

AUSTIN GREEN



BUSINESS LEADERS

Office of Sustainability | City of Austin

Outline

- ▶ What is a **Green** Business?
- ▶ What is **Austin Green Business Leaders**?
- ▶ What is the scorecard?
- ▶ FAQ's
- ▶ Program Results to Date



What is a green business?

Resource Management

Energy

Water

Transportation

Healthy Work Environment

Communications and Outreach

Community Stewardship



Why green business?

- **Make Money**
 - Promotion and Recognition
 - Differentiation / Green Standard
- **Save Money**
 - Rebates and Incentives
 - Learn best practices from your peers
- **Contribute to Sustainability in Austin**
 - Easy to use tools
 - Environmental and Health Benefits



What is the
Austin Green Business Leaders?

Austin Green Business Leaders

Voluntary – free to join

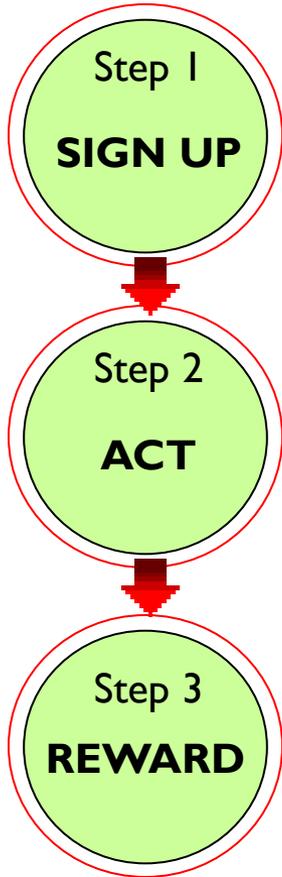
Any Business in Austin can join

Action Driven

Recognition Based



How does it work?



1. Pledge to become a Green Business and download scorecard (www.austintexas.gov/greenbiz)

2. Complete the scorecard, track your progress, and submit to the City for review

3. City of Austin recognizes Austin Green Business Leaders

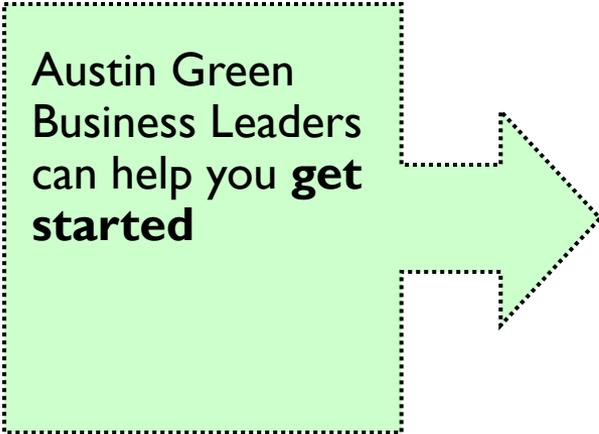


Who should participate? Everyone!

“What is green?”

“I want to be green,
but I need help.”

“I’m already green!”



Austin Green
Business Leaders
can help you **get
started**



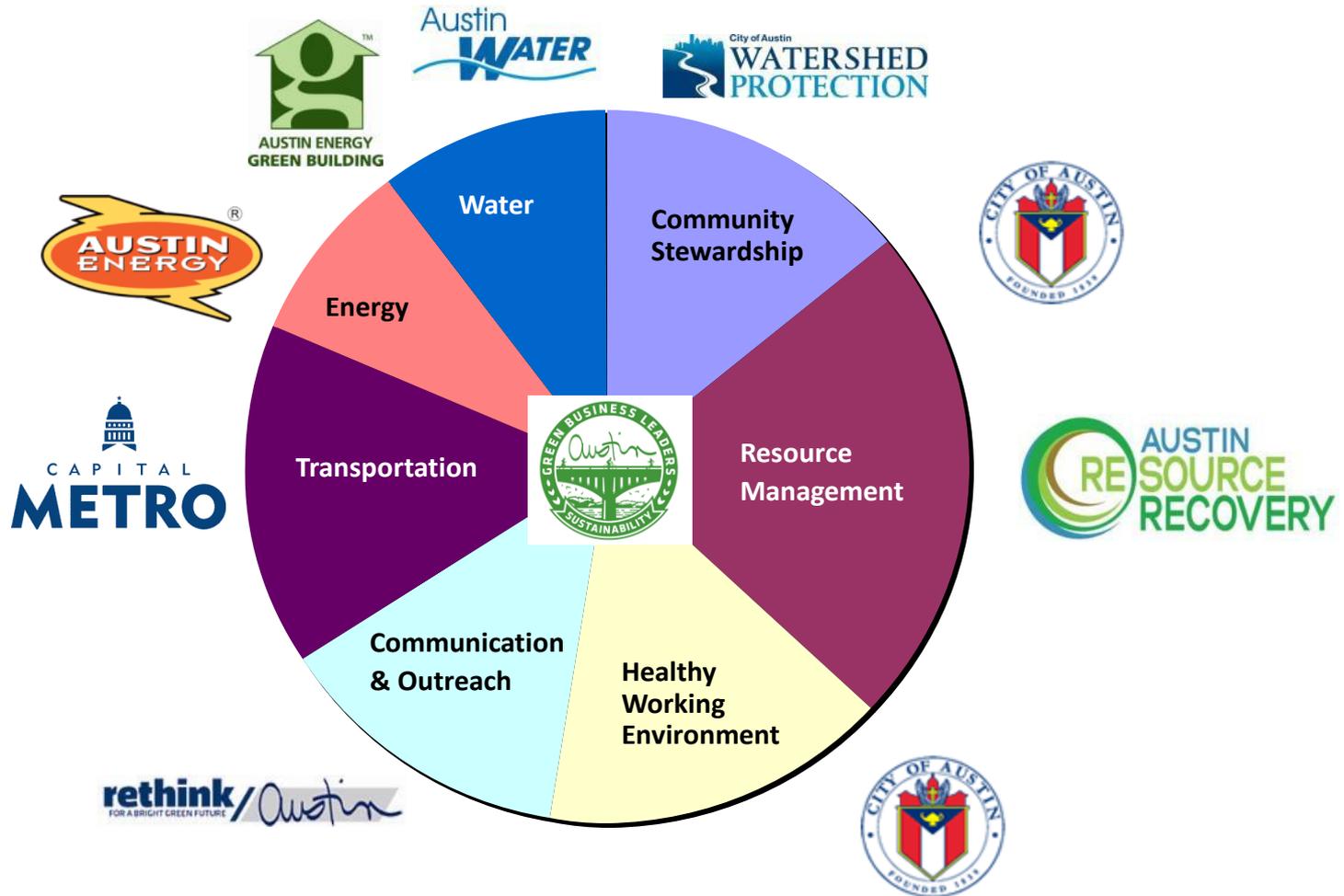
Austin Green
Business Leaders
can help you, **step
by step**, go green



Great! Austin
Green Business
Leaders will
recognize you for
your leadership in
the community



What's in the scorecard?



What's in the scorecard?

7 Categories

- Communication & Outreach
- Resource Management
- Water
- Energy
- Healthy Work Environment
- Transportation
- Community Stewardship

Total Possible

9 actions 18 points

14 actions 22 points

13 actions 27 points

14 actions 27 points

11 actions 22 points

13 actions 22 points

9 actions 22 points

83 actions 160 points



Recognition Levels



Platinum: 100+ points

All the benefits of Gold and Silver, plus...

- Logo and direct link on the City's website
- Host or featured as a Platinum Level Leader at an event
- Free advertising opportunities
- Recognition from the Mayor at annual Austin Green Business Leaders Awards



Gold: 60-99 points

All the benefits of Silver, plus...

- Company logo on the City's website
- Green business marketing and communications toolkit
- Social media promotion



Silver: 40-59 points

- Austin Green Business Leaders logo window sticker and electronic files
- Recognition certificate
- Letter from Chief Sustainability Officer welcoming you to the program
- Employee education toolkit

Networking events



Recognition Ceremony



2012



2013



2014



Frequently asked questions

FAQs

Are there prerequisites?

- Yes, participants must complete at least one action per section

Does the program recognize green products or services provided by businesses?

- No

Is there the ability to write-in green actions we are completing that are not in the scorecard?

- Yes, one per section

Is there a separate program for tenants and property managers?

- No, there is only one program.



FAQs

84%

1-19 employees

13%

20-99
employees

2%

100-499
employees

1%

500 +
employees

Tenants v. Owners

FAQ's

How do you verify the actions are completed? Is there a site visit?

- Once the completed scorecard is submitted, City of Austin staff will come to your location to review supporting documentation

What documentation do I need to show?

- Please document all completed actions and have it ready for review.
- Actions not documented will not be counted in your score.



FAQ's

Is the information I provide subject to an open request? What information will be advertised?

- City will advertise:
 1. Name of Company on website
 2. Tiers achieved

- City will have but will not advertise:
 1. Score
 2. Individual actions completed

How long is the recognition period?

- ▶ 2 years from recognition, reconnect at 1.5 year
- ▶ Rolling admission and recognition



Results to Date

- ▶ **400+ businesses have downloaded the scorecard**
 - ▶ Primarily small / medium businesses
 - ▶ Mix of businesses immediately turning in scorecards and businesses implementing over time
 - ▶ Personally responding to every download
 - ▶ Inviting interested business to info sessions

- ▶ **145 businesses have completed scorecards**
 - ▶ 1/3 owner and 2/3 tenant
 - ▶ Over 140 Site Visits Completed
 - ▶ Over 5,000 actions documented
 - ▶ Over 10+ million square feet



Austin Green Business Members

Gold Members



Platinum Members

