

GREEN BUSINESS PARTNERS

A KEEP FORT WORTH BEAUTIFUL PROGRAM



WHAT

is the Green Business Partner Program?

Joining Green Business Partners is a fantastic way for businesses to show off their green practices and demonstrate ways for others to save money and be more sustainable. Green businesses strive to keep their part of the city free from litter and pursue sustainable ideas.




WHY Green?

Green Business Partners help our communities and attract customers by maintaining a litter-free environment and making green choices. Customers care more than ever about the environmentally-conscious practices of businesses they visit. Green Business Partners know that going green makes sense — for the planet and, in many cases, their bottom line.

HOW

does a business participate?

Green Business Partners submit an **interest form** and put best practices into action in three categories: 

- 1 Litter-Free
- 2 Reduce Waste
- 3 Efficient Practices

WHAT

commitments do Green Business Partners make?

The basic commitment for all partners is to maintain their areas free of litter and to reduce future litter by controlling sources, like ensuring trash cans and dumpsters remain closed. Beyond this initial commitment, many of our partners adopt multiple sustainable practices such as: reducing landfill waste; increasing recycling; practicing water conservation; reducing energy consumption; choosing reusable or compostable packaging; and offering reusable shopping bags, to name a few.

55%

of respondents said they were willing to pay more for products or services from companies that are committed to being **socially and environmentally responsible.**

*NielsenIQ.com

Again, all partners must make the commitment to keep their properties and surrounding areas free from litter.

Commonly, partners educate their employees about litter control and regularly ensure the surrounding area is litter-free. Partners are encouraged to participate in other green activities. [More tips are available here.](#)

LITTER-FREE: BUSINESSES REMOVE LITTER AND CONTROL LITTER SOURCES.

- Daily litter sweeps of property
- Make sure customers and staff have access to trashcans
- Keep outdoor trash cans and dumpsters covered
- Empty trash cans frequently
- Provide options for disposing of cigarette butts
- Ensure dumpster enclosure gates are closed and latched
- Keep loading docks neat and clean
- Collect litter before mowing lawns or using leaf blower
- Never put anything down the storm drain!

REDUCING WASTE: BUSINESSES REDUCE TRASH SENT TO THE LANDFILL: REDUCE, REUSE, RECYCLE!

- Arrange commercial recycling for your business! For more information on setting up a recycling program, visit [Commercial Waste & Recycling.](#)
- Reduce e-waste: recycle old electronic devices instead of sending them to the landfill
- Use recycled or sustainably-sourced materials
- Limit the use of single-use plastics (flatware, water bottles, straws, bags, plastic wrap or containers) at your business
- Compost waste when appropriate
- Encourage use of reusable shopping bags
- Offer straws to customers only when asked or straws not made of plastic

EFFICIENT PRACTICES CONSERVE RESOURCES AND SAVE MONEY WITH THESE TIPS!

- Install energy-efficient appliances and lighting
- Install low-flow fixtures to conserve water
- Use lighting controls and turn off lights to save energy
- Raise thermostat temperature in summer (78°) and lower in winter (72°)
- Encourage employees to use alternative transportation (carpool, bike, walk, use transit)
- Encourage staff to bring lunch instead of driving to eat

*Consider offering perks or rewards for team members who make **GREEN PRACTICES** part of their day.*

*Make it fun by creating a competition where employees earn points for **eco-friendly changes**, and award a special prize to the team member who has the most points at the end of the month.*



WHEN is a good time to get started with the Green Business Partner Program?

Keep Fort Worth Beautiful is ready to help you get started today!

Give us a call at **817-392-1234** or email us kfwb@fortworthtexas.gov.

You can also fill out an interest form on our webpage.

We can setup a time to meet with you at your business walk you through the program details. We'll help you every step of the way as you look to **green up** your business.

You can find additional information and resources at:

fortworthtexas.gov/kfwb/green-business



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