



## City of Fort Worth **Business Smart** Program

# Outreach and Education



Business Smart outreach and education involves engaging employees, tenants, and property managers with the principles of the Business Smart program. Keeping sustainable actions a priority within your company through signage, newsletters and meetings helps meet Business Smart goals, and inviting people to participate in the process creates enthusiasm and generates more ideas to increase sustainability initiatives.

### **Outreach and Education (26 pts)**

**Prerequisite(s): None**

#### **OE1**

### **Establish a Green Team**



**Background:** Green efforts with strong executive support and collaboration among employees throughout the organization will achieve more than efforts led by a single employee.

**Recommended Action:** Establish an official green team that draws on experiences and input from employees at various levels within the business. Gaining support from your organization's leadership and recognizing your team's efforts is recommended.

#### **Points:**

- 1 = Establish a green team that meets regularly (at least quarterly) to discuss current operations and business practices and propose and implement ideas that increase sustainability.

**Max Points: 1**

## OE2



### Host a Kickoff Event to Inform Employees about Business Smart

**Background:** Officially launching Business Smart will help increase program participation more than a written directive.

**Recommended Action:** During the kick-off, communicate to employees the environmental goals chosen by the green team, the benefits of these goals to your company, and your organization's commitment to the program. Presentations by City staff about the Business Smart program and other environmental programs the City offers are available upon request.

**Points:** 1 = Give a presentation to employees about the company's commitment to Business Smart.

**Max Points:** 1

## OE3



### Continuing Environmental Education

**Background:** Successful sustainability programs involve ongoing education to let employees know about progress made toward sustainability goals and can help with momentum towards reaching new goals.

**Recommended Action:** At a minimum, report quarterly to employees about company recycling, electricity, water usage and air and transportation successes.

**Points:** 1 = Report (quarterly or more frequent) about company's sustainability efforts.

1 = Make sustainability updates part of staff meetings.

**Max Points:** 2

## OE4



### Encourage Green Volunteerism

**Background:** The City of Fort Worth often relies on volunteer help for projects such as tree plantings, graffiti abatement, litter cleanups and other environmentally-conscious events.

**Recommended Action:** Have at least two employees volunteer for a City of Fort Worth or other community environmental event or project. Sign up for "[Molly Mail](#)" to stay informed with on city events and volunteer opportunities.

**Points:** 1= Earn one point for each event that at least two employees participate in.

**Max Points:** 4

## OE5

### Host a Green Breakfast or Write a Spotlight Article



**Background:** You can be the greenest company on Earth, but if you don't tell anyone, how will anyone know?

**Recommended Action:** Host a "Green Breakfast," allowing other Business Smart members and potential members to visit your organization. The Green Breakfast should include a short presentation showcasing your company's green efforts and a short tour of your facility. Food will be provided by the City. Alternatively you can write a spotlight article for the Business Smart newsletter. The spotlight article should focus on your organization's sustainability goals and how you are achieving these goals.

**Points:** 3 = Host a green breakfast at least once.

1 = Write a spotlight story at least once.

**Max Points:** 4

## OE6

### Celebrate the Planet and Your Victories



**Background:** Celebrating days such as Earth Day, Texas Recycles Day or other significant conservation milestones helps increase sustainability awareness throughout the year.

**Recommended Action:** Host an Earth Day (or week or month) celebration to raise awareness about the environment and/or relate the event to certain Business Smart goals achieved by your organization. An example of this could be to have refreshments for every 1,000 lbs of recycling your office diverted, or distributing energy efficient light bulbs for home use after everyone has helped cut back on energy use by more than 10%.

**Points:** 2 = Host an Earth Day related event.

2 = Host a milestone party.

**Max Points:** 4

## OE7

### Green Team Referral



**Background:** Networking with other businesses helps increase awareness of ways to increase conservation and waste reduction. Exchanging ideas and sharing successes with others in the community helps increase awareness of the Business Smart program and may provide new ideas for reaching higher goals for your business.

**Recommended Action:** Refer another organization to the Business Smart program and receive one point if they achieve a “Bronze” level. Receive up to four points if they achieve “Platinum” status.

**Points:** 1= Earn one point per company that successfully completes the application process and one additional point per level of recognition earned by the company.

**Max Points:** 8

## OE8

### Innovation in Green



**Background:** Achieving and documenting a green achievement not listed in other sections

**Recommended Action:** Think outside the box and do something green that has a substantial and measureable impact on the environment. Submit your action for approval to City staff before points are awarded.

**Points:** 2 = Earn two points per achievement in any of the WC, AT, EC, WM, or O segments of Business Smart.

**Max Points:** 4 for total Business Smart program