



# Green City Business Program

## Overview

Energy and Environmental Services for the City of Fort Wayne has developed the Green City Business Program, the first of its kind in local government. This voluntary, non-regulatory program targets Pollution Prevention, Solid Waste Reduction, Energy Conservation, and Water Conservation.

For a business to become certified a representative must attend a FREE training session and complete the requirements, which are flexible and designed to save money while becoming green.

The program is designed to provide businesses with the tools and resources that will aid them in moving forward in a more wallet-friendly, Earth-friendly, and future-friendly direction for the businesses in Fort Wayne. Additionally, each participant will have access to a mentor who will, free of charge, provide advice and suggestions on how to implement the environmentally friendly actions that you select.

Each participant completing the requirements will be recognized by the City of Fort Wayne as a Certified Green City Business and may use the Green City logo as a part of their marketing program. Business participants will open the way for green community leadership and leave a lasting impact on the future of Fort Wayne.

## Award Winning Program



The Green City Business Program was awarded Public Technology Institute's 2008-2009 Technology Solutions Award for Sustainability presented May 2009 in San Diego, California. The City of Fort Wayne's Green City Business Program is unique because of the live interactive training and the mentoring a participating business will receive as they work toward certification. The Mayor's office announced the award on Thursday, July 2, 2009 in [this news release](#).

## Benefits

- Access to a mentor to assist you in your certification at no cost
- Half day of free training integrating multiple resources within the community in one location
- Access to resources, such as an online forum just for Green City Business participants
- Recognition from the Mayor
- Write-up of accomplishments on the Green City Business web page
- City issued news release announcing your certification as a Green City Business



(July 15, 2009 training session)

## Requirements

The requirements for achieving certification are meant to be low or no cost. Businesses are asked to set a goal of completion within six months. Many businesses find they are already doing some items on the list. There are two main portions to achieving certification: Preliminary Measures and the Checklist.

### Preliminary Measures

- Benchmarking your electricity, natural gas, and water usage into Portfolio Manager. Portfolio Manager is a free online tool by the EPA's Energy Star.



### *Requirements (continued)*

- Sign-up for the Green City e-newsletter at [cityoffortwayne.org](http://cityoffortwayne.org). Encourage your employees to sign-up, as well. The Green City is a monthly newsletter providing information about local and national sustainability topics from our offices for Fort Wayne.
- Get your employees involved! Promote awareness, provide training, and give incentives to employees using the Green City Business Checklist. This could be done through: staff meeting discussions, employee reference materials, company newsletter or bulletins, performance appraisals, job descriptions, employee training, employee orientations, to name a few.
- Get your customers involved! Inform your customers about the environmental actions you are taking and your participation in the Green City Business Program. Post the Green City Business pledge. Post information detailing positive changes at your business, such as percentage of monthly energy use reduction. Display the Green City Business window cling in your front window or other visible location to let customers know that you are a program participant.
- Assist at least one other business in becoming a Certified Green City Business by either joining a local business association and sharing your Green Business success at meetings; inviting other business owners to

tour your facility; or becoming a peer-to-peer mentor for the Green City Business Program.

### Checklist

The Checklist requires you to complete roughly 25% of each section in the major categories of: Pollution Prevention, Solid Waste Reduction, Energy Conservation, Water Conservation.

#### Pollution Prevention:

- Reduce use of hazardous materials
- Reduce stormwater runoff
- Reduce air emissions
- Recycle/reuse hazardous and liquid wastes

#### Solid Waste Reduction

- Reduce office paper waste
- Implement systems to reuse or recycle materials
- Source reduction of solid waste
- Buy recycled/reused products

#### Energy Conservation

- Heating and Cooling—reduce energy
- Electricity—reduce energy
- Lighting—reduce energy

#### Water Conservation

- Basic steps of water use reduction
- Facility and equipment measures
- Landscaping measures



*(Right: Example of one free measure to improve stormwater quality.)*

### **CITY OF FORT WAYNE ENERGY & ENVIRONMENTAL SERVICES**

[www.cityoffortwayne.org/energy/gb](http://www.cityoffortwayne.org/energy/gb)

Phone: 260-427-6059

E-mail: [Julia.Gorrell@cityoffortwayne.org](mailto:Julia.Gorrell@cityoffortwayne.org)