



# Main Street Green At A Glance

*Main Street Green is WEI's newest initiative focused on cultivating, educating and supporting businesses that make a strong commitment to superior environmental performance. We work with Main Street businesses that are ready to move forward with more sustainable operations. These leading "ecopreneurs" are implementing innovative "best practices" and technologies to benefit the community and environment. Main Street Green certification will give participants a marketing edge while they employ smart business practices, reduce costs, and protect the beauty and vitality of Wisconsin's landscape.*

## Why participate?

### Business Benefits

- Cost savings and improved profitability
- Reduced waste, improved energy efficiency, and conservation of natural resources not only helps the environment and local community, but also reduces costs and increases efficiencies

### Customer Benefits

- Customers will identify Main Street Green businesses that are committed to working towards environmental, social and economic sustainability
- Customers can demonstrate their commitment to sustainability by supporting those businesses that have a stronger commitment to improved environmental performance and spread the word about their experiences
- Customers can learn about operational activities, technologies and sustainable best practices that they can replicate at home and in the community

### Marketing Benefits

- Use of the Main Street Green certified logo, a powerful promotional tool that distinguishes a business from its competitors
- An interactive website listing on WEI's freshly redesigned website
- Press releases, business profiles and timely social media updates about your business

### Educational Benefits

- Individualized technical assistance
- Green business news and information aggregation
- The latest sustainable business practices and options

### Networking Benefits

- Mentoring, networking and education opportunities

### Environmental Benefits

- Reduce waste
- Conserve energy, water and other natural resources
- Improve air quality
- Protect wildlife and natural landscapes
- Reduce greenhouse gas emissions

### Benefits to Local Communities

In the future, Main Street Green will serve local communities through the creation of a Go Greener Environmental Fund. A portion of the member fees plus sponsorships and an endowment campaign will fund local/regional environmental improvement projects identified by program participants and stakeholders

## How does a business or organization become certified?

To be certified as a Main Street Green Certified business, applicants must earn a minimum of 40 points from the Checklist. Applicants must fulfill the basic requirements to meet minimum point requirements in Section A and the remaining points can be earned from any combination of the Checklist Sections. Businesses are encouraged to go above and beyond the minimum and implement innovative "best practices" to achieve higher point totals and further market distinction.

After the Registration and Checklist are completed, the applicant should make a copy for their own use and mail the originals along with the certification fees to WEI.

## Want to learn more?

Whether you are interesting in becoming Main Street Green certified or want to learn more about program, visit [mainstreetgreen.org](http://mainstreetgreen.org).

