

Sarasota County Green Business Partnership Program



Why a Green Program?

- **Increase recycling**
- **energy conservation**
- **water conservation**
- **Recognize achievers**
- **Build rapport w/ county government**
- **Set Sarasota County apart from the crowd**

Funding and Process

- **FDEP Innovative Waste Reduction and Recycling Grant**
- **\$150,000 grant (#IG05-06) with \$69,000 in-kind**
- **2½ -year term, 10/04-7/07**
- **Stakeholder input**
 - **Public**
 - **Businesses**
 - **County**

Sustainable Business Opportunities

Investing in sustainable practices can create long-term benefits:



- Reduced operating costs
- Increased competitiveness
- Improved productivity
- New customers
- Greater innovation
- Reduced liability

Our Result....



Green Business Areas of Focus

1. General Environmental Standards
2. Waste Reduction
3. Water Conservation
4. Energy Usage

Steps to Become a Partner

- **Step 1** - Submit a completed [Green Business Application](#).
- **Step 2** - Implement the required environmental standards.
- **Step 3** – Participate in an on-site assessment.

General Environmental Standards

- **Designate individual/team**
- **Communicate environmental commitment**
- **Discuss implementation of measures with landlord/property management**

Solid Waste

- ***Manage* solid waste/monitor trash**
 - **Perform a waste assessment**
- **Recycle “program recyclables”**
- **Recycle at least least one other material**
- **Evaluate feasibility of recycling, reusing or reducing one other material**
- **Properly design recycling program**

Solid Waste

- **Implement 7 paper reduction measures**
- **Implement 4 other waste reduction measures**
- **Implement 2 reuse measures**
- **Purchase 3 recycled content, reconditioned or low-toxic alternatives**

Water Conservation

- **Regularly check and repair all leaks**
- **Implement 4 water conservation/ protection measures**
 - **Includes stormwater protection**
- **Hotels, motels and restaurants – Two additional water conservation measures**
- **Implement 8 lawn maintenance and landscaping measures**

Energy Conservation

- **Professional energy assessment (FPL)**
- **Regular maintenance of HVAC system**
- **Implement 6 measures to make facility or equipment more energy-efficient**
- **Implement 6 behavioral practices that conserve energy**

Assessments

- **Assessment team tailored to business type/issues**
- **Certify or not certify**
- **Recertify after 3 years**

Green Business Partner

Sarasota Architectural Salvage

1093 Central Ave, Sarasota

941-955-6699

Business Operations

CEO buy in

MANAGEMENT buy in

Education

Communication



FREE Bins



SOLID WASTE

OBVIOUS – Paper UBC

DEEPER – Compost

REDUCTION

REUSE

THE SURVEY STIMULATES IDEAS OF
WHAT TO DO TO BE GREENER



Water Conservation

UNDER ROOF

LANDSCAPE – reuse yard waste on site

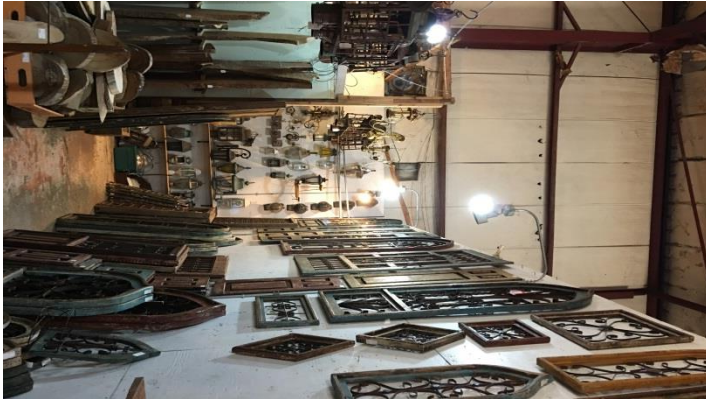
CAPTURE RAIN – water retention and infiltration

POLLUTION IMPACT – BAY/WATERWAYS



Natural Lighting reduces energy





Energy Conservation

LIGHTING – CF, LED

SHADE





Waste Assessment

Solid Waste

Hazardous Waste

Case Study

HYATT REGENCY SARASOTA

Business Information

- Type of business - Hotel
- Number of Employees – 141
- Free – Standing Facility
- Other Environmental Certifications:
 - Florida Green Lodging
 - FDEP Clean Marina
 - SWFMD Water Champ

General Environmental Standards

- Created 8 person green team
- Develop and post a company policy statement about environmental policies
- Created think green program to recognize employees



1000 Boulevard of the Arts
Sarasota, FL 34236
941-363-2607

Experience a fashionable favorite in Sarasota at the area's only AAA Four Diamond hotel and immerse yourself in the perfect blend of setting, service and comfort. With a stunning bayside location, and modern amenities, this eco-friendly hotel invites you to uncover the best of Florida, from natural wonders to unique culinary surprises, cultural discoveries and beyond.

The Hyatt Regency Sarasota was already implementing most Green Business Partnership program standards through their own corporate programs. Specifically, [Hyatt's Thrive Corporate Responsibility Program](#) focuses on four main components; environmental sustainability, economic development and investment, education and personal advancement and health and wellness. Inventory is carefully monitored by an inventory management company, increasing thoughtful procurement. Toiletries and tissue from guest rooms are donated locally to Safe Place and Rape Crisis Center, Inc. (SPARCC). Electronics, toner, paint, batteries, kitchen oil and recyclables are all sent out or collected by recyclers.



<http://sarasota.hyatt.com>

BENEFITS FOR THE PARTNERS

Benefits

- Official logo usage and certificate
- Green Business Partnership directory listing
- [International Green Map](#) listing
- Free waste assessment and energy audit
- Media Exposure
- Cost Savings
- Increased sales
- Healthier work environment
- Increased productivity
- Community recognition
- Networking opportunities

EVOLUTION OF THE APPLICATION

Early years - 2006

- PDF file
- Pros:
 - Developed by Sarasota County and consulting firm
 - Easy to use format
 - Solid guideline to follow
- Cons:
 - Needed to be printed
 - No data tracking
 - Couldn't tell who had started the application

Phase II – online application

Solid Waste Standards

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Completed an assessment of the waste the business generates.

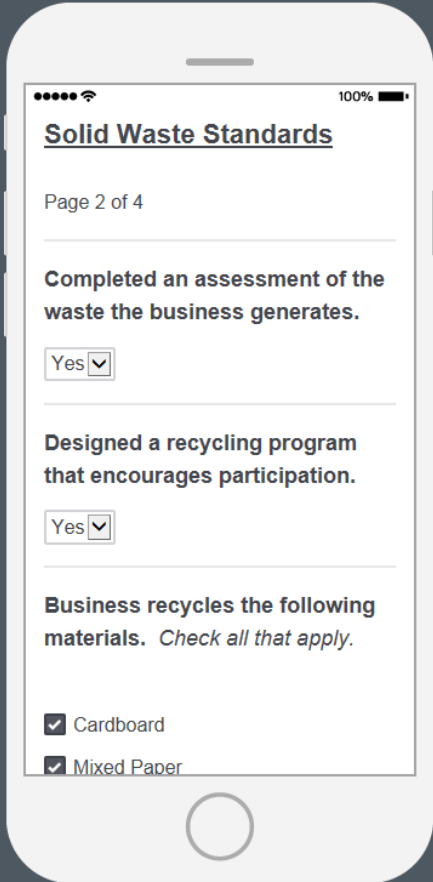
Yes ☐

Designed a recycling program that encourages participation.

Yes ☐

Business recycles the following materials. *Check all that apply.*

- ☒ Cardboard
- ☒ Mixed Paper
- ☐ Newspapers, Magazines, Telephone Books
- ☐ Brown Paper Bags
- ☒ Aluminum Cans
- ☐ Steel / Tin Cans
- ☒ Plastic Bottles
- ☒ Glass Bottles
- ☐ Polycoated cartons (e.g. milk or juice cartons)



The image shows a mobile application interface for the 'Solid Waste Standards' form. The screen displays the same content as the desktop version, including the title, page number, assessment questions, and the recycling materials list. The interface is designed to be responsive, with a clean, modern look and a large, legible font. The status bar at the top shows a full battery and signal strength. A large green arrow points from the desktop version to the mobile version, indicating the transition from desktop to mobile.

Smart Phone

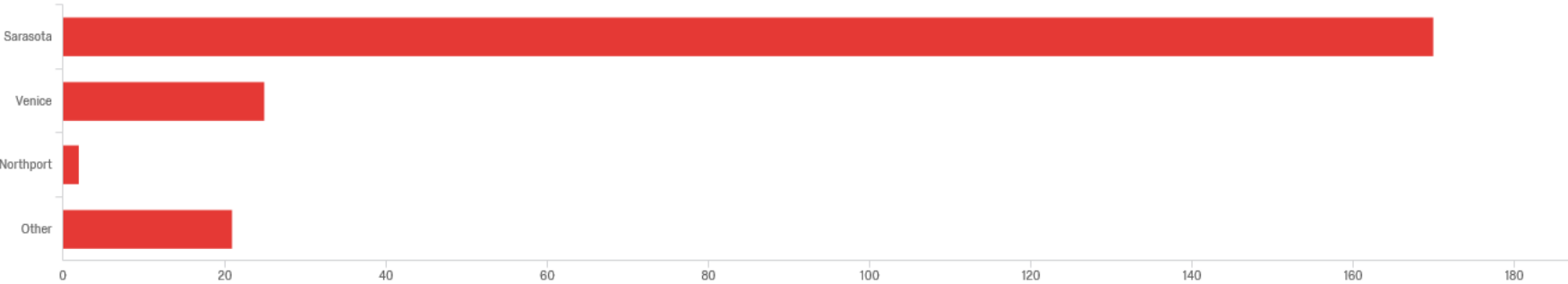
- UF IFAS – adapting to technology
- Qualtrics survey software
- Benefits:
 - Easy to use
 - Instant feedback
 - Captures leads
 - Tracks results



Data Tracking

Q6 - City

Page Options ▾



▲ #	Field	Choice Count
4	Other	9.63% 21
3	Northport	0.92% 2
2	Venice	11.47% 25
1	Sarasota	77.98% 170
		218

Set up a program to recover or compost at least 1 material not listed above.



#	Field	Choice Count
3	Bio-waste / Sharps	0.48% 1
12	Building and construction materials	6.22% 13
1	Electronics	19.62% 41
2	Food waste	0.96% 2
10	Light bulbs	1.91% 4
6	Pallets	3.83% 8
4	Printer cartridges	39.71% 83
5	Scrap metals	0.48% 1
8	Used oils, paint, chemicals	0.48% 1
7	Yard waste	2.87% 6
9	Other	23.44% 49
		209