SUSTAINABILITY SERVICES PROGRAM

Goals of Program

- Help customers
  - make informed decisions
- Help businesses
  - become more sustainable
  - save money
  - promote what they are doing

Transparent, Credible, Consistent, Valuable, Holistic, Locally-defined, Unique

Durango Green Map

- 2003 Environmental Center organizes creation of Durango Green Map
  - Debate about who is included
  - Criteria unclear
  - Final product well-received

Sustainable Business List

- 2007 Environmental Center creates Sustainable Business List
  - 37 businesses participating
  - Idea: Businesses taking action in three areas included in sustainability resource guide
  - Businesses participating in the program get icon in *Be Local* Coupon Book

First-Generation Sustainable Business Programs

Fort Collins - Climate Wise

- City-sponsored program with staff to help businesses become more sustainable in energy, water, waste, sourcing, transportation, cleaning, policy, and education

- Free for businesses

- Four levels of recognition – bronze, silver, gold, and platinum

Bay Area Green Business Program

- Free program with county coordinators

- Businesses comply with existing laws and regulations

- Businesses adhere to core practices
  - Track energy and water use
  - Create a green team
  - Advertise participation to customers
  - Get other business to join

- Green standards for several sectors provide ideas for further action

- Threshold for recognition not clear

The Next Generation

- Business-specific analysis & recommendations

- Facilitated by non-profit rather than government

- Connects participating businesses with solution-based companies

- Community data collection sets stage for sustainable economic development

- Broader triple-bottom line analysis

Program Concept

- Local First lowers barriers (time, money, access) by connecting businesses with:
    - Solution-based companies and organizations
    - Grant programs
    - Peer networks
    - Information
    - Resources that help them meet goals
- Local First help manage promotion for participation in program

Program Stages

1. Assessment
2. Prioritization/ ROI analysis
3. Discounted Implementation
4. Tracking and Evaluation
5. Reporting and Marketing of Results

How it works
Step 1

- Local First conducts assessment of the Participating Business
  - Contractor or our own system
  - Ideally solution-based companies are a part of creating the assessment tool/system
  - Help determine most important data on diverse aspects of sustainability

Assessment | **Prioritization** | **Implementation** | **Evaluation** | **Marketing**

Step 2

- Business meets with assessor and is presented with results of assessment
  - ROI analysis
  - Scenario analysis
    - Menu of actions to take (with discounts)
    - Locally-based companies offering solutions highlighted
- Need solution-based companies to help with ROI analysis and menu of actions

Assessment | **Prioritization** | **Implementation** | **Evaluation** | **Marketing**

Step 3

- Local First connects business with solution-based companies based on results and preferences
  - Discounts with local companies
  - Connections with grant funding
  - Peer connection/support

Step 4

- Local First checks back with business after specified date to evaluate and track progress
  - We need to determine the threshold of action in order to recognize the business as a participant of the program.
    - Potential levels of promotion depending on participation

Step 5

- Business gets marketing benefits
  - Window sticker
  - Promotion as a sustainable business

- Renewal?

Areas of Potential Savings

Energy	Waste	Transportation
Utility bills	Hauling costs	Fuel costs
Future tax avoidance	Secondary markets	
	E-waste	

Water	Sourcing	Work Place
Use cost	Raw material cost	Absenteeism
Heating cost	Replacement costs	Retention Rates
Landscaping/ Maintenance cost		Labor cost
		Worker productivity

Benefits/Value to Involved Parties

Local First	Solution Based Companies	Participating Businesses	Customers/ General Public	Local Government
Visibility	Delivery of direct market	Reduce costs	Transparent reporting system	Tax revenues with sustainable development
Revenue- fee for service	Relationship building	Increase productivity	Lower prices(?)	
Increased membership	Additional services	Access to services and information		PR, Durango as a showcase
Add value to membership		Ideas from peers		Undefined benefits around providing services and saving $
		Organized package for implementation		
		Market business as sustainable		Achieving Comp. Plan goals

Costs/Price to Involved Parties

Local First	Solution Based Companies	Participating Businesses	Customers/ General Public	Local Government
Time: coordination, data entry, marketing	Licensing fee (?)	Time: assessment, implementation, training, tracking, evaluation	Higher prices (?)	Contracts
Marketing materials	Time	Equipment	Fees/Donations (?)	Funding
Web Development		Marketing cost		

Identification of Potential Solution Based Companies

Existing Entities	Entrepreneurial Opportunities
4CORE	Car Share Program
ZERI	Xeriscape Landscaping
SCORE	Full-cost Accounting Firm
Verde PR	Social Sustainability
Sustainability Alliance Enterprise Group	Implementation Assistance Program
Solar companies	
LPEA	
Durango Compost Company	

Getting Started

- Run a free pilot for 1 to 3 local businesses. Ideally Local First founders who have completed EC's Sustainable Business Inventory (SBI)

- Initial assessment combines data and ideas from SBI, SCORE, Climate Wise, Bay Area Green Business Program, and SASCO's relationship mapping project

Filling Gaps in Assessment

- Local First convenes work groups to design parts of assessment not covered by other tools
  - For example, Phoenix Recycling, Durango Compost Company, etc. develop questions on waste.
  - Incentive to participate in work groups because of prospect for more business
  - Work groups build constituency for program

Fill Gaps in Analysis

- Work groups do research on ROI for potential courses of action to develop menu for participating businesses

- Sources of data include federal agencies, models from other communities and businesses, trade associations

Post-Pilot

- Positive story of the three pilot businesses helps promote full implementation of program
- Project team understands true costs associated with running program
- Project team refines database and analysis tools
- Project team develops accurate business plan for program

A Tool to Spur Sustainable Economic Development

Relationship Mapping of Results

- Relationship Mapping Project shows overlap of inputs and outputs for businesses

- Identifies potential business partnerships and markets for new sustainability services

- Allows for quantification of $$ spent on inputs, outputs, and leakage out of community

Community Data Capture

- Over time data from participants fills in picture of most important sustainable economic development opportunities

- Use SOBA classes to run basic financials

- Work with Region 9 to get wish list to angel investors and enterprising individuals

A Common Agenda

- Provides a platform for constructive conversation between sustainability and business interests about economic development

Questions

- How could you see yourself involved in this program?
- What would make this program worthwhile for you to participate?
- What services and/or benefits could you provide to the participating businesses?
- Revisions to benefits/costs charts? Program stages/steps?
- Threshold of action?
- Overall viability? Yes/no?