

# dvisory Committee www.cityoflafayette.com/LESAC

## **Details of the Green Business Program**

#### **How the Program Works**

Businesses in Lafayette are asked to fill out a simple online survey in order to report on their sustainable business practices such as recycling, energy saving efforts, and more. Each business is then scored and compared and winners are chosen.

The business which shows the greatest amount of impact across all areas of the survey is selected as the "Winner" and other businesses with strong showings are awarded the category of "Runner Up". Each business is highlighted in various advertising activities for free including mailings, ads in local newspapers, posters around town, press releases, profiles on the City website, and more.

#### **Get Your Business Involved**

Are you a business with a physical location (outside a residence) within the city limits of Lafayette? Are you recycling, buying local products, undertaking energy upgrades or other sustainability activities? Then you qualify for the program!

Because of the variety of business types within Lafayette, we anticipate several different award categories in the future. Those businesses demonstrating the most robust efforts towards being "green" will get the highest level of recognition. Most businesses that participate will be recognized in some way such as company name and logo displayed in newspaper advertising (print and online with the Daily Camera), further visibility through a poster which will be hung throughout town, and other similar promotional activities (at no charge to you). All businesses which are granted any level of award will also be given a window sticker to show customers your dedication to becoming a "green" business.

The survey opens each November and we want to hear from you! Fill out the survey and let us know about your efforts – the more businesses the participate, the stronger the program!

### What does it mean to be a "Green" Business?

There are many ways to "Go Green" as a business - and the greatest benefit is that going "Green" means saving energy and wasting less, which in turn saves you money. Here are a few resources for more information:

7 ways to go green in your small business

The EPA's Smart Steps to Sustainability: A Guide to Greening Your Small Business. (PDF)

The LESAC committee is specifically focused on energy sustainability, thus our program is most interested in businesses which:

- Utilize LED, CFL or other florescent lighting in more than 75% of lighting
- Utilize solar energy
- Purchase wind energy
- Offset energy usage
- Undertake an energy audit
- Apply the recommendations from the audit
- Undertake retrofits on older buildings to make them more energy efficient

Because other sustainability efforts also have a less direct impact on energy usage, we also encourage businesses to:

- Encourage employees and/or customers to walk, bike, or ride the bus to your business?
- Provide a bike rack at the business
- Provide bus passes to employees
- Recycle cans, glass and paper
- Compost
- Go paperless or even waste free
- Install low flow water installations (i.e. faucets or toilets)
- Install signage to encourage employees and/or customers to conserve water?
- Install xeriscaped landscaping (uses less water)
- Purchase food or business supplies locally (cuts the transportation cost/impact)

And because we believe in building a strong community which values sustainability, we also look for businesses which:

- Participate in Bike to Work Day either through donations or employee participation
- Provide incentives to employees and/or customers who undertake sustainable actions? (i.e. \$.20 off a cup of coffee if you bring your own mug)
- Provide educational materials regarding sustainability?
- Provide a community board at your business where sustainability related literature can be posted
- Incorporate sustainability into its "mission statement" or statement of practices and goals

#### For additional information, contact

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