

WEBSITES MADE WITH LOVE

Completed Actions: Green, 27 points, Ocean Friendly Business

Verified on: August 9, 2024

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BUILDING & OPERATIONS

- ☒ Windows are double paned or draft-proofed and outdoor entrances and exits have been draft-sealed
- ☒ All thermostats are set to 16°C when space is typically unoccupied (manual or automated)
- ☒ ≥ 90% of bulb lighting is LED and 100% of tube lighting is T5/T8 fluorescent or LED
- ☒ Computers and monitors are turned off in the evenings and on weekends (when not in use)
- ☒ ≥ 75% of all operations related equipment is certified ENERGY STAR® (if applicable) or is a high-efficiency model. (Office equipment, kitchen appliances, AC units, etc.)
- ☒ ≥ 75% of business-related equipment is run on electricity instead of fossil fuels

WASTE

- ☒ At least 6 paperless systems are in place. (Invoices, payroll, client files, utility bills, bank statements, logbooks, customer receipts, etc.)
- ☒ All printers set to default double-sided and/or both sides of paper is used before being recycled
- ☒ All food waste and soiled paper is composted
- ☒ Efforts made to reduce soft plastics AND all soft plastics (shrink wrap, plastic bags, etc.) are recycled
- ☒ All electronics, batteries, lightbulbs and Styrofoam are recycled
- ☒ Top three waste streams by volume are diverted from landfill via upcycling, recycling or composting
- ☒ ≥ 1 other hard-to-recycle item is being recycled (foil-lined bags, pens, appliances, etc.)

WATER

- ☒ Tap water consumed rather than bottled water
- ☒ Water fixtures relevant to business operations are considered low-flow (≤ 6.0 LpF or ≤ 6.0 LpM)

TRANSPORTATION

- ☒ ≥ 50% of company-owned vehicles are low or zero-emission models (e.g. bicycle, EV, hybrid) OR company uses a car share service (Evo, Modo, etc.) OR no vehicles required for operations
- ☒ Actions have been implemented to reduce emissions and packaging from products received or delivered
- ☒ Video or voice conferencing technology is used to minimize travelling to/from meetings

PURCHASING & PRODUCT

- ☒ All major paper products are made with ≥ 50% post consumer recycled content or 100% recycled content
- ☒ ≥ 75% of cleaning products used for business operations are eco-friendly
- ☒ Sustainable Purchasing preferences considered when purchasing equipment, appliances, furniture, paper products, packaging, and cleaning supplies
- ☒ ≥ 25% of office furniture and/or equipment is purchased used/repurposed or is made with recycled content/upcycled materials
- ☒ Rental and sharing services are utilized for specialty equipment, tools, décor, etc. AND when feasible, goods are repaired instead of replaced

SOCIAL

- ☒ Ownership and/or staff volunteer in a community event or charitable activity (≥ 1 day per year) OR pro-bono hours are donated
- ☒ Annual donations made to local environmental or community related charities and non-profits, at an amount of ≥ \$50 per full-time employee
- ☒ Environmental values and actions are posted publicly online

ADDITIONAL

- ☒ Additional Action - Take the bus when travelling and stay home-based to reduce emissions.

1 GET SOCIAL

Share your accomplishments on your social platforms! Make use of the media kit we send you, post your environmental metrics, and don't forget to follow and tag us (@bcgreenbusiness) and, for Ocean-Friendly Businesses, your local Surfrider chapter.

2 TELL A STORY

What green initiatives do you have going on? How has BC Green Business helped your organization? How are you taking action in your community? Email a story to bcgreenbusiness@synergyfoundation.ca to be featured on our social media accounts, newsletter, and Member Stories page of our website!

Guidelines: 350-600 words, written in 3rd person, include a high-quality landscape image

3 CELEBRATE WITH STAFF

Do your employees know what the decal in the window represents? Tell them about BC Green Business and how their work is making a difference for the environment and the community.

4 POST YOUR ACCOMPLISHMENTS

Display your certificate, decals, and environmental metrics where your clients, customers, and employees can see them!

5 DISPLAY YOUR DECAL

Incorporate your decal into your:

- Annual report
- Website content
- Window displays
- Restaurant menu
- Social media posts
- One-pager
- Employee handbook
- Corporate letterhead
- Posted job descriptions

