



INTRODUCTION:

City of Denton Green Business Program



Why green your business?

The City of Denton Green Business Program is an engagement platform designed to raise awareness about sustainable business principles and encourage the adoption of best practices. We do this through incentives, benchmarking, competitions, and collective goals. Becoming a member is free and easy. It is open to any business or non-profit, small or large, with a physical location in Denton.

Incorporating sustainability business practices into your operations can lead to improving the value of your business. Economic value is surely at the top of most people's list, and is often the leading reason why businesses go green. Saving money on your utility bills, reducing waste, and improving productivity are just a few of the many perks to implementing sustainability actions.

Going green extends beyond the economic bottom line by benefiting both people and the environment. Making business decisions that are sustainable means that you are directly improving air and water quality, creating happier and healthier work places, and building bridges between community stakeholder groups. This is a "win-win-win" situation.

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. If you're ready to engage with Denton's active sustainability community, then it's time to join the City of Denton Green Business Program.

We're here to help you through the process!

The Green Business Program was created to help the Denton business community navigate the process of integrating trusted sustainability practices into their operations. It serves to connect businesses with several municipal services and programs, such as complementary audits, energy efficiency rebates, and waste management solutions. The program is inspired by other sustainability frameworks that are being

leveraged by businesses all over the world. Members of the program will gain direct access to these resources and benefit from ongoing engagement activities organized by Sustainable Denton.

Businesses must submit a completed *Sustainability Benchmarking Questionnaire* and sign the *Green Pledge* to become a member of the Green Business Program. Once received, we will send along a new member packet with additional resources and tools to maximize your participation value.

Step 1 – Sustainability Benchmarking Questionnaire

Benchmarking is an important part of transitioning your business from one point to another, and sustainability metrics are a key component to tracking that progress. The City of Denton has reported on sustainability metrics since 2012 and we feel it's important to share that knowledge with the community. Our *Sustainability Benchmarking Questionnaire* is based on a framework of best practices with the intent to establish a standard of actions businesses can take to go green.



The questionnaire is broken out into six focus areas – Community, Energy, Health, Resources, Transportation, and Water. Within each of these focus areas we provide specific examples of activities (i.e. awareness, incentive, policy, and action) that can be taken to earn

points. In addition, we allow for the reporting of Bonus activities so that businesses can earn credit for actions not included in this criteria. The hope of the bonus activities is that we can grow the list of suggestions over time with input from our members.



Points are awarded for each level of activity. Depending on the total score earned, members are placed along the Sustainability Curve and given recognition for their accomplishments. We expect the benchmarking process to evolve over time as we continue to learn from each other.

Step 2 – Sign the Green Pledge

The *Green Pledge* is an informal commitment that members will take three basic actions – get an audit (energy, water, and/or waste), participate in recycling collection and resource conservation, and attend sustainability related classes or educational workshops. Each of these actions represent a portion of the sustainability principles that we hope business owners' gain through their participation in the Green Business Program.



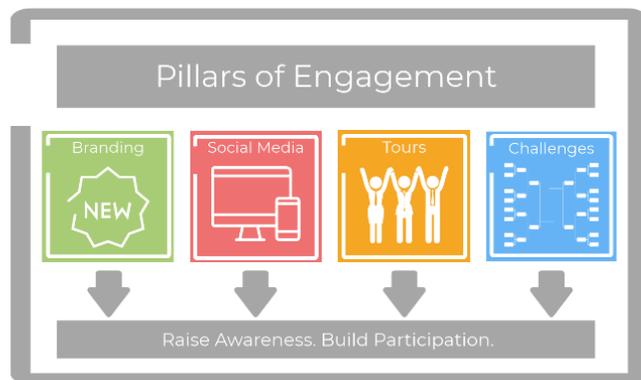
Audits help to set a baseline of where your business stands. They also provide specific recommendations of how to make improvements in resource intensive areas. Depending on the size and scope of a members' operations, audits can generally be provided by the City of Denton free of charge.

Recycling and resource conservation are often the easiest and most affordable actions to take as a green business. Starting recycling collection service is relatively simple and can often result in savings for waste management services. The City of Denton offers recycling education and collection services to the business community.

Attending a Sustainable Denton workshop is a great way to learn more about sustainable business practices. There are also an increasing number of green-focused classes in the region for employees and managers to attend. Topics include renewable energy, building performance, green infrastructure, water-wise landscaping, and so much more.

Step 3 – Community Engagement

Once you've submitted the questionnaire and signed the pledge, Sustainable Denton will send a new member packet with additional resources and tools to maximize the value of your participation. Included in this packet will be a Green Business Member Checklist and a Sustainability Roadmap that reviews some of the most widely accepted green business practices.



There will be numerous opportunities to interact with Sustainable Denton and other local members. Organized activities and competitions, facility tours, and social media networking are just a few of the ways that we can help your business learn from and inspire others to go green. Communicating the commitments and accomplishments of Green Business members to Denton residents is a vital piece of our marketing and outreach efforts. Together we will raise awareness and build participation!