



**going green
& going smart**

Overview

The **Going Green & Going Smart Program** is a free, community-based, online small business education and training program that helps small business owners in Arizona gain the right tools to save money and energy for a cleaner, greener community.

Program Highlights

- The program goal is to educate at least 1,000 businesses across the state.
- The program is scheduled to launch on Wednesday, March 31, 2021.
- Going Green represents a collaborative effort between APS and other internal and external organizations.
- Participants will complete a 1-hour, self-paced, online training course consisting of six modules and receive a Going Green certificate at the completion of the course.
- Participants can also access 1-hour [Expert Sessions](#) available as part of the Going Green & Going Smart content library, in addition to the resources offered in the self-paced online training course.
- The curriculum was designed by Compass CBS – an expert in small business training and development.
- The program is accessible at <http://greenbizaz.com/> and is offered in English only at this time.

Program Outreach

- The program will be promoted by our contributors and partners throughout Arizona.
- Promotional channels include social (both organic and paid), earned media and email.

Curriculum Details

The online, on-demand training program consists of five modules and can be completed in less than one hour. Participants will receive a Going Green & Going Smart certificate at the completion of the on-demand program.

Module 1: How Sustainable Practices Are Good for Business

Module 2: How to Create Your Sustainability Plan

Module 3: How to Conduct an Energy Audit & Transform Your Small Business

Module 4: How to Develop Your Green Marketing Plan to Attract More Business

Module 5: Discover Additional Resources & Insights

Upcoming Expert Sessions:

- **March 31, 2021:** How Small Businesses Can Improve Energy Efficiency with Smart Devices Before the Summer Peak Season
- **May 26, 2021:** How Small Businesses Can Conserve Our Most Precious Resource in Arizona
- **July 28, 2021:** How Small Businesses Can Change Their Relationship With Plastics and Reduce Their Carbon Footprint
- **September 29, 2021:** Zero Waste Strategies Every Small Business Needs to Know
- **December 15, 2021:** How Renewable & Carbon-Free Energy Will Benefit Small Business Owners

