

REIMAGINING A SUSTAINABLE BUSINESS PROGRAM: VISION

CORE VALUES AND BELIEFS

1. We are seen as an essential resource to business success and community vitality, incorporating metrics beyond environmental sustainability to include social and economic aspects.
2. We believe that businesses should have a hub of resources to provide support through transitions, mentorship, and policy awareness, both at a local and federal level.
3. We are a program that acknowledges and respects the busy lives of business owners by being accessible and easy for all to participate, regardless of race, ethnicity, and other inherent identities.
4. We believe Fort Collins can be a leader in determining, communicating, and accomplishing sustainability goals which have a rippling effect across the state.
5. We believe businesses have the best insight into how the program should be designed, led, and managed.
6. We believe sustainability-focused businesses should be meaningfully recognized in a way that adds value to their business
7. We believe that tackling climate change at a City-wide level is a collective effort, requiring us to secure business buy-in and leverage community resources.
8. We believe this program should attract sustainability-minded consumers to give businesses a competitive advantage.
9. We believe in creating an intentional business community where businesses mentor, motivate, and learn together.
10. We believe businesses should have access to funding opportunities to achieve their sustainability priorities.

PURPOSE

To inspire, connect, and support all Fort Collins businesses in taking equitable climate action.

MISSION

To be the essential resource in empowering Fort Collins businesses to climate action.