

# Get Recognized!

The time is right to embrace cooperative solutions that protect the economic vitality of your business and the environment. In doing so, your organization benefits. Conducting business in this manner can:

- Provide a safer workplace
- Increase operating efficiency
- Reduce resource consumption and environmental and social impacts
- Improve your “bottom line”
- Attract environmentally conscious customers
- Demonstrate community good will
- Create an opportunity for positive public recognition and business-to-business promotion

While choosing to conduct business in an environmentally conscious manner reaps the benefits listed above, there are also recognition opportunities available. This newsletter highlights three unique programs that reward your organization for its efforts and innovation; the Bay Area Green Business Program, the Business Environmental Awards, and the Waste Reduction Awards Program. Choose one or choose them all to get the recognition you deserve.

But wait, if your organization is not yet ready to apply for an award don't worry, but do call the Recycling Program. We are here to assist you in your efforts to reduce waste, recycle, and buy recycled content products. We offer FREE technical assistance and have resources your organization can utilize on your way to becoming an award winner. The Bay Area Green Business Program also provides FREE assistance in ALL areas of “greening” your business.

**Contact the Recycling Program for FREE technical assistance and resources.**  
**(650) 496-5910 • [recycle@city.palo-alto.ca.us](mailto:recycle@city.palo-alto.ca.us)**

# Bay Area Green Business Program



The Bay Area Green Business Program, established regionally in 1996, is an ongoing program that recognizes businesses and government agencies that operate in an environmentally responsible way. FREE assistance and recognition are provided to businesses that agree to comply with environmental regulations and take steps beyond to

conserve energy, water and other resources, and reduce pollution and waste.

Getting started is easy, just adopt the Green Business pledge and designate a Green Business Coordinator. Then work on the following with your employees and the Green Business Coordinator:

- Compliance with environmental regulations
- General practices to help maintain Green Business efforts (ex. employee incentives)
- Cost effective Green solutions to conserve resources and to prevent pollution and waste

After meeting the Green Business criteria, your business achieves a Green Business certification. This program is not a competition between businesses. Each business is assessed individually based upon its own accomplishments, including those completed prior to signing up for the Program. Certified businesses receive a Green Business certificate, window decal, Green Business logo for use in your own advertising and other publicity and promotion benefits.

## Bay Area/Santa Clara County Green Business Program

**Who's Eligible:** Businesses in Palo Alto and participating Bay Area counties

**When To Apply:** Anytime

**For More Information:** (408) 441-1195 x4453  
[www.greenbiz.abag.ca.gov](http://www.greenbiz.abag.ca.gov)

Currently, two businesses in Palo Alto have achieved the Green Business certification, Palo Alto Hardware and Rosenthal Service. Several more Palo Alto businesses are working towards their certification. Here's what they are saying about the Green Business Program:



Photo courtesy of Santa Clara County Green Business Program

*"We've had lots of customers comment about our certification—they think it's great—and potential customers are factoring it into their choice as well."*

Thayne Rosenthal, Owner  
Rosenthal Service



Photo courtesy of City of Palo Alto Environmental Compliance

*"The Green Business Program promotes your efforts. You can be a small business doing the right thing, but it won't increase your business until the community knows. Becoming a Green Business has given us a higher profile within our community. People enjoy shopping here, in part, because of our environmental actions."*

Larry Hassett, Owner  
Palo Alto Hardware