

# Green Business Pilot Program

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## Green Business Pilot

- Voluntary City sponsored program that connects businesses to Avondale environmental/sustainability programs
- Foster sustainable actions taken by local business and create a dialogue between Avondale and residents

### Benefits for Local Businesses

- City connect with local businesses to reduce environmental impacts
- Reduce utility and operating costs
- Increase business marketing opportunities
- Recognition of green business leaders in our community

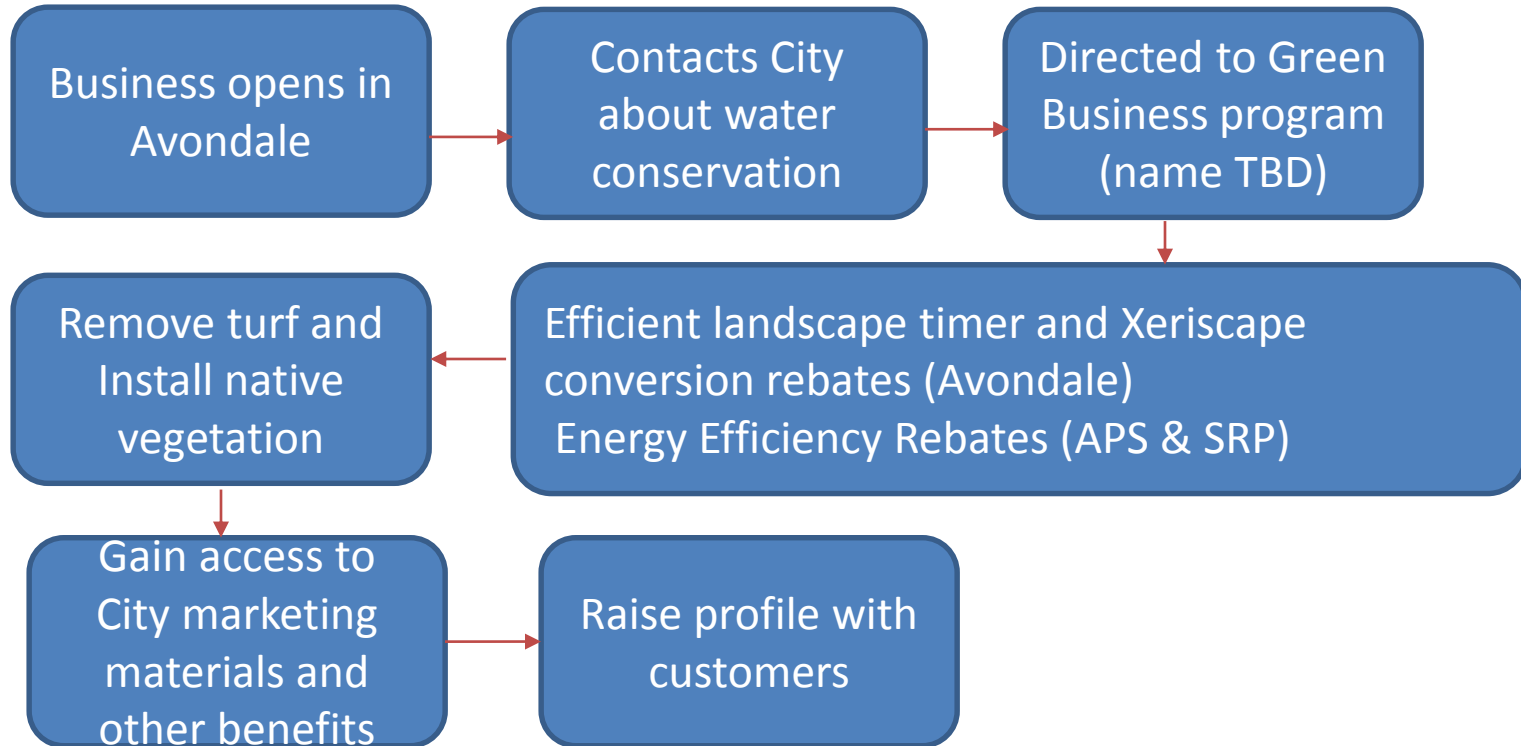
## Why a Green Business Program?

- Many different resources and programs, but..
  - There may be some confusion amongst business people about how to incorporate environmental initiatives into their business plan
  - Not sure who to contact on different issues (utility or city?)
  - Businesses have limited time to sort through options
  - Program brings added benefits to businesses in cost savings, marketability, and more
  - Objective of the Strategic Plan and Avondale Sustainability Plan

## Focus Group

- Meetings held with local businesses
- Visual Media Kit - Avondale Green Business decals which can be placed on windows
- Be featured on the City's website under a green business section with other local businesses
- Access to City staff for education about recycling, water conservation, and sustainability (available to come to your business to talk to your employees)
- Be featured on the City's social media platforms, or in special edition press releases
- Electronic versions of the City's new branding to use on own promotional materials
- Join a network of other likeminded business owners to share tips and make new connections
- Recognition from the Mayor and Council at the State of the City Event
- Connect with the Southwest Valley Chamber of Commerce, local agencies, business industries, and programs

## Process Flow



## Branding Concepts



## Questions

This presentation is for information and discussion only