

The Value of Sustainability Certification

Achieving certification in the Sustainable Communities Program (SCP) is a significant accomplishment. Communities must meet minimum standards set forth by Audubon International in a comprehensive set of focus areas and demonstrate a long term, community-led commitment to sustainable practices. Focus areas listed below.

Communities designated as Audubon International Certified Sustainable Communities demonstrate their environmental leadership in creating a sustainable future. Community residents and leaders can take pride in knowing that the community provides wildlife habitat and is environmentally responsible while also being a healthy and vibrant place to live, work, and play.

By managing the community with a high degree of environmental quality, certified communities provide economic vitality, green space for people and wildlife, improved quality of life, and help to conserve resources for future generations.



Recreation and a healthy environment go hand in hand for communities enrolled in the Sustainable Communities Program.

Photo: Hammock Dunes, Florida

Audubon International Certified Sustainable Communities:

- Engage residents in creating and implementing a sustainability action plan that reflects local challenges and opportunities
- Demonstrate leadership among communities for their environmentally-responsible management practices
- Show a strong commitment to long-term environmental, social, and economic sustainability
- Provide valuable green space for people and wildlife
- Conserve natural resources for future generations
- Serve as demonstration sites to educate the public about environmental stewardship and the benefits of nature

FOCUS AREAS

Agriculture
Economic Development and Tourism
Education
Environmental Issues
Governance
Housing
Open Space and Land Use
Planning, Zoning, Building/Development
Population
Public Safety and Emergency
Management
Recreation
Resource Use
Transportation
Volunteerism and Civic Engagement

Proven Value for Communities

Becoming involved in the SCP has proven economic and environmental benefits:

- **Image and Reputation**— Proven environmental performance can help a community differentiate itself as a great place to visit, do business, and buy a home in a crowded market. By improving public relations, economic development and marketing opportunities, certification adds value.
- **Community Pride**— Enhancing nature in your community enriches residents experience of daily life. Surveys show that residents in green communities are healthier.
- **Measurable Performance**— An effective community sustainability program can result in increased property values and business investment and reduced costs for energy, water, pesticides, and fertilizers.
- **Tailored Assistance**— This science-based, three stage process guides your community through a customized journey to ensure that local needs, priorities, and challenges are addressed. Along the way, Audubon International provides guidance, tools, and technical assistance with planning, taking action, and sharing your success.
- **Improved Efficiency**— Centralizing all of the projects and resources in your community facilitates coordination among diverse partners. Environmentally-sensitive management reduces risk of natural hazards, cuts down on waste, and promotes efficient operations.
- **Environmental Quality**— Last, but certainly not least, participation in the program improves the quality of our land, water, and air, and helps to ensure your community thrives for future generations.

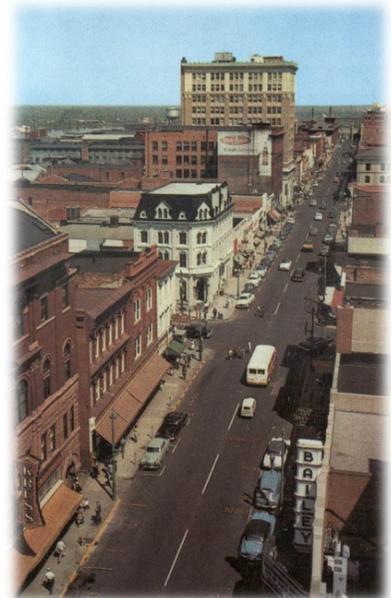
To register in the
Sustainable Communities Program,
visit us on the web at
www.auduboninternational.org
or call **(518) 767-9051, ext. 100**

Follow us on social media to learn what SCP members are doing:



“Audubon International and the Sustainable Communities Program has provided invaluable guidance, a useful framework for action, measurable goals, and third-party verification of our efforts to truly embrace sustainability as a core principle for our policies, plans, and practices.”

— Tommy Roberson, Mayor
Williamston, NC



From small towns and whole counties, to mountain resorts and planned residential communities, Audubon International works with communities of all types and sizes.