



# 2023 TOP 100 GOOD PRACTICE STORY

**Title:** Working Together for Sustainable Businesses

**Destination, Country:** Park City, USA

**Submitted by:** Morgan Mingle, Director of Sustainable Tourism

**In the category:**  Destination Management     Environment & Climate     Thriving Communities  
 Nature & Scenery     Culture & Tradition     Business & Marketing

**The Story in a picture:**

Local business leaders attending a Green Business Lunch & Learn



**Summary:**

Multiple stakeholders came together in order to provide more support and resources for Park City's local Green Business Program. The new, more robust program encourages businesses to make positive changes in 5 areas of sustainability, provides enhanced resources on best practices and rebates, and creates more opportunities to publicly celebrate businesses excelling in sustainability.



## Good Practice Story:

### Destination description

*Brief background of the destination.*

Park City is an authentic mountain town, located 25 miles east of Utah's state capital. Founded as a silver mining village in 1884, the town's fortunes are rooted in its status as an outdoor recreation mecca. Numerous local venues were showcased during the 2002 Winter Olympic Games and the town has been home to the Sundance Film Festival for 40 years.

### Issues faced

*Problems/issues solved with the Good Practice Story.*

Recycle Utah, a Park City-based non-profit focusing on waste diversion, started a 'Green Business' program in 2016 to serve Park City and Summit County. This initial program was successful in engaging local businesses to set meaningful waste-reduction goals; however, it was limited in scope and lacked the structure and capacity needed to scale the program. The Green Business Advisory Committee was formed to update the program to be more rigorous, address more sustainability issues, and provide more resources to businesses.

### Methods, steps, and tools applied

*Solutions implemented to address the sustainability problems or issues.*

*Green Business Advisory Committee:*

- Park City Municipal Corporation, Sustainability Department
- Summit County, Sustainability Department
- Recycle Utah (local waste diversion nonprofit)
- Park City Community Foundation
- Park City Chamber & Visitors Bureau

Over the course of several months, the Green Business Advisory Committee met to discuss program expansion, structure, and participation requirements. In the new program, rather than only focusing on materials management, businesses must take action in five areas of sustainability:

1. energy efficiency
2. water conservation
3. materials management
4. transportation
5. thriving community & equity

Businesses are also ranked based on their progress in all five areas. As an homage to the ski runs that anchor Park City's visitor economy, the program levels are Green Circle (emerging), Blue Square (progressing), Black Diamond (Leader), and Double Black Diamond (Super Leader!).

While the committee continues to meet every other month to discuss the program, day-to-day administration is provided primarily by Recycle Utah, Park City Municipal Sustainability Department, and Summit County Sustainability Department. These teams work one-on-one with businesses to discuss sustainability challenges and set short and long-term goals for progress. Businesses are also supported with an extensive electronic library of resources to understand sustainability practices, financial breakdowns for potential cost savings for sustainability upgrades, and other useful tools.



Additionally, we are also developing enhanced recognition for businesses that have excelled in the Green Business program, including a 'Green' designation in the Visit Park City directory and the opportunity to be featured in a short-form Green Business video series.

Finally, the new program features quarterly Lunch & Learns that any business, regardless of their status in the Green Business program, can attend. The content for each focuses on practical advice like available rebates, actions businesses can take to better meet concrete sustainability goals, and advice from local businesses on best practices.

### Key success factors

*Critical elements that led to successfully solving the issues.*

The key to the successful relaunch of the Green Business Program was all collaborators' willingness to contribute substantial time and financial resources to the project. Everyone's commitment was truly essential to developing such a robust, impactful program.

### Lessons learned

*Challenges faced while implementing the Good Practice and their solutions.*

While the new Green Business Program has been enthusiastically embraced by both businesses and the organizations represented in the Green Business Advisory Committee, its development has not been without challenges. Because so many organizations are involved with the program, it was important to understand how each organization's mission and capacity helped support the program as a whole. The early stages of developing the program would have benefited from having a single dedicated coordinator to manage the stakeholders involved. A single manager for the program is currently being recruited.

### Achievements and Results

*Direct and indirect results of the Good Practice.*

As of June 2023, 65 businesses started the process of joining the new Green Business Program. We have also completed three successful Green Business Lunch & Learns with sold-out attendance (~30 attendees).

At this stage, we are working to create official branding for the program and to create a website that will house all information pertaining to the Green Business program and upcoming sessions. We expect these updates will be live in Spring of 2024.

### Tips for other destinations

*Your suggestions or recommendations for other destinations facing the same issues or implementing similar solutions*

We have learned that when working with small, local businesses it's important to recognize they often don't have the time or staff to devote to a time-intensive Green Business Program. Because of this, we think it's important to think critically about program requirements and to tailor the support we provide to businesses to streamlining the program wherever possible.

### Recognitions and Additional references

*Recognitions and awards the Good Practice received and supporting evidence.*

Intermountain Sustainability Summit Collaboration Award





Current website: <https://recycleutah.org/green-business-program/>

Green Business program checklist:

<https://docs.google.com/document/d/1pYK5mG5EmhstMNLZOJXfUg9LA6-aUzmH/edit>

Program helpful resource:

<https://drive.google.com/drive/folders/1egKfWX9Bm3pheiVgijUbl-LnsFT-uYDu>

