



**Going green stimulates innovation.**

Going green forces organizations to evaluate every aspect of the business and identifies new, more efficient means of production – according to John Boitnott, journalist and digital consultant.



Embracing sustainable and green principles is not just a trend.

Cultivating sustainable and green practices helps organizations become more efficient, competitive and profitable – according to a report by Brian Lagas with Manufacturing Extension Partnership.



**Who are we?** The Midlands Green Business Program is a partnership of:

- **The City of Columbia;**
- **Lexington County;**
- **Richland County;** and
- **Keep the Midlands Beautiful.**

This partnership recognizes businesses and organizations that adopt sustainable and eco-friendly business practices.



We Are Columbia



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**MIDLANDS  
GREEN BUSINESS**  
COLUMBIA · LEXINGTON · RICHLAND

**(803) 733-1139**

[www.MidlandsGreenBiz.com](http://www.MidlandsGreenBiz.com)

## The Benefits of Green Business Membership



- Access to sustainable mentors
- Green Business workshops and networking events
- Green Business promotional opportunities
- Listing and link on Midlands Green Business website
- Membership seal for office or building

## Why should my business go green?

Being more sustainable allows you to:

- Protect the environment;
- Showcase your organization's corporate social responsibility;
- Lower operating costs;
- Appeal to new customers; and
- Take advantage of tax breaks and financial incentives.

*Results from a Monster TRAK survey show that a surprising percentage of young workers want employment with a green company.*



*Eighty percent said they are interested in a job that has a positive impact on the environment and a whopping 92 percent would choose working for an environmentally friendly company.*

## Certification

Midlands Green Business certification is based on a checklist of activities in four primary categories:

- **Pollution prevention and air quality;**
- **Waste reduction and recycling;**
- **Energy conservation;** and
- **Water conservation.**

There's also an opportunity for general sustainability activities like employee environmental education, local purchasing and those specific to your work place and/or industry.



## Eligible Businesses & Organizations

- Any organization that adopts sustainable/eco-friendly practices
- Any business located within the City of Columbia, Lexington County or Richland County
- Any size or type organization including service, merchandising, manufacturing, home-based and non-profit

## How can my organization become a Midlands Green Business Member?

Complete and submit the Green Business application at [www.MidlandsGreenBiz.org](http://www.MidlandsGreenBiz.org).

Once approved, your business name and a link to your website will be posted on the Midlands Green Business website, and your name will be added to our contact list for events and other opportunities.

*More than 90 percent of companies realized cost savings as a direct result of their green programs.*



*Seventy-eight percent of them saved on electricity, 68 percent on heating and cooling, 68 percent on paper and 60 percent on water – according to a Tech Crunch survey.*

*The happiest workers are more likely to work in companies with eco-friendly policies of some kind (74 percent).*



*Sustainability plays a huge factor in talent retention and employee motivation – according to a Staples poll.*