



Sustainability in Business

Economic Development Advisory Board New Smyrna Beach

May 20, 2019

Danielle Ramsey – Sustainability and Volunteer Coordinator

Katrina Locke – Sustainability and Natural Resources Director

CERTIFIED
SILVER



FLORIDA GREEN

COUNTY

Volusia County

<http://floridagreenbuilding.org/>

Sustainability Action Plan (SAP) Goals



Provide a Healthy **Economy**



Maintain a Healthy **Environment**



Promote a Healthy **Community**



Encourage Efficient **Transportation and Community Design**



Conserve Water and Promote **Water Efficiency**

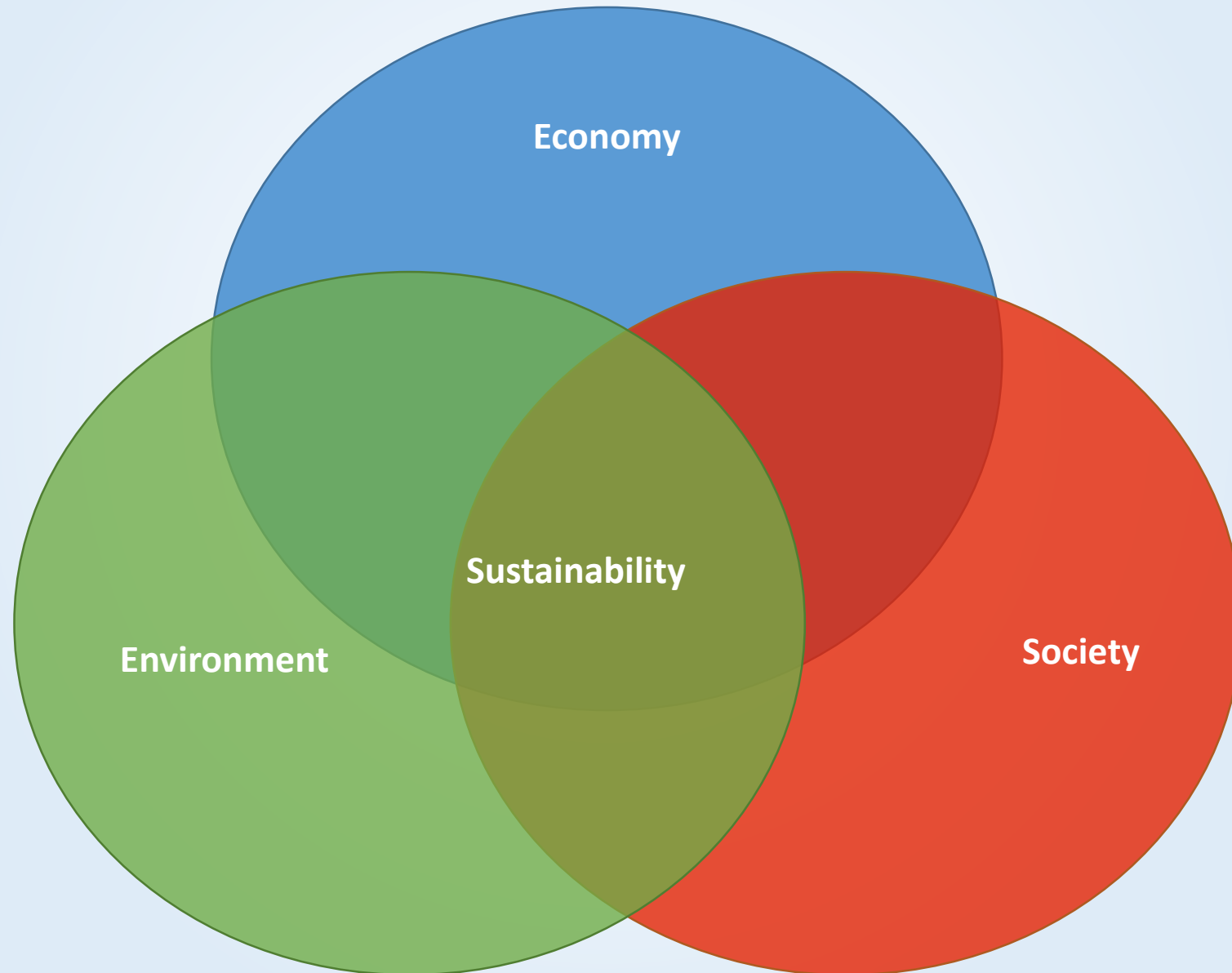


Conserve Energy and Promote **Renewable Energy**



Reduce Waste and Promote **Recycling**

Sustainability



5 Guiding Principles

1. Sustainability guides Volusia County policy.
2. Our economy, our community, and our environment are inter-connected and mutually dependent.
3. As a county government we have both the opportunity and responsibility to use resources wisely and to encourage others to do the same.
4. Success depends upon partnerships in the local, regional, and national community.
5. Education and community outreach are fundamental to success.

Volusia County Sustainability Action Plan

February 2014



Green Business Recognition Programs and Certifications

Cities

- City of Winter Park
Green Business
Recognition Program
- City of Coral Gables
Green Business
Certification Program
- City of Tampa
Sustainable Business
Designation program

Counties

- Miami-Dade Green Business
Program
- Pinellas County Green
Business Certification Program
- Sarasota County Green
Business Partnership



Winter Park Green Business Recognition Program

Incentives

- City of Winter Park Sustainability Action Plan provides Green Business metrics
- Provides business with a checklist to determine their recognition level
- Launched in April 2019
- Free voluntary program
- Receive a window decal
- Recognition at a Keep Winter Park Beautiful & Sustainability Advisory Board meeting.
- Recognition on Winter Park's Green Business website
- Partnership with Chamber of Commerce

Winter Park Green Business Recognition Program

Recognition Levels based on Scores



Bronze

- Provide a Sustainability Statement outlining your business' sustainability goals.
- Earn 30 points overall in four of six Sustainability Action Plan focus areas.



Silver

- Fulfill the requirements for Bronze recognition.
- Earn 60 points overall in five of six focus areas.



Gold

- Fulfill the requirements to achieve Silver recognition.
- Earn 90 points overall in six of six focus areas.



Sustany/City of Tampa Sustainable Business Designation program

Partnership

- The local non-profit sustainability group Sustany Foundation partnered with the City of Tampa
- Sustany Foundation is the administrator of the program
- Complete checklist

Incentives

- City of Tampa Green Business Directory(online and print advertising)
- Press releases
- Promotional events(e.g., annual Sustainable Buzz)
- Window decal
- Certificate of Recognition signed by the Mayor
- Logo for use in marketing, website, email signature, letterhead, advertisements, etc.



Sustany/City of Tampa Sustainable Business Designation program

Recognition Levels based on Scores

Bronze

- Complete program assessment
- Pay application fee
- Provide 5 mandatory Baseline Metrics

Silver

- Provide 5 mandatory Baseline Metrics plus two Additional Metrics
- Update metrics each year for a three year period
- Develop sustainability management plan that includes goals and target dates
- Implement (1) continuous improvement project annually and report

Gold

- Provide 5 mandatory Baseline Metrics plus two Additional Metrics
- Update metrics each year for a three year period
- Develop sustainability management plan
- Implement (1) continuous improvement project annually and report
- Achieve 10% reduction in one of the mandatory metrics



Sustany/City of Tampa Sustainable Business Designation program

Mandatory Baseline Metrics

- Energy Consumption(kw/mo)
- Natural gas Consumption (therms/mo)
- Water Consumption(gallons/mo)
- Fuel Consumption of fleet
- Solid Waste(lbs/mo)
- Recycling(lbs/mo)

Coral Gables Green Business Certification Program

- Submit the Coral Gables Green Business Program Application
- City Staff from the [Sustainable Public Infrastructure Division](#) will follow up to verify application information and to schedule a site visit.
- After a site visit, staff will review and provide feedback on your application
- Staff identify the recognition tier (Bronze, Silver, Gold, or Platinum) the business may receive.



The form is titled "Coral Gables Green Business Certification PROGRAM APPLICATION". It features the City of Coral Gables logo, the text "City of Coral Gables Green Business Certification", and a "CERTIFIED CORAL GABLES GREEN BUSINESS" logo. The application fields include:

- Name of Business: _____
- Business Address: _____ State: ____ Zip: _____
- Contact Name: _____ Phone: _____ Email: _____
- Type of Business:
 - Retail
 - Office/Co-Working Space
 - Catering
 - Medical Office/Hospital/ Urgent Care/Out-Patient Center
 - Garment Cleaning
 - Restaurant
 - Hotel
 - Other (Please specify)
- Number of employees:
 - Less than 5
 - 6-10
 - 11-25
 - 26-50
 - 51-100
 - 101+
- How would you rate your company's current environmental sustainability efforts?
 - Very Sustainable (Proud)
 - Somewhat Sustainable (Working on it)
 - Don't Know
 - Would like to be more sustainable

A large text box on the right side of the form contains the instruction: "Please describe below what your business/organization is doing to be environmentally friendly. Please feel free to include photos, honors/recognitions, etc. (250 words or less)". Below this text box are three photo upload slots labeled "Photo 1", "Photo 2", and "Photo 3".

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Coral Gables Green Business Certification Program

Partnerships

- Collaboration with the [Coral Gables Chamber of Commerce](#)
- City of Coral Gables [Sustainability Advisory Board](#)
- Launched in April 2019

Incentives

- Certified green business will be given:
 - a window decal and certificate to display at their business
 - a digital link to the green business logo to place on their business cards/merchandise/etc.



Coral Gables Green Business Certification Program

Recognition Incentives based on Tiers

- Recognition on the City's and Coral Gables Chamber of Commerce websites (All tiers)
- Recognition in the City's E-News, Economic Development and/or Coral Gables Chamber of Commerce newsletters as a green business of the month and/or quarter
- Highlight certified green businesses on the [City's Green Map](#) Recognition on City and/or Chamber of Commerce Social Media
- Recognition at a City Commission Meeting and/or Coral Gables Chamber of Commerce event



Miami-Dade County Green Business

Partnership

- **Self-evaluation** based on environmentally, economically, and socially sustainable business practices.
- Developed by the Miami-Dade County Office of Resilience
- Register the Business and Complete the Green Business Checklist with point system
- (Waste Reduction, Pollution Prevention, Water Conservation, Energy Conservation, Transportation and Deliveries, Communication and Education)



Miami-Dade County Green Business

- Industry specific practices:
Retail/Office, Restaurant, Dental
Practice, Garment Cleaning,
- Access to a Green Business
recourse guide on Miami-Dade
County website



Pinellas County Green Business Partnership

Becoming a Green Partner

- Display the program seal and adopt the Green Business Pledge
- Implement the required practices as indicated on the application and checklist
- Participate in an on-site verification that the business meets the Partnership minimum



Pinellas County Green Business Partnership

Incentives

- Green Business Partnership online listing and networking
- Progress Energy offers a free Business Energy Check and rebates for certain types of high-efficiency cooling systems, energy recovery ventilation units and insulation
- Green Business Partnership Decal/Logo to display and include on printed materials and advertisements
- Conservation Awards



Sarasota County Green Business Partnership

Green Business Program Staff

Program certification includes an on-site verification of reduction, reuse and conservation practices in:

- Business operations
- Solid waste management
- Recycling
- Energy and water consumption



Sarasota County Green Business Partnership

Incentives

- Official logo usage and certificate
- Green Business Partnership directory listing
- International Green Map listing
- Free waste assessment and energy audit
- Media Exposure
- Increased sales
- Healthier work environment
- Increased productivity
- Community recognition
- Networking opportunities
- Business cost savings



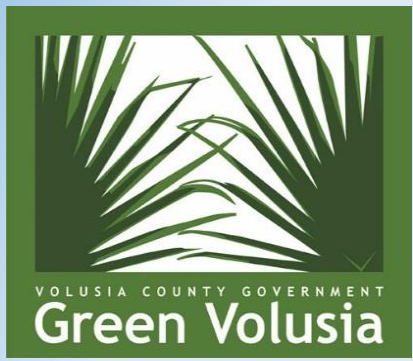
Sarasota County Green Business Partnership

Green Businesses **SAVE** by conserving natural resources

- John and Mable Ringling Museum of Art: \$100,000 annual savings after project to reduce electricity, natural gas and water consumption
- Doctor's Hospital: 'Linen Conservation Initiative' saves \$56,000 in energy and water use
- Venice Golf and Country Club: Cut 4,000 pounds of nitrogen and other pollutants from discharge to Myakka River watershed by irrigating with captured stormwater
- Children's World Uniform Supply: Double-sided copying and scrap paper use for drafts cut paper consumption by half

Why promote Sustainable Business?

- Today, more than 90% of CEOs say that sustainability is fundamental for success.
- According to Nielsen's 2015 Global Corporate Sustainability Report, 66% of consumers would spend more on a product if it came from a sustainable brand.
- 88% of business school students think environmental and social issues are priorities in business.
- More first-time entrepreneurs are building their companies around environmental protection, leading to the rise of promising startups that focus on durable, eco-friendly and recycled products.



Volusia County Green Business

- Partnering with Stetson University:
 - Survey businesses – what do businesses want?
- Determine how we will move forward
 - Undergraduate student volunteer
 - Green business alliance, recognition or certification program?
 - Types of businesses
 - Incentives and or benefits to businesses
 - Marketing and participation
 - Other existing programs – including Green Lodging, Clean Marina etc.
 - Funding and sustaining a program
- West Volusia Chamber