



Entrepreneur Magazine reports  
that studies show . . .

“the **greener** the business,  
the *better* the bottom line”

*Be part of a sustainable Ojai Valley*



# why embrace sustainable practices?

**gain a competitive edge** responding to customer demand

**save money** on water, energy & waste reduction

**improve productivity** & employee wellness

**engage new customers** & **increase loyalty**

**protect & preserve** limited natural resources

**manage risk** by creating a healthy, safe business environment

**feel good** about advancing a green, sustainable, and resilient Ojai Valley!

## A Neilson Wire survey shows...

*66% of consumers prefer to buy products & services from companies that have implemented programs that give back to society, and 46% are willing to pay extra for products & services from socially responsible companies.*

sustainable practices = survival of the fittest!



Source: People Planet Profit by Peter Fisk. Find out more at [www.theGeniusWorks.com](http://www.theGeniusWorks.com)

## Triple Bottom Line

**Profit** is the economic value created by the organization after deducting the cost of all inputs, including people & planet. It is the real economic impact the organization has on its economic environment at a local and planetary level.

**People** pertains to fair and beneficial business practices toward labor and the community.

**Planet** refers to sustainable environmental practices to protect the Natural Capital that comes from our ecosystem.

Your membership donation will help to build a **LOCAL MATTERS** campaign.

Keeping **MORE** profits circulating in our local economy is **SUSTAINABLE**.

PROFIT, PEOPLE, PLANET

SUSTAINABLE BUSINESS LEADER						BUSINESS MEMBERSHIP BENEFITS
\$10,000	\$5,000	\$2,500	\$1,500	\$600	\$300	Business Leader Membership require a 50% 'yes' or 'in progress' of the <i>Sustainable Business Practices Checklist</i> and a finished or in progress <i>Written Sustainability Plan</i> .
12 mo.	6 mo.					Logo on OVGC website home page & in monthly eNews
✓	✓					Waste Management & Resource Recovery Assessment & Support
✓	✓	✓				Energy Efficiency Assessment & Support
✓	✓	✓	✓			Water Conservation Assessment & Support
Platinum Level	Gold Level	Silver Level	Green Level			Major annual event sponsor benefits & recognition
\$100 VALUE	\$50 VALUE					Recognized sponsor for OVGC Green Gift Basket at Earth Day (or similar)
4 times	3 times	2 times	1 time			Complimentary table space at events, as appropriate
✓	✓	✓	✓	✓		Profile article in monthly Newsletter
8	6	4	2	2		Tickets to applicable programs and events
1st tier	2nd tier	3rd tier	4th tier	5th tier	6th tier	Logo on applicable 'Local Matters' campaign material
✓	✓	✓	✓	✓	✓	Reciprocal link to websites & use of OVGC business membership logo
✓	✓	✓	✓	✓	✓	Included in 'Green Products & Services Coupon Collection,' if appropriate
✓	✓	✓	✓	✓	✓	Sustainable Business Practices Resource Guide & Checklist
✓	✓	✓	✓	✓	✓	Recognition in Annual Report & Annual "Thank You" Ads
✓	✓	✓	✓	✓	✓	<b>All Business Memberships support our 'Local Matters' Campaign.</b>





BUSINESS SUPPORTER			BUSINESS MEMBERSHIP BENEFITS
\$500	\$250	\$100	Business Supporter Membership has no requirements.
✓			Profile article one time in monthly Newsletter
2			Tickets to applicable programs and events
✓	✓		Included in 'Green Products & Services Coupon Collection,' if appropriate
✓	✓	✓	Annual "Business Thank You" display ad in Ojai Valley News & VC Star
✓	✓	✓	Sustainable Business Practices Resource Guide & Checklist
✓	✓	✓	Recognition in Annual Report
✓	✓	✓	<b>All Business Memberships support our 'Local Matters' Campaign.</b>



## Ojai Valley Green Coalition

offers you easy tools for creating

*goodwill* 🌱 *good business practices* 🌱 *good investing*

we are happy to help  
your organization  
*shift to sustainability!*

### MAILING ADDRESS

206 N. Signal St., Suite S  
Ojai, CA 93023

### Visit Us At

OVGC Resource Center  
206 N. Signal Street  
Suite S  
Ojai, CA 93023

### HOURS:

Wed. - Fri. 12 to 5 p.m.  
(805) 669-8445

OVGC is a 501(C)(3)  
nonprofit organization



# Ojai Valley business owners will tell you...



*“Being a Green Business is essential in today’s world!”*

It’s exciting and refreshing to know that as local business owners we can do more than help our customers with their purchases. We can work together and partner with the Ojai Valley Green Coalition to promote smart environmentally-friendly advice and healthy habits.

YOUR NAME | BUSINESS NAME



*“Green is good. We must do our part to preserve the world’s resources!”*

*“We strive to be Green Everyday!”*

In our business, organic and green go hand in hand. Our goal is to help our clients choose organic and learn sustainable practices. The *Sustainable Business Practices* and *Sustainability Plan*, supported by the OVGCC, lets our community know we lead by example.

YOUR NAME | BUSINESS NAME



I feel everyone - from small local merchants to large corporations - has an obligation to do their part to protect the world’s resources. We are proud to support The Ojai Valley Green Coalition and are pleased and honored to work locally in promoting green practices.

YOUR NAME | BUSINESS NAME

**YES! Our organization wants to be a Sustainable Business Leader**

\$10,000  \$5,000  \$2,500  \$1,500  \$600  \$300

Bill us monthly

Bill us quarterly

**YES! Our organization wants to be a Business Supporter**

\$500  \$250  \$100

*Paying by*

check (payable to OVGC - mail to OVGC, 206 N. Signal St., Suite 5 Ojai, CA 93023)

credit card (please consider OVGC incurs a 2.5% fee)

(credit card information will be securely processed through PayPal with Visa, Mastercard, American Express, or Discover)

CARD #

EXPIRES

NAME ON CARD

SECURITY CODE

BILLING STREET ADDRESS

CITY / STATE / ZIPCODE

To join online please go to [www.OjaiValleyGreenCoalition.org](http://www.OjaiValleyGreenCoalition.org)  
Questions? email [membership@ojaivalleygreencoalition.org](mailto:membership@ojaivalleygreencoalition.org)

OVGC is a 501(C)(3) nonprofit organization

ORGANIZATION NAME

CONTACT NAME(S)

ADDRESS

PHONE

EMAIL

WEBSITE



# envision

your organization, suppliers, customers, and community doing business together while considering the requirements of the earth's living systems in all design and operating decisions . . .

- ◆ **envision** not taking more from the earth than it can sustainably provide, and not returning to the earth more than it can sustainably absorb.
- ◆ **envision** analyzing the life-cycle operating costs and impacts of our facilities, operations and products/services, as well as their initial costs.
- ◆ **envision** working to eliminate “waste” of all kinds from our operations, and to find safe, productive uses for any “non-product” that we are not yet able to eliminate.

*. . . because it supports  
your organization's  
economic well-being and  
the economic well-being  
of your community.*

- ◆ **envision** designing our facilities, operations and products/services to be ever more efficient, ever less dependent on materials and activities that poison, degrade or encroach on living systems, and ever more supportive of these design approaches.

- ◆ **envision** taking responsibility for the safety of our products/services in their intended use.
- ◆ **envision** taking responsibility for the safe “end of life” recovery and reuse or recycling of our products.
- ◆ **envision** treating employees, customers, suppliers and stakeholders fairly, honestly and respectfully.
- ◆ **envision** taking responsibility for the safety of our activities for employees and communities.