



# Sonoma Valley GREEN BUSINESS Recognition Program

*The Sonoma Valley Green Business Recognition Program showcases the environmental efforts of your business and encourages green business practices throughout the community.*

This recognition program is sponsored by the Sonoma Economic Development Partnership (a collaboration of the City of Sonoma, Sonoma County, & the Sonoma Valley Chamber of Commerce), in cooperation with the Sonoma Ecology Center and Sonoma County's Business Environmental Alliance.

As a participating business, you can receive recognition in several ways, including:

- ❖ Recognition in publications such as the Sonoma Business and local newspapers
- ❖ Recognition on the Chamber of Commerce website and at their annual Green Business breakfast forum
- ❖ Recognition at a Sonoma City Council meeting
- ❖ A "Sonoma Valley Green Business" window cling for your business.

You will also be well on your way to attaining certification through the Bay Area Green Business Program, administered by Sonoma County's Business Environmental Alliance (BEA).

To be considered for recognition, you must be a Sonoma Valley business demonstrating green business practices in each of several major areas. Your business may also be recognized for a specific project or initiative that can be used as a model for other organizations.

To participate in the program, you must commit to several basic green business practices. These are the minimum requirements for all participants.

In addition, your business must demonstrate at least one green business practice in each of the following categories, and at least fifteen green business practices in total. The categories are:

- ✓ Solid Waste Prevention
- ✓ Recycling
- ✓ Purchasing
- ✓ Energy Conservation
- ✓ Water Conservation & Water Quality
- ✓ Transportation (if applicable)
- ✓ Involving Stakeholders (employees, customers, and/or suppliers) in greening your business

To participate in the Sonoma Valley Green Business Recognition Program, complete the application form on the reverse side and submit it to: Laurie Decker, Economic Development Project Manager  
Sonoma Economic Development Partnership  
651-A Broadway Sonoma, CA 95476

If you have any questions, please call 707.327.7338.

Green Business is good business! In addition to helping the environment, it can save your business money and is valued by your customers and employees. We look forward to your participation in the Sonoma Valley Green Business Recognition program.

#### GENERAL INFORMATION:

Business name: \_\_\_\_\_

Contact person: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Number of Employees: \_\_\_\_\_ Date: \_\_\_\_\_

**Business Name:** \_\_\_\_\_

**MINIMUM REQUIREMENTS:**

To be recognized under the program, your business must commit to doing each of the following (please initial each, and note if already complete):

- \_\_\_\_\_ Receive an energy efficiency assessment for your business (*date completed:* \_\_\_\_\_)
- \_\_\_\_\_ Receive a water efficiency assessment for your business (*date completed:* \_\_\_\_\_)
- \_\_\_\_\_ Comply with all applicable laws regarding hazardous material disposal (*e.g. batteries, solvents, electronic equipment, fluorescent bulbs*)
- \_\_\_\_\_ Strive for continuous improvement in greening your business.

Energy and water audits are available at no cost or obligation (see attached "Resources" list).

**ADDITIONAL REQUIREMENTS:**

Check each box where you have met the listed requirement. To earn recognition, you must meet at least one requirement in each category, and at least fifteen overall.

**Waste Prevention**

- Reduce copying: use electronic distribution to avoid unnecessary document printing, and set copier and printer defaults to two-sided
- Regularly update/purge your mailing list, and take steps to reduce the amount of bulk mail and duplicate mailings you receive
- Use marketing materials that require no envelope
- Reuse packaging and shipping materials
- Offer reusable shopping bags and/or discounts for those who use them
- Replace individual containers with larger, refillable dispensers
- Use reusable rather than disposable products (dishes, towels, boxes, bags, containers)
- Other (describe): \_\_\_\_\_

**Recycling**

- Recycle paper, glass, metal, and plastic
- Recycle boxes, pallets, pallet wrap, and wood debris
- Recycle toner and inkjet cartridges
- Recycle used cooking oil
- Compost food and landscape waste
- Other (describe): \_\_\_\_\_

**Purchasing**

- Buy office paper with at least 30% recycled content
- Purchase and use safer, more eco-friendly alternative(s) to a previously-used product for janitorial, pest control, and/or facility maintenance
- Purchase recycled/re-manufactured toner cartridges
- Purchase biodegradable or compostable "to go" food containers
- Purchase more materials in bulk
- Use low-emission building materials when remodeling
- Purchase used furniture, equipment, or materials

- Exchange or donate unwanted furniture, equipment, scrap materials, etc. through SonoMAX or other material exchange or donation programs
- Purchase from other "green" vendors or service providers
- Purchase more materials and supplies locally
- Other (describe): \_\_\_\_\_

**Energy Conservation**

- Track energy usage and share data with employees
- Replace incandescent bulbs and/or old T12 fluorescents with energy efficient lighting
- Use motion sensors, timers, or other lighting controls
- Unplug chargers when not in use
- Use "Energy Star" equipment
- Update insulation or windows (includes tinting)
- Use programmable thermostat
- Get an HVAC tune-up or refrigeration tune-up
- Use renewable energy (e.g. solar)
- Other (describe): \_\_\_\_\_

**Water Conservation & Water Quality**

- Use aerators and/or auto shut-off on faucets
- Install commercial ultra low-flow toilets
- Install pre-rinse spray nozzle in kitchen
- Regularly check for and repair leaks in restroom
- Install low-water or no-water landscaping
- Clean outdoor areas with a broom instead of a hose
- Use recovered wastewater
- Implement recommendations from water assessment
- Other (describe): \_\_\_\_\_

**Transportation (if applicable)**

- Implement policies/practices to encourage employee walking, biking, carpooling, transit and/or telecommuting
- Use teleconferences or web conferences rather than traveling for face-to-face meetings
- Schedule regular tune-ups for business vehicles; check tire pressure regularly; check for "ground staining" regularly
- Use hybrid or alternative fuel vehicle(s)
- Other (describe): \_\_\_\_\_

**Involving Stakeholders**

- Involve employees in developing your green business plan; get their input
- Provide training for employees on implementing green business practices
- Inform suppliers and/or customers about your green business interests and efforts; solicit their suggestions
- Encourage "green" practices by your customers
- Other (describe): \_\_\_\_\_

**Optional:** *Sonoma Valley businesses are also eligible to be recognized under this program for a specific project, process change, or initiative that can be used as a model for other organizations. Please attach a description of your efforts.*