

EnviroStars

Green Business Program

Information for New Member Agencies



Washington's **green** business hub

The EnviroStars program we know today is being reimagined. A new statewide business program will unify green business initiatives across topic areas—including energy and water conservation, pollution prevention, green building, and the reduction of toxics, waste, and greenhouse gas emissions—and from across the state under the EnviroStars brand name. The expanded program will be Washington's hub for small businesses to learn how to green their practices, track progress, and get recognized for their efforts.

The new EnviroStars will serve businesses of all types with a full spectrum of environmental actions. It will make it easier for businesses to get started with sustainability practices or take their environmental commitment to the next level, as well as gain access to incentives, recognition, and marketing support, through a collective brand and web portal.



Businesses that engage with EnviroStars will benefit by learning to operate more efficiently, strengthening their bottom line, as well as improving employee health and productivity, and gaining recognition for environmental and community leadership.

How do you benefit?

- Leverage a scalable, dynamic program that allows for participation from all sizes of cities, counties, and implementation partners throughout the state.
- As the program matures, ability to use a statewide, trusted brand provides instant business and resident credibility.
- Ability for multiple agencies or programs to provide seamless assistance to local businesses and refer businesses to a multilingual program hotline.
- Access to tracking data on a common set of environmental actions and outcomes for use in reporting and to ensure real environmental impacts.
- Ability to highlight program offerings in our interactive web platform.
- Access to program marketing material templates in multiple languages.

Working together to serve businesses

The philosophy behind expanding EnviroStars statewide is that we can do more together than if we continue to go it alone.

This expanded program will better serve the needs of Washington's small businesses, providing them with a single, trusted source they can turn to for all environmental actions. EnviroStars will enhance, not replace, each member's business outreach program. By using pooled resources to fund a dynamic web portal, business recognition, and joint program marketing, each member agency will have more resources to devote to hands-on business assistance.

Business participation and recognition will include several tiers, to encourage a path for continuous improvement. The EnviroStars web portal will allow member agencies to more easily cross-promote services and link small businesses seamlessly to the resources they need (e.g. from energy upgrades to water upgrades).

How do businesses benefit?

- A centralized web portal that provides each business with a customized list of green actions, self-help tools, and access to local program assistance and incentives.
- Ability to benchmark and track performance over time.
- Enhanced recognition and rewards for environmental accomplishments, including a consumer-facing online business directory.
- Access to translated program materials and a multilingual support hotline.



Join us and become a member agency



This new statewide green business program is coming to life with the support of 11 organizations, including energy and water utilities, city and county agencies, and the Washington State Department of Ecology. The program is also supported by grant funding from the US EPA and the California Green Business Program.

These founding member agencies have spent the last two years laying the groundwork for this exciting effort that will better serve Washington's business community.



King County



How do you join?

Member agencies get access to the web platform for use by their business community and staff and will leverage regional and eventually statewide marketing of the program and our business participants. Member agencies can also help shape future program design through participation in EnviroStars Program Steering and Advisory Committees.

New member agencies pay a fee to join the EnviroStars program. The fee for new member agencies is calculated based on business population size, existing green business services offered by your agency, and number of existing customers to migrate to the new EnviroStars program.

To learn more about becoming a member agency, contact the EnviroStars Program Fiscal Agent, **Stephanie Gowing, at 206.684.3698 or email Stephanie.Gowing@seattle.gov.**