

# ASHEVILLE WORKPLACE CHALLENGE

Green



# Asheville Work Place Challenge

The City of Asheville & the Asheville Area Chamber of Commerce partnered to create the Asheville Workplace Challenge (AWC) program.

- AWC was launched in April (2016) to coincide with Earth Day
- First phase of the AWC is the Green Challenge, which focuses on areas of “green” sustainability such as energy, transportation, water, and waste



- Challenge will close March (2017)
- The end of the Green Challenge will be celebrated with an Awards Ceremony for participants

# What is the AWC?

- An online self-assessment tool that gives local businesses ways to save money and reduce their environmental impact
- The AWC tracks a company's progress and provides resources to guide them through their sustainability journey
- A friendly benchmarking mechanism for workplaces to see how they “measure up”
- An opportunity for workplaces to get recognition for their sustainability efforts



# Who Can Participate?

- The Challenge is open to all businesses and organizations throughout WNC
- No business is too big or too small to join!
- Award winners must be located in Buncombe County



# How Do Businesses Participate?

- To participate, businesses go online to register and complete a survey assessing energy and water use, transportation, and waste
- The survey provides a baseline for the business to work from
- Throughout the Challenge businesses are encouraged to try to improve their baseline Green Score
- COA and the Chamber will provide support to businesses along the way
- At the end of the Challenge participants will be invited to an awards ceremony where they will get recognition and have chance to win awards and prizes



# What is the Website?

The website can be accessed through:

[www.ashevillenc.gov/green](http://www.ashevillenc.gov/green)



Or by visiting: [asheville.municipalchallenge.com](http://asheville.municipalchallenge.com)