



GREEN BUSINESS PROPOSAL

Big Box Karaoke

INTRODUCTION

Who is Big Box?

- A private suite karaoke bar & restaurant
- Already green business certified

What are they doing already?

- Digital receipts for all transactions
- Local food & drink sourcing
- Participation in community events
- Committed to reduce single-use waste

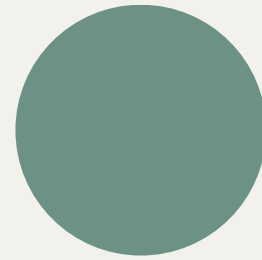


BEYOND THE BUSINESS

- Women owned
- Minority owned
- Funder of the Fayetteville Public Library
- Community participant
- Sponsor of local school events
- Festival attendee
- Host of festivals



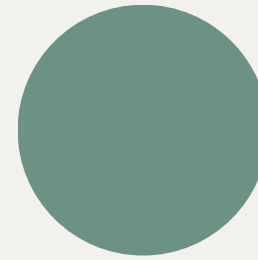
ENVIRONMENTAL IMPACT



Recycle #1 and #2 plastic?

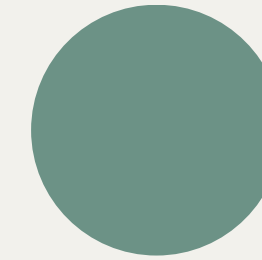
Not cans anymore - issues with them blowing away and the city not picking them up

required



Compost food waste?

Yes, through curbside



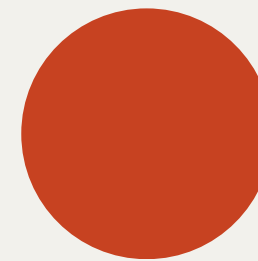
Customer email/text confirmations system?

Yes



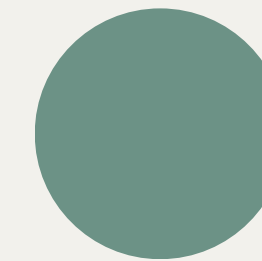
Reduce single use bags?

N/A



Employee sustainability training?

No, there is training to do current practices at the business but nothing further



Environmentally friendly cleaning supplies?

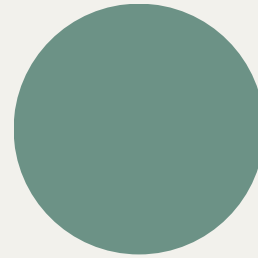
Yes

ENVIRONMENTAL IMPACT



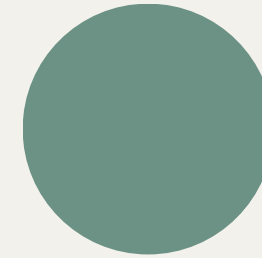
Air Dryers?

No



Bike rack outside?

Yes, the city has bike parking on the street. They used to have their own bike rack but cars kept hitting it



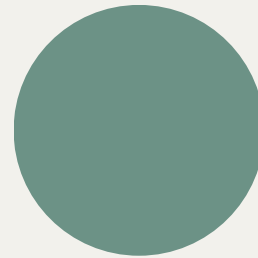
LED Lightbulbs?

Yes



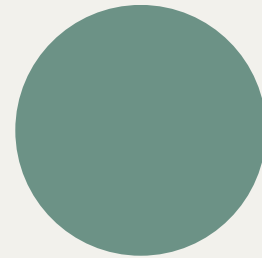
**Plastic silverware/straws only
by request?**

No



**Certified Compostable
Containers?**

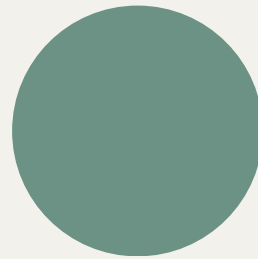
Yes



Additional Business Practices

Recycle batteries
Recycle old TVs/electronics by
taking them to Free Geek

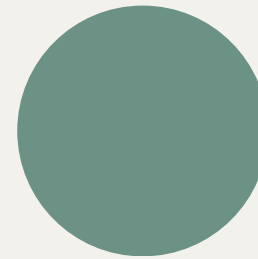
SOCIAL IMPACT



Zero-tolerance policy for discrimination/harassment?

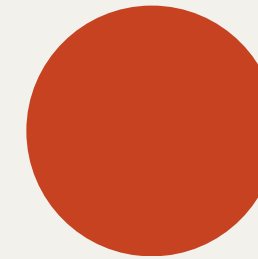
Yes, written in employee handbook and policies

required



Formalized inclusive recruitment/hiring practices?

Yes, through curbside



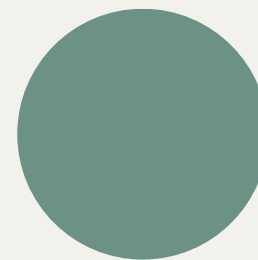
Unconscious bias employee training?

No. BBK has had discussions about properly training people but no system in place.



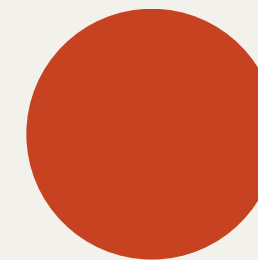
Employee PTO to volunteer?
Volunteer as a business?

No



Feature/focus on locally sourced materials?

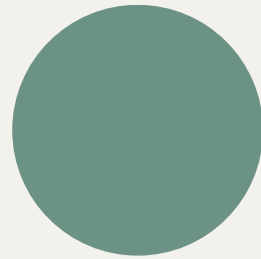
Yes, they have spent \$400,000 over the last seven years with local companies



Formal donation commitment?

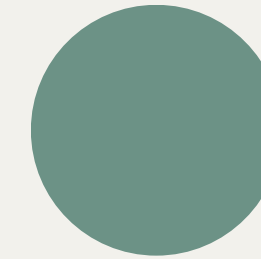
No formalized commitment, but have donated \$40,000 to local initiatives over the last seven years, largely to the FPL

SOCIAL IMPACT



Participate in any local NWA annual events?

Yes. Sundays on the Square and local parades like the Lighting of the Square.



Engaging in NWA community or promoting inclusivity, belonging, and social well being?

Yes

- Hosted Chamber of Commerce event
- Women & minority owned business (part of Minority Owner Business Association)
- Hosted Hispanic heritage events

FEEDBACK FROM BBK

- Big Box Karaoke had participated with the long version of the GBG in the past
- Found the short version to be more manageable
- Did not provide any additional feedback



ACTION ITEMS TO EXCLUDE OR EXPAND



Bike Rack

A bike rack is not a direct indicator of social impact. While businesses may install a bike rack, that does not guarantee it will actually be in use or that carbon emissions will be reduced.



Asking How?

By asking how the company is achieving these action items, impact will be better understood.

Ex: How are they reducing their use of single use bags in different businesses and allow opportunity to explain practices



Multiple Choice Options

For the action item asking if the business recycles multiple materials, we found it may be helpful to have businesses select which items they recycle and receive partial points depending on the items recycled.

Ex: BBK recycles all #1 and #2 plastics, but not aluminum cans

ACTION ITEMS TO KEEP



Composting Food Waste

Due to the nature of BBK, with both serving food and hosting parties, a lot goes to waste.

Composting ensures no unnecessary waste, whether it is their kimchi tots or the rest of a birthday cake.



Virtual Receipts

The increasing use of technology in businesses have allowed ones that choose to invest in digital systems reducing the need for paper receipts or conformations. It also allows for easier tracking and communication between the business and consumer.



LED Lights

The use of LED lights has been shown to be more energy efficient, saving the business on energy costs and the environment on emissions and toxic waste

OUR RECOMMENDATIONS

Change the Wording

We found that some of the wording on the GBG could come across as judgmental. Ex: change the wording from “no” to “not yet” ; change the name of the GBG to “Community Impact Playbook”

Third Party Audit

The GBG is currently self reported, however to reduce greenwashing, we believe there needs to be outside verification.

Build Excitement

We suggest building excitement by giving out certification stickers to put on the business, creating a directory that publicizes accomplishments, and providing additional networking opportunities with other GBG businesses.

Display related SDGs for each action item

This will allow businesses to see that they are not only promoting sustainability in the City of Fayetteville, but also contributing to universal sustainability goals created by the UN.

IDEAS FOR THE CITY OF FAYETTEVILLE

GBG Directory

The city should create a directory, both online and physical, that gets mailed out monthly to locals. This directory will contain information about all the businesses that passed the GBG.

Sticker of Verification

A sticker, similar to the B Corp Certified logo, that businesses can put on their doors indicating they passed the GBG.

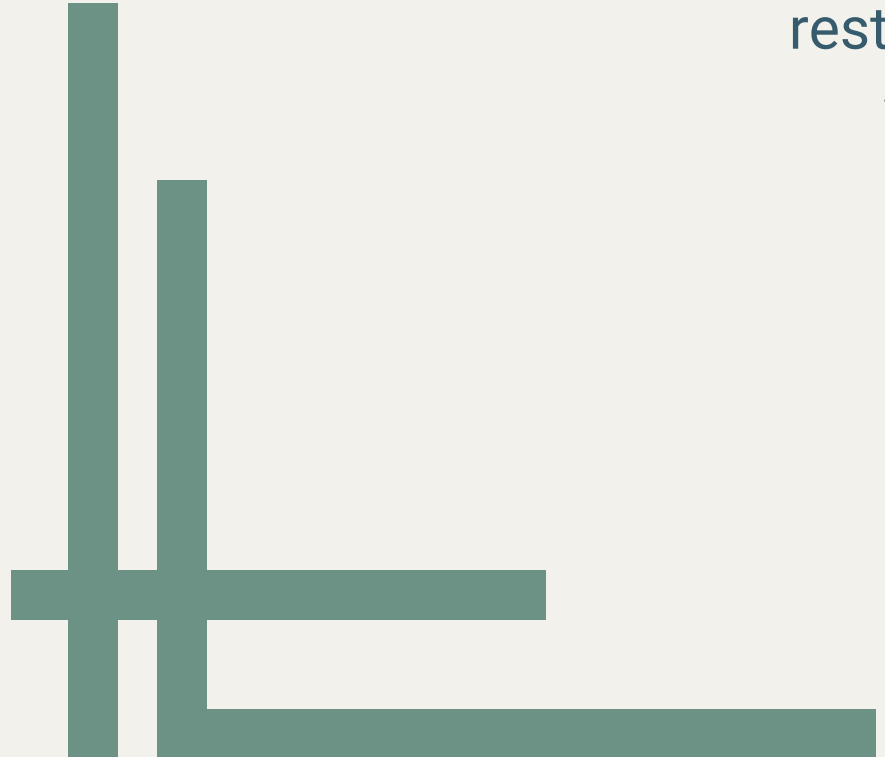
Biannual Trainings

Biannual trainings for all businesses participating in the GBG should be held in order to help assist them, answer questions and make the process easier.



AI GENERATED REPORT

Big Box Karaoke (BBK) is a locally owned, private-suite karaoke bar and restaurant. The business is already Green Business Certified and operates with a clear commitment to sustainability and social responsibility.



RECOMMENDATION REPORT

Recommendations for BBK

1. “Sing for a Cause” Night

What: Dedicate one night per month to a local nonprofit. Donate a portion of proceeds and invite the org to speak or perform.

Why it matters: Boosts visibility for local causes and positions BBK as a community-driven entertainment space.

2. Sustainable Merch & Cups

What: Launch branded reusable cups or aluminum drinkware and offer a discount for re-use.

Why it matters: Reduces single-use waste and spreads BBK’s brand through eco-conscious merchandise.

3. Green Room Certification

What: Certify each karaoke room as “Green Room Approved” by meeting energy and waste standards (e.g., LED lights, no single-use plastics).

Why it matters: Makes sustainability visible to customers and can be gamified or promoted online.

Recommendation for the GBG:

Explain the benefit of each action item

Include a short line of why the action item is important and how it can benefit the company in the long run

Examples: “Do you feature or focus on locally or regionally made products?” adding- “Supporting local suppliers reduces transportation emissions, strengthens the regional economy, and deepens your local impact”

“Do you offer your employees paid time off to volunteer?” adding - “This encourages a culture of service, improves employee morale, and strengthens relationships with the local community.”

Pro Tips for each section

Short, practical suggestions added under each guideline to help businesses take action

Example: “Switch to LED bulbs in all common areas.”
Makes the guide more practical.

INTERPRETING AI FINDINGS

Merits



- Builds strong community relationships and local visibility.
- Encourages repeat attendance by giving customers a purpose behind their visit.
- Reduces waste and environmental footprint significantly.
- Serves as a walking advertisement for BBK and reinforces brand values.
- Makes BBK's sustainability efforts visible and measurable.
- Creates a unique marketing hook ("Green Room Approved") that could attract eco-conscious customers.
- Explaining the benefit of each action item in the GBG could encourage businesses to complete those items and overall increase awareness of sustainable practices

Limitations



- Revenue may be reduced on nonprofit nights unless carefully budgeted.
- Requires coordination with local organizations, which may demand additional staffing or time.
- Upfront cost to produce reusable merchandise.
- Customers may not reuse items consistently as behavioral change is not guaranteed.
- Might seem performative if not backed by transparent standards.



THANK YOU
QUESTIONS?