

*Green Business  
Recognition  
Program*

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CORAL  
GABLES®  
THE CITY BEAUTIFUL





# VISION

- Recognize/reward/certify our businesses for all their amazing sustainability efforts.
- Educate business on additional sustainability initiatives they can implement.
- Developing in collaboration with:
  - Coral Gables Chamber of Commerce
  - Coral Gables Economic Development Office
  - City's Sustainability Advisory Board.
- Aligns with the City's sustainability goals of reducing energy, water, fuel consumption waste, and greenhouse gas emissions while increasing recycling efforts.



# 4 EASY STEPS TO APPLY



1. Submit application to [greenbusiness@coralgables.com](mailto:greenbusiness@coralgables.com).
2. City Staff from the Sustainable Public Infrastructure Division will follow up to verify application information and to schedule a site visit.
3. Once the site visit is complete, staff will review and provide feedback on your application and identify the recognition tier your business may receive.
4. Enjoy not only helping the environment and saving money, but also all of the great benefits of being a Coral Gables Certified Green Business

# TIERED CERTIFICATION SYSTEM

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- Bronze
  - ✓ Complete at **least 25** activities
- Silver
  - ✓ Complete at **least 35** activities
- Gold
  - ✓ Complete at **least 45** activities
- Platinum
  - ✓ Complete at **least 55** activities



*Note: Application includes a total of 75 potential activities or more*

# FOCUS AREAS

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The Green Business Program focuses on the following areas:

- Solid Waste Reduction and Recycling
- Energy Conservation
- Water Conservation
- Pollution Prevention
- Transportation Alternatives
- General Environmental Policy and Education

Together the City and our local businesses can build a more resilient and sustainable Coral Gables.

# REQUIRED ACTIVITIES

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- Calculate business' carbon footprint and discuss with employees. Then recalculate once business has made progress in becoming more sustainable to show improvements.\*
- Post signs to encourage conservation. Ex: turning off computers, lights and faucets, limiting use of paper towels and water, recycle etc.\*
- Comply with the City's Prohibition on Expanded Polystyrene \*
- Comply with the City's Prohibition on Single-use Carryout Plastic Bags\*
- Currently have a recycling program/regularly scheduled pick up\*
- Eliminate the use of single-use disposable plastic straws and stirrers. Make straws available only upon request. Use sustainable alternatives from non-plastic materials such as paper, sugar cane, bamboo straws, or other similar materials. \*
- Track Water Use- Track monthly water use and monitor bills for leaks. Set water reduction targets (i.e.: Reduce water consumption by 20% baseline year level) and measure progress \*
- Avoid washing activities where runoff can go straight into a storm drain \*
- Complete a onsite business energy evaluation which will help identify cost-beneficial improvements for your facility. \*



# INCENTIVE IDEAS



- Each certified green business will be given a window decal and certificate to display at their business, and a digital link to the green business logo to place on their business cards/merchandise/etc. (All tiers)
- Recognition on the City's ([www.coralgables.com/greenbusiness](http://www.coralgables.com/greenbusiness)) and Coral Gables Chamber of Commerce websites (All tiers)
- Recognition in the City's E-News, Economic Development and/or Coral Gables Chamber of Commerce newsletters as a green business of the month and/or quarter. (Silver, Gold & Platinum)
- Highlight certified green businesses on the [City's Green Map](#) (include "find a green businesses near you" section) (Gold & Platinum tiers)
- Recognition on City and/or Chamber of Commerce Social Media (Twitter, Facebook, Instagram) (Gold & Platinum)
- Recognition at a City Commission Meeting and/or Coral Gables Chamber of Commerce event. (Gold & Platinum)
- Businesses qualify to receive a discount on their business tax renewal license (BTR). In order for BTR discount to roll over from year to year, the City would need to perform an annual site visit to verify sustainability initiatives are ongoing. (Platinum)
- Businesses qualify to receive a discount on a Coral Gables Chamber of Commerce Membership (Platinum)

# APPROVAL & NEXT STEPS

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- Board/Committee Support
  - ✓ Sustainability Advisory Board
  - ✓ Economic Development Board
  - ✓ SEE Green Committee (Chamber of Commerce)
  
- Next Steps
  - Work with Finance Department on financial incentive
  - Finalize marketing materials, website, etc.
  - Officially Launch Program in the early fall



# APPLICATION



## Coral Gables Certified Green Business Program Application

1. Name of business: [Click here to enter text.](#)
2. Business Address: [Click here to enter text.](#)
3. Point of Contact (Name, Phone Number, Email address): [Click here to enter text.](#)
4. Type of business
  - a.  Retail
  - b.  Office/Co-Working Space
  - c.  Catering
  - d.  Medical Office/Hospital/Urgent Care/Out-Patient Center
  - e.  Garment Cleaning
  - f.  Restaurant
  - g.  Hotel
  - h.  Other (Please specify): [Click here to enter text.](#)
5. Number of employees
  - a.  Less than 5
  - b.  6-10
  - c.  11-25
  - d.  26-50
  - e.  51-100
  - f.  101+
6. How would you rate your company's current environmental sustainability efforts?
  - a.  Very Sustainable: Proud
  - b.  Somewhat Sustainable: Working on it
  - c.  Don't Know
  - d.  Would like to be more sustainable
7. Please describe below what your business/organization is doing to be environmentally friendly. Please feel free to include photos, honors/recognitions, etc. (250 words or less)

[Click here to enter text.](#)

Photo Insert Space 1

Photo Insert Space 2

Photo Insert Space 3

## Sustainability Checklist

General (Must Complete Required plus at least 3 more) * Required	
Post signs to encourage conservation. Ex: turning off computers, lights and faucets, limiting use of paper towels and water, recycle etc.*	<input type="checkbox"/>
Employee Training <ul style="list-style-type: none"> <li>• Incorporate sustainable/environmental education into employee training</li> <li>• Provide incentives for employees to attend trainings on green practices</li> <li>• Host a speaker to inform employees about environmental initiatives at work/home</li> </ul>	<input type="checkbox"/>
Environmental Policy <ul style="list-style-type: none"> <li>• Incorporate a statement of commitment to environmental protection into the mission/goals of your business.</li> </ul>	<input type="checkbox"/>
Inform Your Customers* <ul style="list-style-type: none"> <li>• Advertise green initiatives on products/around the organization/business and highlight it on marketing materials, social media, etc.</li> </ul>	<input type="checkbox"/>
Calculate business' carbon footprint and discuss with employees. Then recalculate once business has made progress in becoming more sustainable to show improvements.* <ul style="list-style-type: none"> <li>• <a href="#">Carbon Footprint Calculator</a></li> </ul>	<input type="checkbox"/>
Comply with the City's Prohibition on Expanded Polystyrene * (if applicable) <ul style="list-style-type: none"> <li>• <a href="#">Coral Gables Prohibition on Expanded Polystyrene</a></li> </ul>	<input type="checkbox"/>
Comply with the City's Prohibition on Single-use Carryout Plastic Bags* (if applicable) <ul style="list-style-type: none"> <li>• <a href="#">Coral Gables Prohibition on Single Use Plastic Bags</a></li> </ul>	<input type="checkbox"/>
Celebrate Green Week or Earth Day <ul style="list-style-type: none"> <li>• <a href="#">Earth Day Network</a></li> <li>• Participate in the City of Coral Gables Sustainability events (i.e.: <a href="#">Parking Day</a>, <a href="#">Bike to Work Day</a>, <a href="#">Electronic Recycling Events</a>, Coral Gables Chamber Events, etc.)</li> </ul>	<input type="checkbox"/>
Participate in the City's Sustainability Advisory Board and/or on the Coral Gables Chamber of Commerce S.E.E. Green Committee	<input type="checkbox"/>
Other (list other initiatives taken toward community/employee engagement surrounding sustainability)	<input type="checkbox"/>

Solid Waste Reduction and Recycling (Must Complete at Least 3) * Required	
Currently have a recycling program/regularly scheduled pick up*	<input type="checkbox"/>
Eliminate the use of single-use disposable plastic straws and stirrers. Make straws available only upon request. Use sustainable alternatives from non-plastic materials such as paper, sugar cane, bamboo straws, or other similar materials.*	<input type="checkbox"/>
Purchase office products such as copy paper, pens, toilet tissue, printer cartridges, etc. made out of recycled content	<input type="checkbox"/>
Have a company composting program <ul style="list-style-type: none"> <li>• <a href="#">Guide to creating a composting program</a></li> </ul>	<input type="checkbox"/>
Eliminate bottled water <ul style="list-style-type: none"> <li>• Switch from providing bottled water or from using bottled water coolers to bottle-less water coolers (filtered and connected directly to the water line).</li> <li>• Provide refillable water bottles to employees and encourage employees and</li> </ul>	<input type="checkbox"/>



*Thank you*



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