



# Green Business Program

Port Washington, through its Green Business Program, aims to recognize local businesses striving to be environmental leaders in the community. Earning a certificate from Port Washington's Green Business Programs means that you have pledged to go above and beyond basic environmental requirements for the future success of your business and your community.

## Mission

The mission of our City of Port Washington Green Business Program is to inspire, empower, and celebrate the commitment of local businesses to environmentally sustainable operations and practices (also known as "green business practices") in order to enhance the overall environmental health and well-being of the city. Port Washington desires to assist consumers in identifying businesses that practice green business practices and to promote and assist business that utilize green practices in attracting likeminded customers.

## Goals of the program are:

- To market PWGBP 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.

## Benefits of your business being PWGBP certified

- Your business will be recognized on the Port Washington website.
- Ability to market your Green status at your business; a certificate for your window.
- The possibility of having Wisconsin Incentives for Renewables and Efficiency.
- Going green can improve the overall efficiency of a business, and save profits.
- Customers and employees tend to respond positively to the changes.

## The areas of potential green practices are:

- Energy and Water Conservation
- Reduce, Reuse, Recycle/ Pollution Prevention
- Procedure/Policy Practices

## Energy and Water Conservation

- Use aerators and/or auto shut-off on faucets.
- Install commercial, no flow, dual flush or ultra low-flow devices (toilets, urinals etc.).
- Use low flow pre-rinse spray nozzles in the kitchen.
- Use Energy Smart appliances.
- Regularly checks for and repair leaks in rest rooms and have an annual HVAC tune-up or refrigeration tune-up.
- Install an insulation blanket on water heaters seven years of age or older, and insulate the first 3 feet of the heated water "out" pipe on both old and new units.
- Use captured storm water or wastewater for irrigation, etc. (rain gardens, rain barrels).
- Perform a water assessment from a professional and implement recommendations.
- Implement an irrigation policy/procedure incorporating automatic timers to water, at most, every other day; integration of water recognition devices to gauge wet weather days and avoid overwatering.
- Track electricity usage, fuel usage and natural gas usage and share data with employees.
- Replace incandescent bulbs with energy efficient lighting and/or reduce existing number of fluorescent tubes used.
- Reduce 'over lighting': reduction of unnecessary indoor and outdoor lighting. Use motion sensors, timers or other lighting controls
- Use a programmable thermostat.
- Generate on-site renewable power (e.g. solar), use renewable energy and/or purchase renewable power.
- Schedule regular tune-ups for business vehicles; regularly check tire pressure; check for fluid leakage, drive speed limits.
- Use hybrid or alternative fuel vehicles
- Use, sell or offer fryer grease or cooking oils for alternative fuel use.
- Retrofit existing refrigerators and display cases with anti-sweat door heater controls, and variable speed evaporator fan motors and controls.
- Set water temperature only as hot as needed (110-120 degrees) to prevent scalds and save energy.
- Use landscape companies that use electric equipment rather than gas.
- Other

## Reduce, Reuse, Recycle/ Pollution Prevention

- Buy recycled-content paper products whenever possible, including hand towels, napkins, office and food service uses.
- Purchase recycle/re-manufactured ink/toner cartridges.
- Purchase biodegradable or compostable "to go" food containers & utensils.
- Preferred purchase of used, or sustainably made office furniture, equipment or materials.
- Exchange or donate unwanted furniture, equipment, scrap materials through material exchange or donation programs

- Recycle paper, glass, aluminum, steel cans, and plastic.
- Recycle single use or non-rechargeable batteries.
- Recycle tires, paint, motor oil, appliances, yard waste, and light bulbs.
- Donate or recycle used electronic equipment
- Recycle or reuse boxes, pallets, pallet wrap, cooking grease, wood debris and renovation or construction waste.
- Compost, yard, landscape and/or suitable food waste
- Reduce the amount of bulk mail and duplicate mailings sent and received: i.e. regularly update/edit your mailing lists and request that business is removed from unnecessary or unneeded mailing lists.
- Offer reusable-useable shopping bags or containers and/or discounts for those who use them.
- If you are a hotel or restaurant, use reusable rather than "single use" (disposable) products (dishes, towels, cutlery, boxes, bags, containers, to-go boxes)
- Provide clear and visible signs at recycling, printing, and food stations to promote compliance with the company's eco-practices.
- Keep outdoor waste storage, parking and sidewalks free of litter, grease spills and other potential pollutants. Use sweeping and spot cleaning for most clean ups. If washing is needed, use a cleaning method that keeps cleaning water out of storm drains.
- Fertilize only based on soil test recommendations.
- Use only environmentally preferred ice melt rather than salt.
- Use low-toxic cleaning products such as those that meet Green Seal certification standards.
- Reduce or eliminate use of pesticides by implementing Integrated Pest Management.
- Offer green products to your customers.
- Other

#### Procedure/policy Practices

- Develop a policy/procedure strategy to conserve energy/increase renewable energy use.
- Perform an energy audit of building(s) to identify energy deficiencies and where improvements can be made.
- Institute an office policy/procedure to require chargers to be unplugged and turn off computer monitors and other electrical appliances when not in use and other electrical appliances when not in use.
- Commission new buildings or retro-commission for optimal energy system performance and to improve indoor air quality (e.g. HVAC climate zones, integrated building management software, etc.).
- Enact an Environmentally Preferable Purchasing Policy/Procedure to change to more sustainable consumption patterns.
- Purchase from other local "green" businesses.
- Business policy/procedure in place to use teleconferences or web conferences rather than traveling for face-to-face meetings.
- Institute a non-idling policy at your facility and during deliveries.
- Install bike racks and shower facilities (if feasible) for employees.

- Implement a parking space buy-out, or other incentives, for employees who utilize public transportation for every day work commutes.
- Allow preferred parking for employees who carpool daily or who drive hybrid or fuel efficient vehicles to work.
- Implement strategies for fuel efficiencies such as strategic pick-up and delivery routes; avoidance of high ozone times; non-idling policies.
- Actively involved with public advocacy for a healthier environment
- Provide and/or participate in prevention programs for a healthier employees.
- Employees volunteer in the local community.
- Company has determined its overall carbon footprint and reducing emissions, etc. These findings are then shared amongst employees and/or readily accessible.
- Company and/or employees contribute to local charitable organizations.
- Business operations policy/procedure to use electronic distribution to avoid unnecessary document printing, and set copier and printer defaults to 2-sided
- Marketing policy/procedure in place to minimize or eliminate the use of printed communications.
- Operations policy/procedure to reuse packaging and shipping materials.
- Have a plan in place to track, or establish, the reduction of your waste stream.
- Encourage employees to bring water bottles to work and mugs for coffee instead of using paper/plastic products.
- Assist another business in receiving their Green Status
- Other

#### Requirements

- A business must have completed or have in place “green” actions from the above categories.
- A business can prequalify if they are a part of the DNR’s Green Tier program or Wisconsin’s Green Masters program or a similar program.
- To maintain a businesses’ PWGBP certificate, a business must reapply every two years.

#### Helpful Links

- <http://www.franklinenergy.com/about.html>
- <http://sftool.gov/>
- <http://www.greenseal.org/>
- <http://www.epa.gov/epp/index.htm>
- <http://www.sba.gov/content/earth-day>
- <http://www.nrdc.org/enterprise/greeningadvisor/default.asp>
- <http://www.dsireusa.org/incentives/index.cfm?re=0&ee=0&spv=0&st=0&srp=1&state=WI>

Name of Business:

Business Address:

Contact Name:

Contact Email:

Contact Phone Number:

Business Description/Category:

Number of employees:

Number of Green Practices, with extra details/explanations if needed:

Other Comments? :

Additional Renewal Questions:

- What new green practices has your business applied?
- What green practices has your business stopped applying if any?

Date of Certification: