goal is to make the decision to “go green” an easy one. The Great Lakes Green Businesses Sustainability Program provides a tiered approach to help guide businesses to more sustainable practices, with do-it-yourself to full consulting options available.

1. FREE CERTIFICATION PROGRAM

- **Participant** - nothing required, other than a commitment to work toward certification
- **Bronze** - Complete 2 bronze (or higher) initiatives within each of the 4 areas
- **Silver** - Complete 3 silver (or higher) initiatives within each of the 4 areas + 2 tracking metrics
- **Gold** - Complete 4 initiatives within each of the 4 areas, one must be gold in each +1 tracking metric in each

2. BASE MEMBERSHIP

- \$79 annual membership fee
- Receive one hour phone consultation
- Your business added to our Green Guide (eco friendly certified businesses listing on website) and social media announcement upon certification

3. CONSULTING

- Custom designed sustainability projects managed by a skilled business sustainability consultant available for a fee

CERTIFICATION TIME FRAME

Annual time frame runs April 1 - March 31.
Businesses must be re-certified each year.



CERTIFICATION FRAMEWORK

We have identified four key areas of sustainability, organized into three tiers:

-  **Bronze:** little/no funding required to implement
-  **Silver:** moderate funds required to implement
-  **Gold:** significant capital required to implement

1. WASTE REDUCTION

- Waste audit
- Reduce printed materials
- Convert from disposable to reusable
- Implement a recycling program
- Eco conscious remodel
- Implement a composting program
- TRACK: Tons/year sent to landfill



2. ENERGY & TRANSPORTATION EFFICIENCY

- Energy audit
- Use video conferencing to minimize travel
- Install motion sensors
- Install bike racks
- Change to energy efficient lighting
- Install electric charging station
- TRACK: Monthly kWh use



3. ENVIRONMENTAL PROTECTION

- Eliminate single use water bottles
- Discontinue use of polluting products
- Purchase products made of recycled content
- Install water bottle refill station
- Buy local/buy organic
- Install low-reflecting glass
- TRACK: Monthly water use (gallons)



4. EDUCATION & LEADERSHIP

- Create a sustainability committee
- Promote environmental issues via blog/email
- Educate others on your environmental efforts
- Create a sustainability plan road map
- Integrate sustainability goals into your brand
- Incorporate sustainability into capital planning
- TRACK: Prepare sustainability annual report



The Great Lakes Green Businesses Sustainability Program was built to accommodate businesses of all sizes across all industries. One illustration is shown above. Please visit our website for additional information: www.EcoHV.org