

Objective:

To establish a green partnership among local businesses to promote sustainability, reduce environmental impact, and strengthen community ties.

1. Vision & Mission

Vision:

A thriving Hendersonville where businesses lead the way in sustainable practices, creating a cleaner and healthier environment for current and future generations.

Mission:

To unite Hendersonville businesses in a collaborative effort to reduce carbon footprints, enhance eco-friendly practices, and provide customers with a more sustainable choice.

2. Goals

Short-Term Goals (6-12 months):

- Establish a coalition of businesses committed to sustainability.
- Develop a shared sustainability pledge and standards for participants.
- Promote local awareness through events and social media.

Long-Term Goals (1-2 years):

- Create a comprehensive sustainability guide for businesses.
- Achieve measurable reductions in waste, energy consumption, and carbon emissions.
- Gain recognition as a "Green Business Partner" by state or national environmental agencies.

3. Key Partnerships & Stakeholders

Local Businesses:

Engage retailers, restaurants, service providers, and manufacturers in sustainability efforts.

Community Organizations & Government:

Collaborate with city leaders, environmental groups, and the Chamber of Commerce.

Suppliers & Vendors:

Work with suppliers to ensure access to sustainable products and materials

4. Action Plan

Phase 1: Business Engagement (Months 1-3)

- Develop a commitment form for businesses to join the partnership.
- Identify key businesses interested in taking the lead in the initiative.

Phase 2: Program Development (Months 4-6)

- Create a sustainability checklist for businesses to improve their eco-friendly practices.
- Develop a shared marketing plan to promote sustainable businesses in Hendersonville.
- Organize a Green Business Partnership event to showcase initial partners and raise awareness.

Phase 3: Long-Term Sustainability (Months 7+)

- Regularly track and report on progress made by participating businesses.
- Implement educational workshops and resources for continual improvement.
- Foster collaboration with additional businesses and new partners.

5. Budget & Resources

Funding Needs:

Identify funding sources for promotional materials, event costs, and workshops.

Donations:

Seek donations from local sponsors, including office space for meetings or event venues.

Staffing & Volunteers:

Recruit volunteers for events and initiatives; assign roles for project management.

6. Evaluation & Metrics

Impact Measurement:

- Number of businesses joining the partnership.
- Reduction in waste, energy consumption, and carbon footprint among participating businesses.
- Community engagement and media coverage of green initiatives.

Regular Feedback:

- Quarterly surveys from participating businesses for feedback on progress.
- Annual review of strategic goals and achievements.

7. Marketing & Communication

Branding:

Develop a logo or slogan representing the green partnership, e.g., "Hendersonville Green Business Partner."

Promotion Channels:

- Social media campaigns highlighting business achievements.
- Local media partnerships to share success stories.
- Community newsletters and events.

Engagement:

Encourage businesses to promote their sustainability efforts through signage, eco-friendly labels, and participation in local events.

8. Risks & Challenges

Risk Mitigation Strategies:

- Ensure transparent communication among businesses.

- Provide training and support to businesses hesitant about implementing sustainable practices.
- Address concerns about cost through access to grants, incentives, or cost-saving resources.