



Business Sustainability by Leveraging the Phoenix Green Business Leader Program

Ashley Weisman



winslow + partners
ideas for a changing world



PHOENIX GREEN BUSINESS LEADER

WORK PLACE. GREEN SPACE.

- WASTE DIVERSION
- TRANSPORTATION
- WATER CONSERVATION
- ENERGY REDUCTION
- SUSTAINABLE ACTIONS

CERTIFICATION LEVELS



GREEN
10 - 25 actions



GOLD
26 - 40 actions



PLATINUM
41 - 55 actions

Phoenix Green Business Program

Depending on the number of sustainable actions you are achieving at your business, you will qualify for either Green, Gold or Platinum Certified.

BENEFITS	GREEN CERTIFIED 10-25 actions	GOLD CERTIFIED 26-40 actions	PLATINUM CERTIFIED More than 40 actions
Window decal	✓	✓	✓
Rights to use Green Business logo	✓	✓	✓
Access to city staff for trainings	✓	✓	✓
Cross-marketing opportunities	✓	✓	✓
Special recognition event	✓	✓	✓
City website spotlight		✓	✓
Anniversary plaque			✓



Project Process

Phase 1: Introductory Meeting & Tour

Phase 2: Creation of Strategy Proposal

Phase 3: Strategy Proposal Meeting

Phase 4: Sustainability Strategy Execution

Phase 5: Green Business Program Analysis

Phase 6: Overview Meeting

Phase 7: Phoenix Green Business Leader Certification

December 2018

CERTIFICATION LEVEL

GREEN



GOLD

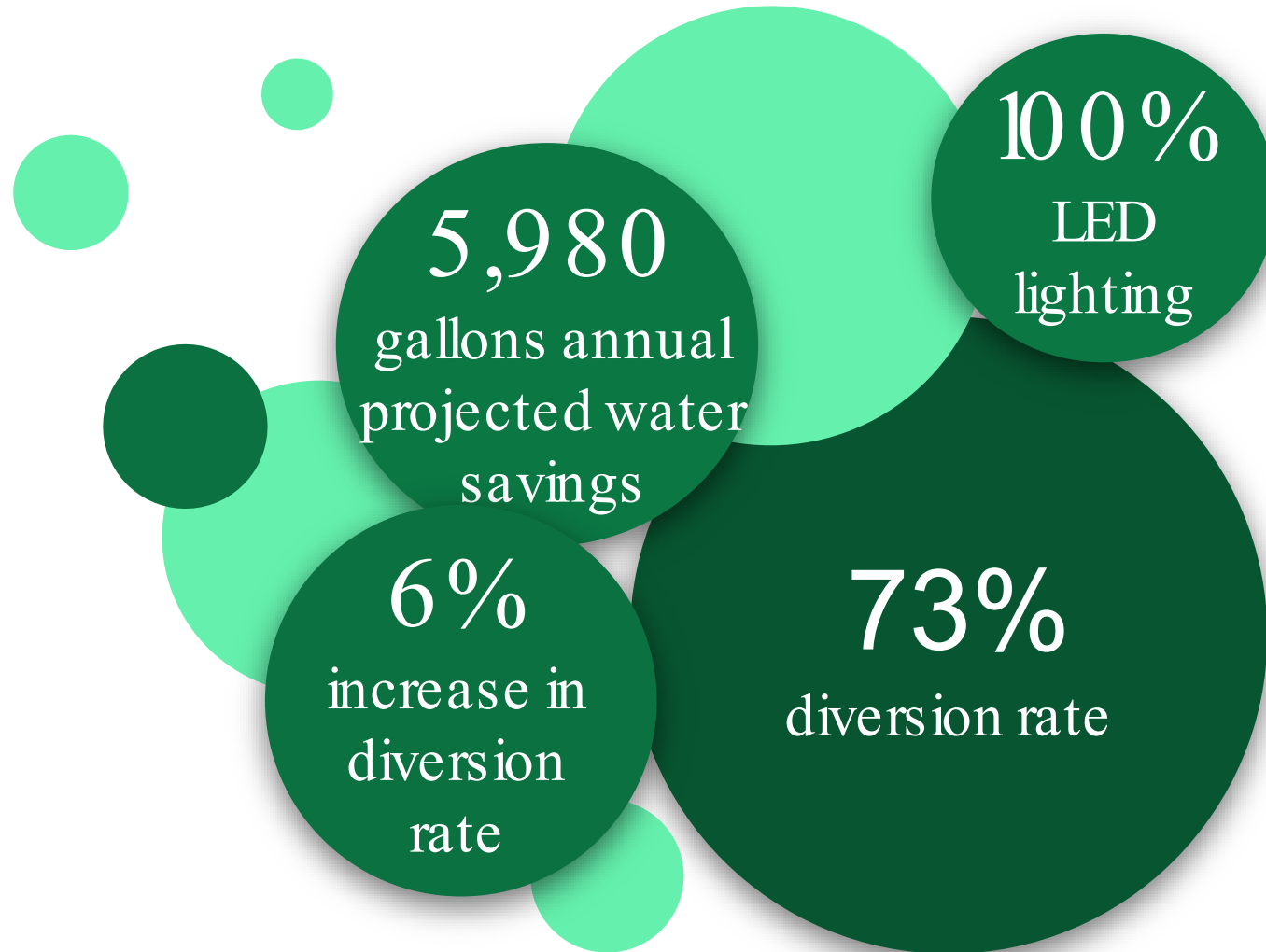


PLATINUM





Results



Results

- Facilitated Sustainability Think Tanks
- Winslow+Partners Sustainability Guide
 - Sustainability plan & green office program
 - Committed to submittal of diversion rate quarterly



December 2018

April

CERTIFICATION LEVEL

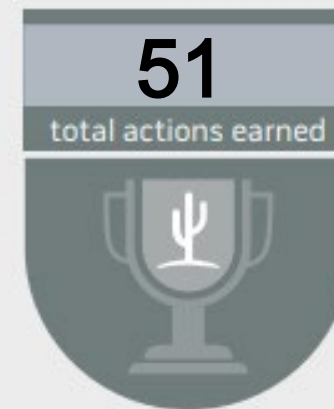
GREEN



GOLD



PLATINUM



Winslow+Partners Case Study

Staff Interview Results



Research & Conversations with Green Business Programs



- Green Business Program
Practitioner Guide
- Literature review
 - Self-reflection questions
 - Best practices



Reflection

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Questions?

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