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THE EFFECTS OF THE
CITY OF TAMPA'S GREEN
BUSINESS DESIGNATION
PROGRAM ON
BUSINESSES AND THEIR
BOTTOM LINE



The City of Tampa's Green Business Designation Program

- The program was written to reward businesses that are utilizing sustainable practices.
- It was also written for companies that wanted to become sustainable.
- The program provides a low cost or no cost approach/blueprint for companies to follow.

The City of Tampa's Green Business Designation Program cont'd

- The designation program is broken down into five different categories
 - Training
 - Recycling and Waste Reduction
 - Energy Conservation
 - Water Conservation
 - Pollution Reduction

The City of Tampa's Green Business Designation Program cont'd

- Additionally, the program is separated into two distinct sections
 - Property Owners
 - Tenants

The Importance of Sustainability Plans

- What is a sustainability plan and why are they important?
 - Implementation
 - Monitoring
 - Review

Training Section

- Make sustainable issues part of your company philosophy through public education, employee orientation and staff meetings.
 - Public Education - Institute an educational component in your building for employees and guests to be made aware of what your “green” efforts are. This can be done through marketing materials and company newsletters as well.
 - New Employee Orientation - Provide training to employees on efficient copying practices, at time of orientation and at least biannually (e.g. – size reduction features on copier and double-sided)
 - Ongoing Staff Education - Education of staff can be done through meetings, performance appraisals, employee reference material, internal newsletters.

Recycling and Waste Reduction

- Make two sided printing and copying standard practice in your business (set copier to default to duplex printing or manually feed to duplex).
- Donate or exchange unwanted but usable items to schools, churches, hospitals, libraries, nonprofits, museums, teacher resource organizations, etc. This can include upgrades of office equipment, interior finishes and office collections.

Energy Conservation

- Use hardware programs in computer systems that automatically go into energy saving mode for monitors after at most 15 minutes, computers after at most 30 minutes, and printers, fax machines, and copiers after at most 10 minutes.
- Replace non-dimming incandescent bulbs with compact fluorescents, LED lighting, or other energy efficient options when lights burn out.

Water Conservation

- Institute a formal policy to review the monthly water bill for indication of leaks, spikes or other problems. This may require requesting sub-metering if you are leasing and therefore worth an extra point for a renter.
- Provide training and documentation of training to staff about the importance of water conservation.

Pollution Reduction

- Purchase products and supplies from local businesses within
 - 500 miles radius within

Non-Mandatory

- 100 mile radius within
- 10 miles of Tampa city limits