



# Green Business Guide

## A Guide for Green Business Practices

Economics  Environmentalism  A Better Community



## A Message from Mayor Poynton – Become a Green Business.

**The goal of the Lake Zurich Green Business Program is to promote environmentally-sustainable business practices within our community. The Village encourages government, residents, and businesses working together to reach environmental sustainability goals. All businesses in Lake Zurich are welcome to apply.**

### Why Should We?

Benefits of being a sustainable business are reduced electric and water utility costs, effective use of building materials, healthier workplace for employees, long-term economic returns, and a reduced environmental impact. Businesses that earn at least 15 points will receive:

- Lake Zurich Green Business Award customized for your business.
- Lake Zurich Green Business Award presented to you by Lake Zurich's Mayor at a live-broadcast Village Board meeting.
- Official recognition on Village social media and the community newsletter, Benchmarks.
- A village-issued press release announcing to local media outlets your business excellence.

- Name of business and contact information listed as a Green Business Award winner on the Village website.
- Your business sustainability efforts featured on Lake Zurich Area Chamber of Commerce social media.

### The Lake Zurich Green Business Program includes:

#### Green Business Guide

This guidebook covers the action items that are necessary for securing the Lake Zurich Green Business Award. Points and business categories are assigned for each action item. Please complete enough actions for a total of 15 points to achieve base recognition.

Tom



## Why go green?

By following this guide, you have the opportunity to learn how your business can create sustainable economic development, environmental impact, and social benefits.

Putting in the effort to complete the actions in this guide can result in tangible benefits for your business, customers and community.

### Attract Customers

A greater competitive advantage comes from green-conscious customers who seek out a like-minded business that values sustainability as they do. Attracting employees who take pride in working for a green company may also lead to a workforce with greater purpose and motivations.

### Differentiate from Competition

Green-conscious shoppers show brand loyalty when they know they are getting quality products and services and a commitment to sustainability from a local business owner. Demonstrate to customers your business promotes green business practices.

### Save Money

By finding ways to reduce energy, waste, and water use you can create a healthier and more vibrant work environment and improve your bottom line.

**CATEGORY:**

# Reducing Waste

**REDUCE****REUSE****RECYCLE**

| <b>Green Actions</b>                                                                                                                                  | <b>Points</b> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| 1. Buy products in bulk.                                                                                                                              | 1             |
| 2. Purchase biodegradable products.                                                                                                                   | 1             |
| 3. Use composting bin for leftovers.                                                                                                                  | 1             |
| 4. Educate your employees on recycling resources in the community and implement a policy to use them.                                                 | 2             |
| 5. Buy local food produce and products.                                                                                                               | 2             |
| 6. Eliminate single-use water bottles for employees and guests.                                                                                       | 2             |
| 7. Identify one disposable item to be eliminated and switch to a reusable option                                                                      | 2             |
| 8. Consolidate online shipping products and deliveries to reduce packaging waste.                                                                     | 2             |
| 9. Purchase 5 paper products with at least 30% post-consumer recycled material (printing paper, paper towel, envelopes, notepads, boxes, bags, etc.). | 2             |
| 10. Reuse product packaging or work with vendors to minimize or take-back product packaging where possible.                                           | 3             |
| 11. Provide at least one dish on the menu with a fair trade, organic, or local ingredient.                                                            | 3             |
| 12. Eliminate the use of Styrofoam.                                                                                                                   | 6             |
| 13. Reduce the use of Styrofoam.                                                                                                                      | 3             |
| 14. Achieve a 50% recycling diversion rate.                                                                                                           | 6             |
| 15. Provide a reduced-price section for food near expiration to reduce food waste.                                                                    | 4             |

**CATEGORY:**

# Saving Energy



| Green Actions                                                                                                                                   | Points |
|-------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| 1. Check windows for air leaks regularly and update existing windows by caulking, adding coverings, or using weather strips.                    | 2      |
| 2. Get a free, on-site facility assessment for your business from ComEd, Nicor, or a third party and implement at least one recommended action. | 4      |
| 3. Use natural or task lighting, limiting overhead light use.                                                                                   | 1      |
| 4. Change the settings on all computers and printers to go into sleep mode after 10 minutes of inactivity.                                      | 1      |
| 5. Replace 50% of lighting with LED.                                                                                                            | 2      |
| 6. Reduce light pollution by adjusting on-site lighting so lights face down instead of up.                                                      | 2      |
| 7. Reduce light pollution by dimming on-site lighting in overnight hours.                                                                       | 2      |
| 8. Install lighting controls, such as occupancy sensors in spaces of variable occupancy, daylighting controls, or time clocks.                  | 2      |
| 9. Adopt a policy requiring the purchase of qualified products such as ENERGY STAR and EPEAT.                                                   | 4      |
| 10. Purchase renewable energy certificates or carbon offsets from your utility.                                                                 | 5      |
| 11. Improve your HVAC system.                                                                                                                   | 5      |
| 12. Install solar panels.                                                                                                                       | 8      |
| 13. Install on-site solar energy storage.                                                                                                       | 8      |

**CATEGORY:**

# Saving Water



| Green Actions                                                                                     | Points |
|---------------------------------------------------------------------------------------------------|--------|
| 1. Make a policy requiring the purchase of water savings certified qualified products.            | 3      |
| 2. Install native vegetation on-site.                                                             | 2      |
| 3. Remove invasive vegetation on-site.                                                            | 2      |
| 4. Educate employees on water efficiency practices.                                               | 1      |
| 5. Install low flow faucet aerators on all restroom sinks.                                        | 2      |
| 6. Replace all pre-rinse spray valves with low-flow ones.                                         | 2      |
| 7. Switch all-purpose cleaning products to low-toxic cleaning products                            | 2      |
| 8. Switch salon sprayers to water conserving models.                                              | 2      |
| 9. Adjust landscape irrigation systems to lower-volume usage or adjust based on weather patterns. | 3      |
| 10. Purchase renewable energy certificates or carbon offsets from your utility.                   | 5      |

**CATEGORY:**

# Community Connections



| Green Actions                                                                  | Points          |
|--------------------------------------------------------------------------------|-----------------|
| 1. Install a bike rack (or have one nearby).                                   | 2               |
| 2. Install EV charging stations.                                               | 9 (per station) |
| 3. Plant a tree on-site or donate a tree thru Lake Zurich Giving Tree program. | 3               |
| 4. Donate a bench to the Village thru Lake Zurich Park Bench program.          | 2               |

**CATEGORY:**

# Leadership



| Green Actions                                                                                                              | Points |
|----------------------------------------------------------------------------------------------------------------------------|--------|
| 1. Achieve a floor plan that is fully ADA compliant.                                                                       | 4      |
| 2. Implement three strategies that show you are an age-friendly business.                                                  | 3      |
| 3. Participate in local environmental non-profits and charities.                                                           | 3      |
| 4. Give unserved food to employees or donate it to food kitchens, etc.                                                     | 5      |
| 5. Have employees volunteer in Village Arbor Day event while they are getting paid.                                        | 3      |
| 6. "Adopt a park" for an employee clean-up event while they are getting paid.                                              | 3      |
| 7. Contribute to a local non-profit group such as the Ancient Oaks Foundation, Lions Club, Rotary Club or Cricket Theatre. | 2      |
| 8. Sponsor village special events.                                                                                         | 3      |
| 9. Adopt a food allergy menu for customers with food allergies.                                                            | 4      |

**Start adding up those points now!**

# Green Business Award Application

## How to Apply for Green Business Award



If your business is ready to be recognized for its efforts, please apply online at [LakeZurich.org](http://LakeZurich.org) by visiting us here:

**[Green Business Guide | Lake Zurich, IL](#)**

Thank you for caring! 