



How to qualify my business for the going green program?

The first step is to make a commitment to go green.

Use the material that your chamber of commerce is providing you to get started.

Use the Internet to find more information about going green. The web site at <http://energystar.gov> is an excellent tool.

When you have started the process of committing to go green contact your chamber for an assessment by the chambers going green coordinator.

Pay the chamber the going green set up fee.

GRC-Pirk (a green certification company) will contact you for a five-minute telephone interview.

After GRC-Pirk qualifies your business the Chamber will present to your business the following materials for you to post in your business:

1. The official chamber going green window decal
2. A commitment poster that you and your employees will sign provided by GRC-Pirk
3. Printed Code of Green Practices
4. You will be listed in the Green Business Chamber National web site.
5. Your TCS page on the chambers web site will include a going green indicator.

Now that you have made the commitment to go green you need to keep it going.

After completing the commitment phase, which is administered by your chamber of commerce, you may want to explore green certification which is a more detailed look at your business and may include tax benefits. As a member of your chamber of commerce you qualify for a discount from GRC-Pirk to perform the green certification process. Your chamber of commerce can provide you with the information needed to contact GRC-Pirk and start the certification process.



Why Go Green

There has never been a better time to go green!

Going Green with the Chamber

Save money.

Green Businesses implement practices that lead to cost savings in energy, water, and garbage bills.

Improve employee wellness and productivity.

By using less toxic products, staff members benefit. And who doesn't want to work for a cutting edge environmentally-conscious firm?

Enjoy a marketing edge over the competition.

Customers increasingly want to patronize businesses that are doing their part for the environment. According to a recent survey of San Francisco Green Businesses, 42% reported an increase in business since receiving their recognition.

Receive recognition as environmental leaders by the Chamber.

Chamber Green Businesses are promoted on our websites, in our e-newsletters, in the press, in online and print advertising, at promotional events and mixers, and by using the program seal and window decal in marketing materials.

Conduct business according to their values.

For many Green Businesses, greening their operations fits perfectly into their business model.

Join the growing Green Business community.

Conserve valuable resources and protect the environment!

Measuring the Environmental Impacts

Going Green Businesses reduce the amount the CO₂ they generate, thereby helping tackle the pressing problem of global climate change. Here's how:

- Green Businesses **conserve energy** by using fluorescent lighting and Energy Star rated equipment
- Green Businesses **conserve water** through the use of low-flow toilets and water flow restrictors. Energy is needed to deliver water, so every unit of water conserved saves several pounds of CO₂

- Green Businesses **conserve natural resources** by promoting public transit, biking and walking
- Green Businesses **reduce waste** by recycling and composting and using materials with recycled content. The manufacture, distribution, and use of products - as well as dealing with the resulting waste - all require the use of energy, resulting in greenhouse gas emissions.

Green Businesses also take steps to ensure a safe and healthy workplace for their employees and customers by **using less-toxic products**.

The information above was adapted from similar information by the San Francisco Green Business Program. <http://sfgreenbiz.org>



The following is from the Energy Star Green Checklist

One person cannot do it all! So when it comes to making your workplace greener and more energy efficient, nothing beats a team. The Environmental Protection Agency (EPA) has learned from ENERGY STAR partners that forming a green team with coworkers is a great way to help increase energy efficiency and reduce office waste. Consider the following checklist of creative ideas from EPA to help your green team get started. Once you've formed your team, start by planting the seeds for success with small changes in individual workspaces. Then move through the list and help success bloom with bigger changes that can affect the whole organization. Together, these actions can help your green team build a better world!

Start Off Right—Meet with management to get approval and buy-in for the idea of forming a green team. Not only does support from management add legitimacy to your team, some of the measures needed to “green” your workplace might require an investment of time, money, or both by your organization.

Recruit from A-Z—Encourage coworkers from different levels and parts of your organization—from senior management and interns to facility managers and human resources personnel—to get involved. A team approach improves buy-in from all levels of the organization, which helps to ensure greater support and success.

Kick It Off—Organize a kickoff meeting to develop a plan of action – the suggestions below are a great place to start. Another great resource is EPA’s Teaming Up to Save Energy guide, which provides step by step instructions for forming an energy team – many of which apply to green teams too – as well as real-world examples from other businesses and organizations committed to saving energy, saving money, and fighting global warming.

Spread the Word—Order copies of the Bring Your Green to Work with ENERGY STAR® tip card and share them with your coworkers, display the Bring Your Green to Work with ENERGY STAR poster in break rooms or other common areas, and share the link to the ENERGY STAR @ work Web site (energystar.gov/work).

Give It a Rest—Use the ENERGY STAR power management settings on computers and monitors so they go into power save mode when not in use. Also use a power strip as a central “turn off” point when you are using equipment to completely disconnect the power supply.

Unplug It—Unplug electronics such as cell phones and laptops once they are charged. Adapters plugged into outlets use energy even if they are not charging.

Light Up Your Worklife—Encourage your coworkers to replace the incandescent light bulb in their desk lamp with an ENERGY STAR qualified bulb. It will last up to 10 times longer and use about 75 percent less energy. Turn off the lights when you and your coworkers leave, especially at the end of the day.

Let It Flow—Keep air vents clear of paper, files, and office supplies so air can circulate freely. It takes as much as 25 percent more energy to pump air into the workspace if the vents are blocked.

Gain Energy Know-How—Organize an employee training session using EPA’s interactive Bring Your Green to Work with ENERGY STAR online office. Hold brown bag lunches and invite in-house and outside experts to speak about energy efficiency.

Test Your Energy IQ—Still not sure how to go green at work? Encourage your coworkers to organize teams and take EPA’s online Energy IQ quiz and see how you do!

Celebrate Earth Day Every Day—Organize an event for Earth Day (April 22), Energy Awareness Month (October), or other local events - such as fairs, festivals, or community clean-up days - to spread the word to coworkers about energy efficiency. Find more ideas at www.energystar.gov/challengekit.

Make It Count—Encourage your organization to become a Change the World, Start with ENERGY STAR pledge driver and compete between departments or offices to see who can collect the most pledges.

Trade Up—Host an event where employees can trade an incandescent bulb for an ENERGY STAR qualified bulb.

Picture Perfect—Demonstrate to co-workers how they can save energy by creating an office or cubicle that is a model of efficiency. Check out EPA’s interactive online office for ideas!

Encourage a Corporate Commitment—Explore whether your organization has a formal energy policy, and if it does not, suggest that your organization take the first step by becoming an ENERGY STAR partner. Win support by sharing examples of simple energy saving opportunities you’ve witnessed in your office or submit a letter signed by coworkers that suggests actions senior management can take to get started.

Ask the Experts—Ask members of your building’s facilities management team if they know about EPA’s online energy management tool, Portfolio Manager. Encourage them to measure and track the energy performance of your building.

Take Stock—Talk to your co-workers and see if they have questions or concerns with your building’s temperature, air quality and circulation, lighting, or other features. If you find a high level of concern, talk to your facilities management team and see what you can do together to make improvements.

Put It in Writing—Consult with senior management and facilities management to explore the possibility of drafting an action plan based on EPA’s Building Upgrade Manual and examples from leading organizations, available through ENERGY STAR.

Champion Facility Efforts—Help facilities management communicate the benefits of changes and improvements as they implement energy efficiency measures, which may include system maintenance, lighting upgrades, automated system controls additions, and other improvements.

Get Recognized—Encourage your organization to earn EPA’s ENERGY STAR for your building and distinguish it as among the most energy efficient in the country. Share the outstanding commitment your organization has made to energy efficiency and apply for recognition by EPA as an ENERGY STAR Partner of the Year.

Spotlight Your Success—Help your organization reach out to the public and the media with sample news releases that you can customize to promote your ENERGY STAR participation.

- *Some of these activities may require approval or authorization from your company or building management. Please act within the guidelines established by your organization or facility.*