



VILLAGE OF HAWTHORN WOODS

GREEN BUSINESS GUIDEBOOK

A GUIDE FOR GREEN BUSINESS PRACTICES

ECONOMIC VITALITY

ENVIRONMENTAL IMPACT

SOCIAL BENEFIT



GREEN BUSINESS PROGRAM

The Green Business Program of Hawthorn Woods includes:

Green Business Guidebook

The Green Business Guidebook covers the action items that are necessary for securing the Green Seal of Hawthorn Woods designation. Points and business categories are assigned for each action item.

Green Business Action Resources

The Green Business Action Resources gives more information and links to resources for exploring the completion of each action item. Recommended for businesses that want to learn more about the benefits and costs of each action.

Award Application & Reward Package

The Award Application and Reward Package lays out the Green Seal of Hawthorn Woods reward packages, including the award process, advertising benefits, and promotion guide. Describes the documentation needed to achieve the points for each action listed in the Green Business Guide.

Each document is an important component for providing tools for businesses to use to improve their sustainable development or green performance and certify that performance to potential customers.

The goal of the Green Business Program is to facilitate ongoing education and publicity about the characteristics and benefits of more sustainable businesses and seek collaboration with the business sector to support municipal sustainability.

WHY GO GREEN?

By following this guide, there is the opportunity to learn about how your business can create sustainable economic development, environmental impacts, and social benefits.

Putting in the effort to completing the actions in this guide can result in tangible benefits for your business, customers, and community.



ATTRACT CUSTOMERS

A greater competitive advantage comes from green-conscious customers who seek out a like-minded business that values sustainability as they do. Attracting employees who take pride in working for a green company may also lead to a workforce with greater purpose and motivation.



DIFFERENTIATE FROM COMPETITION

Green-conscious shoppers show brand loyalty when they know they are getting quality products and services and a commitment to sustainability from a local business owner. Demonstrate to customers your business promotes green business practices.



SAVE MONEY

By finding ways to reduce energy, waste, and water use you can create a healthier and more vibrant work environment and improve your bottom line.

BECOME A GREEN BUSINESS

(All Businesses = B, Offices = O, Restaurants/Grocery = R/G, Commercial Retail = C/R)

To earn the prestigious Green Seal of Hawthorn Woods
Please complete enough actions for a total of 25 points to achieve base recognition.

ACTION ITEMS

| WASTE MANAGEMENT | BUSINESS | POINTS |
|--|----------|--------|
| Buy products in bulk. | B | 1 |
| Encourage employees to use reusable cups, plates, utensils. | O | 1 |
| Purchase biodegradable and/or easily recyclable products. | B | 1 |
| Composting program leftover bin/produce compost food produce with landscape waste to WM organics | B | 1 |
| Educate your employees on recycling resources in the community, implement a policy to use them. | B | 2 |
| Buy local food produce and products. | R/G | 2 |

| WASTE MANAGEMENT | BUSINESS | POINTS |
|--|----------|--------|
| Eliminate individual, single-use bottles of water for employees and guests. (Post-Pandemic) | B | 2 |
| Identify one disposable item to be eliminated, switch to a reusable option, or provide only upon request. | B | 2 |
| Consolidate online shipping products and deliveries to reduce packaging waste. | B | 2 |
| Purchase 3 paper products with at least 30% post-consumer recycled material. (e.g. Printing paper, paper towels, envelopes, notepads, boxes, bags, etc.) | B | 2 |
| Reuse product packaging or work with vendors to minimize and/or take back product packaging where possible. | B | 3 |
| Provide at least one dish on the menu with a fair trade, organic, or local ingredient. | R/G | 3 |
| Eliminate the use of Styrofoam, minimize the amount of packaging, or provide utensils, napkins, and condiments upon request for to-go orders. | R/G | 3 |
| Provide clear sorting for recycling and achieve a 50% recycling diversion rate. | B | 5 |
| ENERGY | BUSINESS | POINTS |
| Check windows for air leaks regularly and update existing windows by caulking, adding coverings or using weatherstrips. | B | 2 |
| Get a free, on-site facility assessment for your business from ComEd, Lake Shore Gas, or a third party and implement at least one recommended action. | B | 4 |
| Use natural or task lighting, limiting overhead light use. | B | 1 |

| ENERGY | BUSINESS | POINTS |
|---|----------|--------|
| Change the settings on all computers and printers to go into sleep mode after 10 minutes of inactivity. | O | 1 |
| Replace 50% of lighting with LED light bulbs. | B | 2 |
| Install lighting controls, such as occupancy sensors in spaces of variable occupancy, daylighting controls, or time clocks. | B | 2 |
| Make a policy requiring the purchase of qualified products such as ENERGY STAR and EPEAT . | B | 4 |
| Purchase renewable energy certificates or carbon offsets from your utility. | B | 5 |
| Replace and improve your HVAC system. | B | 5 |
| Install Solar Panels per village code. | B | 8 |
| WATER | BUSINESS | POINTS |
| Make a policy requiring the purchase of water savings certified qualified products. | B | 3 |
| Educate employees on water efficiency practices. | B | 1 |
| Install low flow faucet aerators on all restroom sinks. | B | 2 |
| Replace all pre-rinse spray valves with low flow ones. | R/G | 2 |

| WATER | BUSINESS | POINTS |
|--|----------|--------|
| Switch all-purpose cleaning products to low toxic cleaning products. | B | 2 |
| Switch salon sprayers to water-conserving models. | C/R | 2 |
| MOBILITY | BUSINESS | POINTS |
| Install a bike rack (or have one nearby). | B | 3 |
| Conduct a survey of employee commute patterns and identify if it would be beneficial to install a bike rack or offer cost-share programs to employees who use mass transit to get to work. | B | 3 |
| Install EV charging stations. | B | 10 |
| LEADERSHIP | BUSINESS | POINTS |
| Install an ADA Compliant floor plan, or implement 3 strategies that show you are an accessible business. | B | 5 |
| Implement 3 strategies that show you are an age-friendly business. | B | 2 |
| Participate in local environmental non-profits and charities. | B | 3 |
| Give unserved food to employees or donate it to food kitchens and other community programs. | B | 5 |
| Sponsor village special events. | B | 6 |

| NATURAL AREAS | BUSINESS | POINTS |
|--|----------|--------|
| Plant native plants around the property or in village provided recycled tree trunk planters. | B | 3 |
| Utilize green infrastructure on your property to decrease the total volume of stormwater runoff. | B | 2 |
| Have your landscape certified as conservation friendly or efficient. | B | 8 |
| Display seasonal floral or organic planters around business property. | B | 3 |
| Keep your business area free of litter and debris. | B | 2 |
| Volunteer at a village park for a restoration day. | B | 4 |

For information and resources for each action, as well as the reward package for certification, please visit www.vhw.org/530/Sustainability or call our Sustainability Coordinator for other questions.

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