

# GREEN BUSINESS ASSESSMENT



## GREENLIGHT GREENPAPER

FALL 2018- FALL 2019

Our Project Team developed a Green Business Directory for the Arizona Green Chamber of Commerce, including the creation of a framework to evaluate businesses on their contributions towards sustainability, a Program Process Handbook to administer the program, and a database of businesses to participate in the program.



CREATED BY GREENLIGHT AT  
ARIZONA STATE UNIVERSITY:

SAMANTHA ROSALES | MIA CZARNECKI  
OLIVIA KURSCHAT | KEVIN GODDARD  
EDDIE PORTILLO | NICK REDENDO

PROJECT PARTNER: GREEN CHAMBER OF COMMERCE  
RYAN JOHNSON

Visit [GLSolutions.org](https://GLSolutions.org) to learn more & donate. Contact [info@GLSolutions.org](mailto:info@GLSolutions.org) to get involved.

**in** [@greenlightsolutionsfoundation](https://www.linkedin.com/company/greenlightsolutionsfoundation)  [@greenlightsolutions](https://www.instagram.com/greenlightsolutions) **f** [@greenlightsolutionsfoundation](https://www.facebook.com/greenlightsolutionsfoundation)

The Arizona Green Chamber of Commerce was facing the challenge of needing extra support to create a Green Business Directory for their website. Their vision was to create a public list of businesses practicing sustainability to help Arizonans make eco-friendly consumer choices. This challenge provided the Green Chamber with the opportunity to collaborate with GreenLight Solutions to carry out this vision.

Our team created a comprehensive green business assessment, spreadsheet of potential green businesses, and a Program Process Handbook. The assessment created for the Green Business Directory combines many different public green business assessments; includes a ranking system based on the level of sustainable practices implemented; and covers Water Conservation, Energy Efficiency, Transportation, Waste Management, and more. The Program Process Handbook includes process steps, templates, and scripts to administer the program.

**BENEFITS TO PROJECT PARTNER**

With the solutions provided by this project, the Arizona Green Chamber of Commerce has all of the tools and resources to carry out the Green Business Directory as a sustainable program. The Green Chamber will be able to provide people in Arizona with sustainable shopping options, catering to consumers interested in utilizing their power of consumer choice to support businesses making efforts towards sustainability.

**BENEFITS TO SOLUTIONEERS**

Our Project Team had the opportunity to learn high-level process development, program development, and cross-collaboration skills. We benefited from learning how to be creative, adaptable problem solvers when challenges arose, preparing us to be effective sustainability professionals in the field.

**BENEFITS TO THE COMMUNITY**

Members of the community will have a convenient one-stop-shop where they can discover sustainable, local businesses. The local business community also benefited because unlike other green business programs, this directory gives all businesses across Arizona the opportunity to be included.

