



Eco-Cycle is one of the largest non-profit recyclers in the USA and has an international reputation as a pioneer and innovator in resource conservation.

We were established in 1976 by everyday residents who had a passionate belief in conserving our natural resources. These Eco-Cycle volunteers brought recycling to town in 1976, making Boulder one of the first 20 communities in the U.S. to offer curbside recycling. We continue to be driven by these same passions and innovative actions.

Eco-Cycle's Green Star Business Program

The Green Star Business (GSB) program will take your business to bold new levels of sustainability. We address waste reduction, water and energy conservation, sustainable purchasing, green building, alternative transportation, staff training, and more. We provide comprehensive, long-term, customized sustainability consulting that burnishes your brand, improves employee retention, appeals to customers, and supports the community.



Green Star Businesses:

- Expert sustainability consulting customized to meet your needs for an affordable fee
- Public promotion of your sustainability progress and achievements
- Employee training in sustainability practices
- Participation in an active network of sustainability focused businesses
- Cost-effective investment that can reduce waste, energy and water costs and attract customers
- Special perks, such as discounts at CHaRM, the Center for Hard-to-Recycle-Materials

How the Green Star Program Works

1. **Coordination Meeting:** We sit down with you to discuss the trajectory for your membership in our program: what's included, what's expected, and perks.
2. **Initial Assessment:** Our team tours your office and conducts a comprehensive questionnaire to better understand your business, culture, and established sustainability practices.
3. **Recommendation Report:** Our experts provide you with a customized set of recommendations ranging from how to reduce waste, water and energy use, to how to get employees and customers engaged.
4. **Goal Setting:** We collaborate with you to set achievable goals for the coming year.
5. **Friendly Reminders:** Think of us as your concierge or conscious; we are there to provide a gentle boost to you when you need it.
6. **Progress Report:** Our team meets with you quarterly to assist your company in advancing your sustainability goals.
7. **Training & Events:** We train your employees on how to implement sustainability practices and assist with the coordination of company events to involve your community and clients.
8. **Learn from Your Peers:** Through our quarterly network gatherings, you and other Green Star Business members have a chance to share and learn best practices from each other.

Consulting and Concierge Support

- In-depth sustainability assessment on all aspects of your organization and facility.
- Customized recommendations and goals report developed from assessment findings.
- Quarterly one-hour follow-up meetings on sustainability plan and resource conservation initiatives to assist with accountability and support.
- Dedicated Eco-Cycle staff member to answer questions and provide support.
- Access to expert consultants on an as-needed basis.

Promotion of Your Business

- Green Star Business members are featured on Eco-Cycle's frequently visited website.
- Regular social media posts made to highlight individual Green Star Business members.
- Green Star Business logo provided to members for use in marketing materials or website.
- Recognition provided, including a window decal and Green Star Business certificate.
- Network members receive Eco-Cycle's monthly newsletter (9,000 reach).

Sustainability Training and Education for your Staff

- Customized sustainability trainings provided to your staff on topics such as: zero waste management, energy and water conservation, reducing and disposing of hazardous waste, green purchasing, and sustainable lifestyles.
- Monthly sustainability tips created to share with your staff.
- Customized guidelines on waste reduction and energy and water conservation for distribution to staff.

Peer-to-Peer Network Engagement

- Quarterly Lunch-and-Learns hosted by Eco-Cycle offering facilitated discussion and trainings on current sustainability topics.
- Connect with other members to exchange ideas on our Facebook discussion forum.
- Annual Awards Event to honor and acknowledge Green Star Businesses in the community.

Testimonials from Green Star Businesses

"We joined the Green Star program because it leverages the longstanding expertise and leadership of Eco-Cycle in this field. Right away, we're seeing the benefits of the employee training offered through the program. It's getting us all on board. Color-coded bins, monitoring phantom power, switching to LEDs -- each step adds up. Green Star is making a real difference."

Bob Morehouse, Founder and CEO, Vermilion Interactive Design

"As Boulder Brands strives to improve our environmental footprint and the impact our business has on the planet, we are fortunate to be involved with the Green Star program. One of the most exciting features is the opportunity to network with other local businesses leading in sustainability efforts, enabling us to share our experience, discuss our challenges, and learn from our peers."

Caroline Hughes, Corporate Communications Director, Boulder Brands

"The Green Star program has many exciting aspects, most notably for us are the education and outreach portions of the program. At Ocean First Divers, protecting our oceans from irreparable harm is central to our mission. As adventurers and educators we look forward to being a resource for the community and mentoring other local businesses that want to become more sustainable."

Nick Beni, Chief Sustainability Officer, Ocean First Divers