



# Fact Sheet

[www.pinellascountyextension.org](http://www.pinellascountyextension.org)

Encouraging resource conservation and recognizing businesses that operate in an environmentally responsible manner

## About the program

The Green Business Partnership is a collaborative effort of businesses, business organizations and county government. Pinellas County Extension provides advice and guidance through the assessment process. By taking advantage of Pinellas County Extension's link to the University of Florida, local businesses have access to the latest research-based information on becoming a Green Partner.

The program is open to all businesses in Pinellas County, regardless of type or size, that choose to implement resource conservation measures and demonstrate a culture of environmental, social and economic awareness in their business practices. An on-site assessment will be conducted to verify the performance of applicant businesses to the Green Business Partnership recommendations. Partnerships last for three years, after which a re-evaluation process will be required. A Partnership may be revoked if a later site assessment or other circumstance reveals that a business no longer meets the Partnership minimums or the spirit of being a Green Business Partner.

### Resource information

Find a list of available resources to help you implement environmentally sound business practices at the [Pinellas County Extension Sustainable Living Web page](#).

## Becoming a Green Partner

To become a Green Business Partner, your company must:

- Commit to the program by agreeing to display the program seal and adopting the following Green Business Pledge:  
[Name of business] believes that a successful business is dependent upon a healthy environment, sustainable economy and social equity. We pledge to reduce waste, conserve natural resources, and operate an environmentally and socially responsible business.
- Implement the required practices, as indicated on the application and checklist.
- Participate in an on-site visit to verify that your business meets the Partnership minimums.

Then enjoy the environmental and business benefits of being a Green Business Partner.

## How can your business benefit?

### Cost savings

Implementing the program's waste reduction and water and energy conservation measures can save you money!

### Market exposure

The Green Business Partnership will be promoted through a marketing plan that includes advertisements and news releases in the local media.

### Increased sales

Businesses with a green ethic can use this distinction to achieve a marketing edge over the competition by offering customers more environmentally sound alternatives.



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### **Green Business Partnership Listing**

Businesses will be listed online. This will give consumers the opportunity to patronize businesses that are demonstrating their commitment to the environment.

### **Healthy work environment**

Implementing many of the program standards will create a safer, healthier working environment.

### **Increased productivity**

Caring about employees' well-being can improve morale and increase productivity.

### **Free site assessments and product rebates**

Progress Energy offers a free Business Energy Check and rebates for certain types of high-efficiency cooling systems, energy recovery ventilation units and insulation.

Pinellas County Utilities can help with their free Cutting Waste at Work program. This fresh perspective may help you discover cost-saving measures you never considered.

### **Additional benefits:**

#### **Green Business Partnership Decal/Logo**

Businesses may display the program decal/logo prominently in their businesses and include it on printed materials and advertisements.

#### **Recognition as a community leader**

Demonstrating your company's commitment to a sustainable future demonstrates your community goodwill and can gain you recognition as a community leader.

#### **Peer-to-peer networking**

Green Business Partners will be encouraged to share their experiences with each other.

#### **Conservation Awards**

Pinellas County annually acknowledges businesses that demonstrate outstanding contributions to resource conservation. Green Business Partners will be eligible for consideration for these awards.

### **Did you know...**

- "If all computers sold in the United States meet the ENERGY STAR requirements, the savings in energy costs will grow to more than \$2 billion each year, and greenhouse gas emissions will be reduced by the equivalent of greenhouse gas emissions from nearly 3 million vehicles." – **Energy Star**
- "We studied water use in 26 facilities and found they can reduce an average of 26% of their water use by improving water efficiency." – **Case Studies**, Southwest Florida Water Management
- "Recycling one ton of paper saves 17 mature trees, 7,000 gallons of water, three cubic yards of landfill space, two barrels of oil and 4,100 kilowatt-hours of electricity — enough energy to power the average American home for five months." – EPA, 2008

### **For additional information or assistance:**

Call (727) 582-2100 and ask for the **Green Business Partnership Coordinator**