



City of Albany Green Business Program

The City of Albany Green Business Program is a voluntary partnership between business leaders, government agencies and nonprofit organizations to improve overall efficiencies, save money, and reduce their environmental footprint as a means to creating a more sustainable Albany.

Goals

The goals of the Green Business Program are to:

- Reduce greenhouse gas (GHG) emissions associated with business operations
- Reduce energy-related business costs freeing up much needed capital for business operations and expansion
- Continue to be a leader in the state on environmental and sustainability initiatives
- Be a destination for businesses committed to environmentally friendly and sustainable practices
- Be a hub for green technology businesses and associated industries

Program Structure

The initial launch and start up of the Green Business Program will be the responsibility of the Mayor's Office of Energy & Sustainability. Future support for the program and its day to day operations will be provided by the Department of Development and Planning and Capitalize Albany Corporation.

The first six months of the program will be free for businesses to join. Following the initial six month start up phase new businesses will be required to pay a nominal fee to support the administration of the program.

Businesses can enroll in the program by going to the Mayor's Office of Energy and Sustainability website (www.albanysustainability.org) where an enrollment form will be available for download. Hard copy or electronic submissions will be accepted.

Program Launch

The Green Business Program will be launched at a May 22nd press conference at the Palace Theater in Albany. Promotion of the program will be led by the City of Albany with assistance from the Office of Energy and Sustainability. Announcements of the program will be made on the City's website as well as through Facebook and Twitter. Benefits of joining the Green Business Program include, direct technical assistance from City of Albany staff, networking opportunities, marketing and promotional materials.

Strategic Partners

The City of Albany will work with partners such as Business Improvements Districts on the promotion of the program and on future enhancement to its structure and benefits.



Program Benefits

Member only benefits of the Green Business Program include the following:

- **Guidance and Support**
 - The City of Albany will work to identify ways for businesses to improve efficiency and reduce operating costs. As was done with the Downtown Commercial Energy Efficiency Matching Grant Program, the City of Albany will seek out funding opportunities that may be used to provide assistance directly or indirectly to businesses.
 - City staff will assist in linking businesses to existing resources and provide additional information to members as they work to achieve the program goals. Electronic newsletters will be sent out to all participating businesses. These newsletters will include a schedule of upcoming community events, updates on business milestones, as well as topical tips and seasonal advice.
 - City staff will provide trainings to businesses on the use of Portfolio Manager, a tool from the Environmental Protection Agency (EPA) that allows businesses to track and assess energy and water consumption.
 - Businesses will have networking opportunities with other business owners to share ideas and experiences. A gathering of all members of the Green Business Program will occur quarterly. Programs for the meeting can include guest speakers, tours of member businesses, networking events or training sessions

- **Recognition and Marketing**
 - Participating businesses will receive a Green Business Program Member decal to be displayed on premises. Businesses will also receive an electronic copy of the decal for use on any advertising or promotional material they deem appropriate.
 - Participating businesses will be provided with promotional and educational materials for customers. Upon registration, members will be provided with promotional material on the Albany Green Business Program. These materials will promote the commitments that the business has made by participating in the Green Business Program to its customers.
 - Members' efforts and accomplishments will be highlighted in City publications and at City sponsored events. Members will be encouraged to submit to the City updates on completed energy efficiency projects or notification when a business achieves one of their reduction goals. These achievements will be promoted on the Mayor's Office of Energy and Sustainability website as well as through Facebook and Twitter.
 - Participating businesses will receive a signed certificate from Mayor Jennings.



Participation

To participate in the City of Albany Green Business Program a business must be located within the city of Albany and be committed to assessing and improving existing operations, including reviewing utility bills and implementing programs that will save energy, money, and reduce GHG emissions.

In addition, each participating business will be required to complete the following four steps in order to become a Green Business Program Member. Businesses must complete the first three steps within three months of registering with the Green Business Program:

1. **Conduct a Baseline Assessment:** Each participating business must complete a baseline assessment of energy use, waste diversion rates, and water use.
2. **Establish Goals:** Each participating business will establish a set of goals for achievement in each of the three categories.
3. **Develop and Implement a Plan:** Participating businesses will identify and implement strategies to assist them in achieving their reduction goals.
4. **Evaluate and Report:** Each participating business will be required to submit an annual report that provides the City of Albany with updates on the progress of each business in attaining their reduction goals. Submission of these reports is mandatory for continued involvement in the Albany Green Business Program.

Participating businesses will also be expected to take part in, and occasionally volunteer to, host and coordinate periodic meetings for the members of the Green Business Program. City of Albany staff will assist in the promoting, planning and coordination of these events.

