

DRAFT
Lowell Green Restaurant Certification Process
June 2011

To get certified by the Lowell Green Restaurant Certification Program, restaurants need to follow a couple of simple steps:

How to Become a Lowell Green Restaurant:

1. Contact the Green Certification Coordinator to express interest
2. When ready to apply, submit the [enrollment form](#) and completed [checklist](#)
3. Upon completion of the enrollment form and checklist, schedule a site visit with the Green Certification Coordinator
4. Once successfully cleared by the Green Certification Coordinator, Lowell Green Restaurant Certification recognition will be awarded

How to Maintain Your Certification:

1. Continue to implement items on the checklist
2. After Year 2, complete an assessment to verify that the Lowell Green Restaurant standards are being met.
3. Work with the Green Certification Coordinator to identify additional green initiatives that can be undertaken.

What is the goal of the Lowell Green Restaurant Certification Program?

The aim of certification is to assess a restaurant based on the green initiatives they have implemented to reduce energy use, conserve water, recycle or reuse products to keep them out of the waste stream, eliminate harmful toxins from our air and water, and overall, to reduce their carbon footprint.

What are the (potential) benefits of becoming a *Lowell Green Restaurant*?

1. Certified restaurants can show off their “green-mindedness” with [window stickers](#).
2. Post Lowell Green Certification logos on websites or marketing material
3. Listing in our [Green Restaurant Directory](#).
4. Energy/money savings
5. Increase in business
6. Promotion – websites and promotional materials
7. Mentoring from fellow restaurants
8. Networking – learn best practices from your peers
9. Become more Sustainable
10. Access to Energy and Sustainability resources
11. More buying power

How is a Lowell Green Restaurant identified?

Lowell Green Restaurants can proudly display “Lowell Green Restaurant” window stickers upon successfully completing the [steps above](#). They can also use this logo on their website and marketing materials. Additionally, in the future, patrons will be able to search for Green Restaurants in Lowell, and region-wide.

How long does it take?

Restaurateurs can expect to spend about 4-6 hours to complete the checklist and overall certification process. Some preparatory work is required by the restaurant in order to assemble evidence for initiatives completed in the checklist. The verification visit with the Green Certification Coordinator will probably take about an hour.

Who runs the Green Restaurant Certification Verification?

The verification is overseen by _____. *Include details about who they are and how they were involved. What are their credentials?*

What's on the checklist and how are restaurants assessed?

The checklist includes five General Practices and _____ Green Initiatives broken down into five categories. The General Practices, which must be met by all Green Certified Restaurants, include:

1. Track water and energy usage and solid waste generation.
2. Adopt a written environmentally preferable (or green) purchasing policy.
3. Establish a 'green team' that can help guide efforts to green your business.
4. Inform your customers about your efforts as part of the Lowell Green Restaurant Program.
5. Assist at least one other business in learning about the Green Restaurant Program and encourage them to enroll.

Restaurants must then accomplish three (3) of the initiatives in each of the five (5) categories below (so at least 15 initiatives):

1. Reduce, Reuse, Recycle
2. Energy Conservation
3. Water Conservation
4. Pollution Prevention
5. Reduce Your Carbon Footprint

Check out the [Checklist](#) to get a full overview.

How do you weight checklist initiatives?

No one category is more important than another. Certification requires that a restaurant achieve at least three (3) of the initiatives in each of the five (5) categories and adhere to the [General Practices](#) in order to achieve certification.

What kind of evidence is required for recertification?

Evidence could be in the form of energy/water bills, invoices, and contracts with suppliers to recertify that the restaurant is in good standing with maintaining the 5 [General Practices](#) and 15 (or more) green initiatives stated in the initial checklist. A site inspection will be conducted to verify in-house practices. The onus is on the restaurants to continue with the practices during the two years of certification.

Do you offer advice or guidance before or during the certification process?

Yes – we want you to be a successful restaurant! This program is not only beneficial for you but it boosts the local economy by having more green restaurants and helps the City achieve its sustainability goals.

In addition to advice and guidance, we also offer a mentoring program through volunteer efforts of certified green restaurants. This provides further direction and expertise and could include ideas on waste management, help with an energy audit or carbon footprinting, or a long-term strategy for energy conservation and efficiency.

Is the Lowell Green Restaurant Certification Program open to independent and chains alike?

Absolutely! The Program is open to all restaurants in Lowell. We encourage any restaurants interested in “saving green” and “being green” to participate.