

Is your business already sustainable?

If so, get recognized!

We offer Three Levels of Recognition:

- 1 **'Pledged'** – working on adopting sustainable practices.
- 2 **'Danville Area Sustainable Business'** - you've adopted an initial set of 'best practices' that show that you are on the way to becoming sustainable. While this isn't a certification, we do recognize your business with a logo designation!
- 3 **'Certified Green Business'** – you've adopted an advanced level of sustainable practices and have been certified by the county's Bay Area Green Business Program.

If not, don't wait - take the 30 Day Challenge!

Start Today

- Download the registration form & checklist at:
www.sustainabledanville.com
- Return your pledge form and \$25 administrative fee (checks payable to Sustainable Danville Area) to one of the following locations:

Gayler Construction
390 Diablo Road, Suite 110
(mail slot available)

Cottage Jewel
100 Prospect Avenue
Tues-Sat 10am – 5pm



Take the 30 Day Challenge

sustainabledanville@gmail.com
925.292.9034

What is the Danville Area Sustainable Business Council?

A resource that is facilitated by the Discover Danville Association, Danville Area Chamber of Commerce, Shop Danville First, Sustainable Danville Area and other motivated individuals who are committed to ensuring that Danville continues to be distinguished as a healthy, prosperous community.

It educates and recognizes local businesses working to adopt sustainable practices that strengthen our economy, community and environment.

The council guides businesses to adopt 'best practices' for sustainable operations and provides marketing support to attract more customers.

How do I get my business' sustainable practices noticed?

To qualify, be recognized and receive your window decal and digital logo, simply take these next steps:

- Take the pledge to adopt sustainable practices that balance economic, environmental and social prosperity.
- Attend a workshop to learn how to become a Danville Area Sustainable Business.
- Complete the Sustainable Business Checklist.
- Share your sustainable practices with others and get recognized during **The 30 Day Challenge**.



Why should I become a Danville Area Sustainable Business?

- Celebrate your sustainable activities throughout April and attract new customers!
- Exclusive Participation in April's 'Spring Fling'
 - Become a destination for the 'Spring Fling Shopping Stroll'
 - Provide bike parking for 'Bike-to-Lunch' specials
 - Host an 'environmentally-friendly' demo, clinic or entertainment
 - Spread the word about local, sustainable non-profits
- Be recognized at the April 14th Chamber Mixer – receive a window seal & digital logo to identify your achievements
- It's great for image and advertising – marketing studies show that 83% of consumers' interest in sustainable practices influences their purchasing decisions
- Many of the recommended actions save your business money
- Partner with a 'sustainability consultant' to support and help you adopt sustainable practices
- Be featured in an online directory promoting Danville Area Sustainable Businesses
- Free promotion of your sustainable efforts during **The 30 Day Challenge** - daily recognition on participating organizations' websites, and bi-weekly coverage with **The Danville Patch**

TAKE THE 30 DAY CHALLENGE

...and share your success, free!

Is there anything better than free advertising and new customers?

During the entire month of March, the Danville Area Sustainable Business Council will publish every sustainable change you adopt!

Take the pledge and review the checklist. You might be surprised to find you have already incorporated some of the required measures in your best practices!

Take **The 30 Day Challenge**, its easy! Just send us an email every day by 4pm with your 'achievement du-jour' and we'll highlight them online with four highly visible sites:

- Discover Danville Association
- Shop Danville First
- Sustainable Danville Area
- Danville Area Chamber of Commerce

Let's create a media buzz and **'TAKE THE CHALLENGE TOGETHER!'**

Register at www.sustainabledanville.com

Questions? Email us at: sustainabledanville@gmail.com