

Main Street Goes Green

Learn. Green. Go.

GREEN BUSINESS IMPLEMENTATION GUIDE FOR HEALTH AND FITNESS

Inspired by OsteoStrong Mar Vista's Sustainability Success



INTRODUCTION

Sustainability is more than a business trend — it's a long-term commitment to people, the planet, and purpose. At OsteoStrong Mar Vista, founder Sarah Glicken integrated green practices into her business from day one, **proving that it's possible to build a wellness center that nurtures both clients and the Earth.**

Whether you're a new entrepreneur or a seasoned business owner, this guide offers practical steps to help you implement sustainable operations that make an impact — without overwhelming your time or budget.



STEP 1

SET YOUR VISION AND GREEN GOALS

Start with your values. What kind of business do you want to run — and what kind of world do you want it to support?

Sarah's Goals:

- Eliminate toxic cleaning products.
- Operate with minimal paper waste.
- Conserve energy and water.
- Build a values-aligned, inclusive workplace.
- Lead by example in her community.

Set SMART Goals

(Specific, Measurable, Achievable, Relevant, Time-bound)

Example: Go paperless for all client intake and assessment forms within the first month of operations.



STEP 2

WASTE REDUCTION AND RECYCLING

One of Sarah's first actions was to run a nearly paper-free business. She digitized all client documentation and introduced building-wide recycling.

Action Steps:

- Go digital with forms, waivers, and intake documents.
- Work with your landlord or local waste provider to set up recycling.
- Replace disposable cleaning tools with reusable rags and cloths.
- Educate staff on what goes in which bin.



Pro Tip: Start Small

Don't wait for permission — Sarah successfully initiated recycling for her entire mixed-use building by coordinating with her landlord and the Green Business Network.



STEP 3

CONSERVE WATER AND REDUCE PLASTIC

With no food service, Sarah didn't need composting, but she still eliminated single-use plastics and reduced her water usage.

Quick Wins:

- Install low-flow toilets and faucets.
- Use refillable water dispensers instead of plastic bottles.
- Offer reusable cups or encourage customers to bring their own.
- Partner with water-conscious vendors.



STEP 4

IMPROVE ENERGY EFFICIENCY

Energy-saving upgrades don't have to be expensive.

What Worked for OsteoStrong Mar Vista:

- Motion-sensor lights in bathrooms and offices.
- Smart HVAC system that powers down after hours.
- Choosing efficient equipment whenever possible.



STEP 5

USE GREEN PRODUCTS WITH PURPOSE

Everything at OsteoStrong — from toilet paper to retail — is chosen with intention.

Tips for Smart Product Swaps:

- Source non-toxic, plant-based cleaning supplies from zero-waste brands like Grove.
- Choose bamboo toilet paper or bulk household goods.
- Vet your vendors: look for ethics, transparency, and environmental certifications.
- Sell products from companies that match your sustainability values.



STEP 6

EDUCATE AND EMPOWER YOUR TEAM

For Sarah, sustainability is also about people. She mentors her young and diverse staff in both workplace skills and conscious living.

Ideas to Try:

- Host short staff talks about sustainability basics.
- Explain why you're using specific practices — and get buy-in.
- Encourage feedback and share wins together.
- Prioritize inclusive, ethical hiring practices.





STEP 7

TRACK PROGRESS AND CELEBRATE YOUR IMPACT

Sarah didn't use fancy dashboards — she followed the Green Business Program's checklist and kept visual reminders around the space.

Ideas for Recognition:

- Display certification seals (like "Certified Green Business") in your store window.
- Post about milestones on social media or in newsletters.
- Celebrate team contributions to sustainability.
- Submit your efforts for local sustainability awards.

Two Big Wins from OsteoStrong Mar Vista



95% reduction in paper use through fully digital operations



Recycling introduced to the entire building at Sarah's request

4 Practical Implementation Tips

- 1 Start with your non-negotiables**
Know what matters most and implement those changes first.
- 2 Make it easy for others**
When asking your landlord or team to get on board, provide clear steps or resources.
- 3 Use what's already available:**
Tap into programs like your city's Green Business Network.
- 4 Stay consistent**
Even when it takes more time (like washing cups), stick with your values — it sets the tone for your business.

Summary: Implementation Checklist

Action	Completed
Conduct sustainability audit	<input type="checkbox"/>
Set SMART goals	<input type="checkbox"/>
Launch recycling program	<input type="checkbox"/>
Install water-saving devices	<input type="checkbox"/>
Upgrade to energy-efficient lighting	<input type="checkbox"/>
Go paperless	<input type="checkbox"/>
Switch to non-toxic cleaning supplies	<input type="checkbox"/>
Train staff on sustainability	<input type="checkbox"/>
Track and celebrate impact	<input type="checkbox"/>

FINAL WORDS: BUILD WHAT YOU BELIEVE IN

Sarah Glicken didn't "go green" after building her business — she built it green from the ground up. If you're just getting started, there's no better time to align your operations with your values. And if you're already running a business, it's never too late to start.

