

1. Business Description

Please tell us about your business. We are seeking locally focused, socially and environmentally responsible business. All answers will be treated as confidential.

1. What is the name of your business?

2. What industry is your business in?

Business and Professional Services (banks, real estate, etc.)

Education (daycare, adult education, etc.)

Food, Drink and Entertainment (cafe, grocery, restaurant)

Health, Fitness and Beauty (health care, pharmacy, health club)

Home and Auto (auto repair, home furnishings)

Retail (apparel, books and music, florist, gifts)

Other (please specify)

3. What is the mission or purpose of the business?

4. How long have you been in business?

5. What is the ownership structure of your business?

Sole proprietorship

Partnership

Limited partnership

Limited liability corporation (LLC)

Corporation

Franchise

Non-profit corporation

Cooperative

2. Customer Profile

Please help us understand your customer.

1. How many customers do you have?

2. Do you know where your customers live?

Yes

No

3. Do you capture and analyze customer purchase information?

Yes

No

If yes (please describe)

4. Do you have a way to monitor customer satisfaction and feedback?

Yes

No

If yes (please describe)

3. Products and Services

Please tell us about what you offer.

1. What products and services do you offer?

2. Are any products you offer:

- Locally made
- Organic
- Fair-trade
- Sweatshop free
- Union label
- Made by certified or rated manufacturers
- Other (please specify)

3. What locality best describes where you source (obtain) your products from?

- Neighborhood vendor/supplier
- Local vendors/suppliers
- Regional vendors/suppliers in Puget Sound
- There are no local or regional vendors/suppliers
- National vendors/suppliers
- International vendors/suppliers

Other (please specify)

4. How do you prioritize these product lifecycle design and production practices:

	High	Medium	Low	Learn More
Sourcing of raw materials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Designing products to reduce environmental impact	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Efficient product transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product safety policy and management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Marketing, Customer Rewards, and Incentives

Please advise us of marketing activities you engage in to reach new customers and build customer loyalty.

1. What marketing and promotional strategies do you use?

	Doing Now	Never Tried It	Tried and Stopped	Learn More
Radio or TV commercials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Print newspapers and magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Co-operative advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Listings in directories	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Search engines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brochures and catalogs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer advocacy and referrals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other (please specify)

2. Do you offer incentives and rewards?

	Doing Now	Never Tried It	Tried It and Stopped	Learn More
Discount coupons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Periodic sales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Punch cards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gift cards/certificates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Freebies and samples	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Referral program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other (please describe)

3. Do you participate in co-marketing programs?

	Doing Now	Never Tried	Tried and Stopped	Learn More
Local chamber of commerce	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community events (e.g. artwalk)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trade associations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coalition program and alliances	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cause-related programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Employment Practices

Please describe your practices for creating meaningful employment.

1. How do you prioritize these employment practices:

	High	Medium	Low	Learn More
Offer competitive wages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offer overtime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supply health insurance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide career development opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Policy for equality and diversity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Job security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Emphasize teamwork and autonomy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offer family-friendly programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide a healthy and safe environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please describe)

2. Do you have a way to monitor and report on employment practices performance?

Yes

No

If yes (please describe)

6. Community Participation

Please tell us about the ways you support social and environmental efforts and contribute to the community.

1. Is there a policy regarding community participation?

Yes

No

2. Do you make charitable contributions?

	Doing Now	Never Tried	Tried and Stopped	Learn More
Cash donations to schools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cash donations to not for profits including sponsorships	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Matching funds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Goods donated e.g. merchandise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employee hours donated as community service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Event participation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)				

3. Do you have space in your store or publications for community news?

Window posters

Bulletin board

Point of Sale

Newsletter

Other (please specify)

4. Do you have a way to monitor and report to the community?

Yes

No

If yes (please describe)

7. Environmental Management

Please tell us about your environmental management practices.

1. How do you prioritize these environmental practices:

	High	Medium	Low	Want to Learn
Conserve resources	jn	jn	jn	jn
Use energy efficiently	jn	jn	jn	jn
Reduce solid waste	jn	jn	jn	jn
Recycle all recyclable materials	jn	jn	jn	jn
Compost waste	jn	jn	jn	jn
Use non-toxic materials	jn	jn	jn	jn
Do not pollute water and air	jn	jn	jn	jn
Conserve water	jn	jn	jn	jn
Provide safety and health	jn	jn	jn	jn
Green our company fleet	jn	jn	jn	jn

Other (please specify)

2. Do you have a way to monitor and report on your performance?

Yes

No

If yes (please describe)