



PARTNERSHIP GUIDELINES – Commercial Properties

1. **To become a Partner**, a commercial property must complete the Zero Waste Partnership form and specify that it has completed at least Action Item #1 on the list of Zero Waste Actions. If the property receives private or City waste collection services, coordinated separately from other building tenants (if applicable), the property owner or manager must also submit the yearly Commercial Waste Report to become a Partner at any tier.
2. **Partner Incentives:** Partners, at any tier, will receive or are eligible for certain incentives. At this time, incentives do not change based on one's Partnership tier. The incentives are:
 - a. **An exclusive marketing package provided by the City's Zero Waste and Litter Cabinet.** The marketing package is delivered digitally upon review of the commercial property's first Zero Waste Partnership form. It will include the following: a digital decal signifying the property's official Partnership status/tier, which may be posted in the Partner's online publications; a digital Partnership Certificate signifying the property's official Partnership status/tier, which can be printed and posted on-site with other City certifications; a list of helpful resources; and any additional materials as they are created (new materials will be sent to existing Partners as they are created). Partners will receive a printed window decal signifying their Partnership status/tier, which can be hung in the front window of the property.
 - b. **Eligibility for Philadelphia's Sustainable Business Tax Credit.** By becoming a Partner, commercial properties gain necessary criteria to apply for the Sustainable Business Tax Credit, administered by the City of Philadelphia Department of Revenue and Office of Sustainability. The applicant should choose Option 2 when filing the Tax Credit form (which can be found at: <https://www.phila.gov/documents/sustainable-business-tax-credit/>). The applicant should describe their Zero Waste Partnership status on the form, including their Partnership tier, Zero Waste Actions and waste diversion rate accomplished, and any additional Zero Waste goals or efforts. Applications are accepted through April 15 of the year that follows the tax year for which the credit is applied. As an example, if your business met the eligibility criteria for tax year 2017 and you wanted to apply the credit against your Business Income and Receipts Tax

(BIRT) liability for 2017, you must submit your application no later than April 15, 2018.

- c. **Recognition in the City's Zero Waste marketing publications and websites.** Partners will be added to an online directory of all Zero Waste Partners across Philadelphia on a City-hosted website. The site will show the Partners' statuses and locations. Recognition of Partners should not be construed to mean that the City of Philadelphia prefers or favors Partner businesses or organizations in any way or recommends patronage or tenancy at these properties over non-partner properties. Recognition, whether in the form of a directory, blog, or social media post by the City of Philadelphia, serves to promote the Zero Waste Partnership Program rather than specific Partners.
3. **To become a Silver-tier Partner**, a commercial property must complete the Zero Waste Partnership form and specify that it has completed Action Item #1 and any 6 additional Items (total of 7 actions), and it must achieve a waste diversion rate of 70% or greater.
4. **To become a Gold-tier Partner**, a commercial property must complete the Zero Waste Partnership form and specify that it has completed Action Item #1 and any 8 additional Items (total of 9 actions), and it must achieve a waste diversion rate of 90% or greater.
5. **To maintain Partnership status**, the property must complete the form every month by the final day of the month, reporting its waste diversion rate and Zero Waste Actions for the previous month (i.e. the property will report January's waste diversion rate in February).
6. **To maintain Partnership status at Silver or Gold tiers:**
 - a. Partner must maintain a specified waste diversion rate and number of Zero Waste Actions for the majority of any 6-month period. The 6-month period consists of the current reporting month and the previous 5 months. The Waste diversion rate in any given month must be greater than 50%, and Actions completed must be greater than 5 (i.e. at least half of waste is diverted and at least half of the Zero Waste Actions are completed). *Example:* A Gold Partner must maintain 90% waste diversion and 9/10 Actions for 4 out of 6 months in any period. So, waste diversion may fall below 90% (but no less than 50%) for any 2 months within a 6-month period.
 - b. If a Silver- or Gold-tier Partner fails to meet these requirements within the 6-month period, their official Partnership Status will revert to the tier qualified by the most recently submitted form.
7. **Defaulting on submissions:**
 - a. The form for any month must be submitted by the last day of the following month (for example, submit a form for December by January 31). Partners will receive a reminder via email. If the Partner does not submit a form for 2 consecutive months, they will receive a warning via email. If a Partner defaults for 3 consecutive months, they will lose their Partnership Status (at any tier); the property can reapply for Partnership at any time. While the Partner is in default, they must remove their Partnership decal and certificate from public view, as well as designation of their Partnership Status in publications or online (if applicable).