chula vista

CLEAN BUSINESS

What is a CLEAN business?

A CLEAN business adapts its practices to conserve and use renewable resources, and holds itself accountable for environmental and social impacts. It operates in a responsible manner, protecting the environment whenever possible.

Benefits (It's worth it!)

- **FREE advertising and promotion for your business may include:**
  - City Calendar/CLEAN Website
  - Community Connection Newsletter
  - Direct Mailers
  - Nixle Community Messages
  - Solid Waste/Recycling Bill Inserts
  - CLEAN Stakeholders Outreach
  - South Bay Community Events
  - Business Networking Events
  - Chamber Scene Newsletter
  - Movie Theater Advertising
  - Autopark Sign Advertising
  - Chula Vista Chamber of Commerce Email Blasts
  - Chamber Membership Guide & Directory
  - Ads in My Hometown, Union-Tribune, or StarNews

PLUS:

- FREE assistance in making CLEAN changes to your business
- Community recognition of your voluntary efforts to improve our environment
- Cost savings through improved efficiency, energy and water conservation, recycling, and waste reduction
- Helping to fight climate change by reducing greenhouse gas emissions.

Join the Green Business Challenge!

Businesses are also encouraged to participate in the CLEAN Business Program's "Green Business Challenge" – a year-long friendly competition to assist and recognize local businesses for becoming even more CLEAN!

With the assistance of *ICLEI - Local Governments for Sustainability* and *Office Depot*, participants in the Green Business Challenge will receive:

- Sustainability scorecard
- Assigned City staff member
- FREE monthly trainings
- FREE media coverage
- FREE Office Depot Green Kit
- FREE assistance with rebates & financing

GREEN BUSINESS CHALLENGE

AN ICLEI USA PROGRAM

Enroll in the Green Business Challenge by January 6, 2012!
More information is available at www.chulavistaca.gov/clean/challenge

(over)

WHO WE ARE:

Chula Vista CLEAN Business is a program designed to help businesses become sustainable, or "CLEAN."

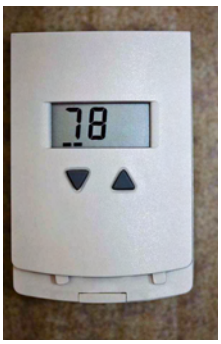
The program recognizes and promotes businesses and other organizations that demonstrate environmentally friendly practices and conserve resources.

Participation in the program is voluntary and free.

Become a CLEAN Business today!

chula vista CLEAN BUSINESS

Examples of what a CLEAN Business can do to make a difference:



To conserve energy:
- Use compact fluorescent light bulbs
- Keep thermostat set at 78 degrees for cooling and 68 degrees for heating
- Install and use ceiling fans instead of air conditioning, when possible

To conserve water:
- Adjust landscape irrigation timers
- Install low-flush toilets
- Have your water utility perform a water audit at your facility

To prevent pollution:
- Choose non-toxic products
- Use dry cleaning methods rather than washing potentially harmful debris down storm drains

To reduce waste:
- Buy products made with recycled content
- Recycle paper, ink and toner cartridges, beverage containers and cardboard
- Reuse packaging materials

**These measures are just examples. Businesses are encouraged to adopt measures to suit their individual operations.*

It's EASY to become a Chula Vista CLEAN Business!

Follow these three simple steps:

1 **APPLICATION.** Review the program criteria and checklists. Complete the checklists by indicating the suggested measures/practices your business would like to implement. Once implemented, fill out and submit an application and your completed checklists for review.

2 **VERIFICATION.** Allow program staff to verify the selected measures and track your progress by setting up a site visit at your business. Call (619) 691-5122 and select #6 from the menu to set up a visit. Once vertified, your business will be presented with a certificate and window decal.

3 **RECOGNITION.** Submit a business description and a picture of your choice. These will be used on the Chula Vista CLEAN Business website to advertise your business—at no cost to you!

MAIL completed application and checklists to:
CVCB Group, Public Works Department
276 Fourth Avenue, Building 300, Chula Vista, CA 91910
or **FAX** to: (619) 691-5006
or **EMAIL** to: clean@chulavistaca.gov

CITY OF CHULA VISTA

CHULA VISTA CHAMBER OF COMMERCE

THIRD AVENUE VILLAGE CHULA VISTA