



## GreenWAY New Membership Package

*Why is the greenWAY Initiative smart for your business?*



## **Mission Statement**

*The greeNWAY Initiative is an education and recognition program that aims to connect people, sustain profits and preserve the planet for the businesses in Northwest Arkansas.*

## **Objectives**

- 1. Provide affordable and practical sustainability expertise to small businesses and non-profits.*
- 2. Develop guidelines and benchmark tools through a balanced scorecard that is comprehensible and accessible for businesses.*
- 3. Educate and promote a sustainable culture among businesses in the community*
- 4. Support local businesses so they may flourish in a green economy.*

## **History:**

The greenNWay Initiative was a collaborative effort of the Fayetteville Chamber and the Fayetteville Forward Economic Accountability Council. In 2009, the FFEAC conducted a summit where members of the community met to discuss the future they envisioned for the city of Fayetteville. During the discussion, a need for a local green business certification was prevalent. The Fayetteville Chamber recognized the support for such a program, and thus, the GreenNWay Initiative was created.

Beginning in February 2010, the program was launched by the Fayetteville Chamber of Commerce. We wanted to work with businesses to help them see just how “green” they really were. After creating the methodology for the auditing and certification process, the Chamber partnered with five pilot companies to test the potential of this new program. These five companies were the City of Fayetteville, Fayetteville Chamber of Commerce, Salon Professionals, Clubhaus Fitness, and the Courtyard Marriot.

The program was successful, as more and more businesses jumped on board. Since 2010, the greenNWay Initiative has certified 36 Chamber businesses.

## **What is it?**

The GreeNWAY Initiative is a program and certification process that identifies, assesses, and certifies businesses to do business the “green way”. Its purpose is to assist Chamber businesses to implement best practices for becoming sustainable and efficient businesses. GreeNWAY works to bridge the gap between programs such as LEED certification that is often unattainable for small businesses and non-profits due to implementation and upfront cost barriers, while maintaining the necessary third-party certification to provide validity and credibility to a business’s green efforts.

Through this program, a business is independently audited in six categories: energy, education, people, purchasing, waste, and water. These six categories will examine how the business operates on a daily basis, as well as the efficiency of the building design and potential improvements.

If the business qualifies and reaches the minimum points in all six categories, they will be eligible for a 2 year certification as a greenNWAY business. After the two year period, businesses will be eligible for renewal through a recertification process.

In addition, the program contains an educational aspect that will help greenNWAY members further their efforts to be greener. A representative from each business will be required to attend quarterly training sessions that relate to sustainability. In the past, some of these sessions have included tours of the Sam’s Club in Fayetteville (one of the most sustainable Sam’s Clubs in the country) and a behind the scenes look at the City’s wastewater treatment plant, to name a few.

## The Process

**1.** Perform a self audit of your business using 6 categories:

- Water, Waste, Energy, Education, People, Purchasing

**2.** A third party audit is conducted by University of Arkansas students with oversight from the Fayetteville Chamber's project manager.

**3.** Results from the audits are reviewed and processed by the third party auditing group and the Fayetteville Chamber project manager (greenWAY Workgroup).

**4.** The business is given a passing or failing grade based on the review of the audit.

**5.** If passed, the business will be given the greenWAY certification. If failed, they will be given recommendations to work towards a passing grade.

## Benefits

### *Free marketing and PR for certified businesses*

- Business will be listed on the Chamber website member directory in a separate category for 'GreenWAY' Businesses
- Each business given greenWAY decal to display at their business
- Green ribbon cutting will be advertised on our newsletter and website

### *Affordable and practical sustainability expertise*

- Rather than pursuing other options like LEED certifications, our greenWAY certification is simple and to the point
- All the business has to do is self-audit

### *Training and education*

- Quarterly training sessions will give business members insight to sustainability efforts across the community

### *Reduce Costs*

- Assessing operations of business and improving practices will save resources and save you money

## Testimonials

"The process of getting a greenWAY certification was simple and easy. There are so many small things that you can do internally to become more 'green' as a company. I have gained ample knowledge from the informative training sessions. I also enjoyed touring various facilities and learning about what other companies are doing to become more environmentally friendly."

**- Yasmine Omari, CaseStack, Inc. (2013)**

"The Greenway initiative has opened my eyes to new areas where we can grow within our organization. It has also shown me the importance of being kind to our planet, both personally and professionally."

**-Tonya Schein, The Trees at Waterside (2012)**

It is important to us to recognize the impact our business has on the environment in our community. We knew it wasn't necessarily about being "green", it was about being "green-er".

**Dr. Nate Behrents, Behrents Endodontic Specialists (2013)**

## greeNWAy Pricing Structure

### Pricing Structure\*

<u># of Employees</u>	<u>Cost</u>
1-9	\$50
10-19	\$100
20-39	\$150
40-74	\$250
75-100	\$350
101-199	\$400
200-399	\$450
400-699	\$500
700-999	\$600
1,000+	\$700

\*pricing structure is for a 2 year period

