The EnviroStars program we know today is being reimagined. A new expanded EnviroStars program will unify green business initiatives statewide across all topic areas—including energy and water conservation, pollution prevention, green building, and the reduction of toxics, waste, and greenhouse gas emissions. With an initial launch in the Puget Sound region, the vision is for the program to quickly grow and become a statewide hub for all small businesses to learn how to green their practices, track progress, and get recognized.

The philosophy behind expanding EnviroStars statewide is that we can do more together than if we continue to go it alone. This expanded program will better serve the needs of Washington’s small businesses, providing them with a single, trusted source they can turn to for all environmental actions.

The new EnviroStars program will make it easier for businesses to get started with sustainability practices or take their environmental commitment to the next level, as well as gain access to incentives, recognition, and marketing support, through a collective brand and web portal. Business participation and recognition will include several tiers, to encourage a path for ongoing improvement.

The EnviroStars web portal will also allow member agencies to more easily cross-promote services and link small businesses seamlessly to the resources they need (e.g. from energy upgrades to water upgrades).
How do you benefit?

EnviroStars will enhance, not replace, each member's business outreach program by helping their business go green. By using pooled resources to fund a dynamic web portal, business recognition, and joint program marketing, each member agency will have more resources to devote to hands-on business assistance. Your business participants get access to broader marketing opportunities and connections to other green business services and programs in Washington.

Member Agency Benefits Include:

**Resource lookup tool** | Add custom content to the program's Resource Lookup tool. This tool lets businesses access information about your agency’s participating programs and services. Businesses simply type in their address to see your agency’s rebates, incentives, and educational information.

**Resource savings calculations for your business customers** | Access aggregate metrics to quantify resource savings from businesses. Turn business actions into measurable results for you—gallons of water saved, tons of waste diverted from the landfill, kWh saved, and more. Reports are available for each member agency area and business sector.

**Marketing for your business customers** | Business participants will have access to a variety of marketing opportunities, from free listings in the directory, to use of the logo for their own promotions.

**Web platform access** | Administrative access lets you track business applications and requests for assistance or have referrals sent directly to you. You can give referrals to other partner agencies in your area.

**Marketing for you!** | Member agency logos and program information will be promoted through the web platform, social media sites, and at regional green business events. All agencies will have the opportunity to co-brand with EnviroStars, so your member agency remains fully represented.
Bring the benefits of EnviroStars to your businesses

How do businesses benefit?

Businesses that engage with EnviroStars will benefit by learning to operate more efficiently, strengthening their bottom line, as well as improving employee health and productivity, and gaining recognition for environmental and community leadership.

Business Participant Benefits Include:

Green business checklist | Your businesses can apply for recognition in three steps. They create a profile and can return to their saved application at any time. Businesses get tips on how to green their business through the green action checklist. Three tiers of recognition are offered to welcome all sizes and sectors of businesses and encourage continuous improvement.

Resource savings calculations | Individual business participants will have access to reports summarizing the resource conservation savings and other positive impacts associated with green actions they take.

Web recognition | Business participants who qualify for the first recognition tier will be included in the customer-facing Green Business Directory, accessible via the web and app (Apple App Store and Google Play). Selected businesses will be featured in the website’s banner display.

Marketing toolkit | Every participating business gets a jump start on promoting their participation to their customers with the EnviroStars Toolkit—a window cling, a recognition certificate, and content like sample social media posts.

Digital advertising | Regional digital advertising will feature specific businesses at the highest tier of recognition. Ads can target the agency’s service territory or the business’ target customer segments.

Multilingual phone support | Businesses can complete an application in any language with support from the EnviroStars multilingual hotline. Businesses can get answers to questions about programs and services from agencies in their service area. Hotline agents will refer businesses to contacts in your agency.
This new statewide green business program is initially coming to life in the Puget Sound area with the support of 13 organizations, including energy and water utilities, city and county agencies, and the Washington State Department of Ecology. The program is also supported by grant funding from the US EPA and the California Green Business Program.

These founding member agencies have spent the last two years laying the groundwork for this exciting effort that will better serve Washington’s business community.
How do member agencies join?

Member agencies get access to the web platform for use by their business community and staff and will leverage regional and eventually statewide marketing of the program and our business participants.

Cities, counties, and utilities are eligible to become EnviroStars member agencies. Other types of organizations can support and promote the program through sponsorship opportunities.

New member agencies pay a fee to join the EnviroStars program and access member benefits. The fee for new member agencies is calculated based on the business employee population served by your agency and on the number of existing green business programs offered by your agency. The following program areas are used to calculate member agency fees: 1) Solid Waste, 2) Energy, 3) Water, 4) Stormwater, 5) Wastewater/Septic, and 6) Hazardous Waste.

Individual agencies can join and promote one or more of the programs above. Cities, counties, and utilities can individually cover or partner to cover all programs in their combined service areas and access member and business participant benefits.

Benefits available to member agencies and their business customers.

To learn more about becoming a member agency, please contact the EnviroStars team at 877.220.7827 or info@envirostars.org.