

STATEWIDE ENERGY EFFICIENCY COLLABORATIVE - FORUM



City of Huntington Beach

Sustainable Business Certification Program

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Sustainable Business

- Sustainable business, or green business, is an enterprise that has minimal negative impact on the global or local environment, community, society, or economy—a business that strives to meet the triple bottom line.



Program Background

- Began with a series of workshops in the Summer 2015

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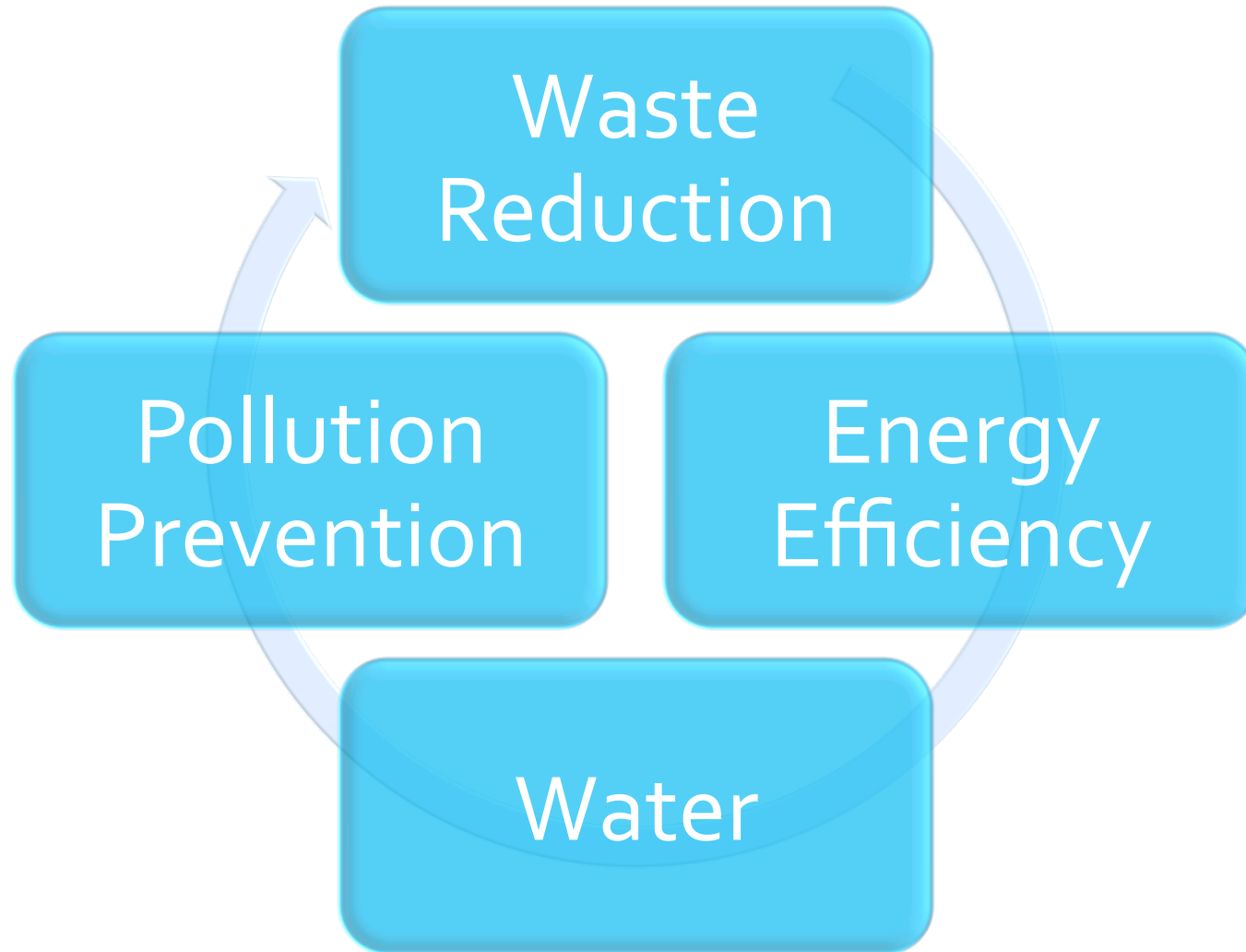
General Standards for All Businesses

REF #	COMPLIANCE CHECKS	REQUIREMENT	Y	N	X
1	Business has no significant health violations (Environmental Health Services)	Essential			
2	Business has met compliance with stormwater related requirements	Essential			
3	Business has achieved compliance with Fire Department regulations	Essential			
4	Provide ongoing incentives or trainings to encourage company participation	Essential			
5	Inform customers about SBCP efforts	Essential			
6	Adopt a written environmental policy statement	Essential			
7	Establish a “green team” that meets regularly to monitor/expand programs	Essential			
8	Provide 12 months of energy, gas, and water usage	Essential			
9	Attend 3 Chamber of Commerce’s Sustainable Surf Committee mtgs per year	Essential			

Target Sectors



Main Focus Areas



Certification Process

Become a Green Business in 4 Easy Steps

01

Get Started

First thing's first: Register here to tell us a little bit about your business.

[Get Started](#)

02

Fill Out Application

There is no obligation to finish this step all at once. You can save and continue at any time.

[My Application](#)

03

Evaluation

As we review your application and do onsite assessments, view your status to see where you are in the process.

[My Status](#)

04

Complete & Finish

When you become a Green Business, fill out your Company Profile so customers can find you.

[My Company Profile](#)

Why a Sustainable Business Certification Program

- Reduce operational costs
- Compliance with environmental regulations
- Competitive advantage
- Millennial Age Group – willing to pay more for sustainable products
- Another tool to help your business community
- Live up to corporate social responsibility and sustainability values



Challenges

Convincing businesses to devote their time to go through the certification process

In some instances increased costs

Misconceptions about sustainability

Funding



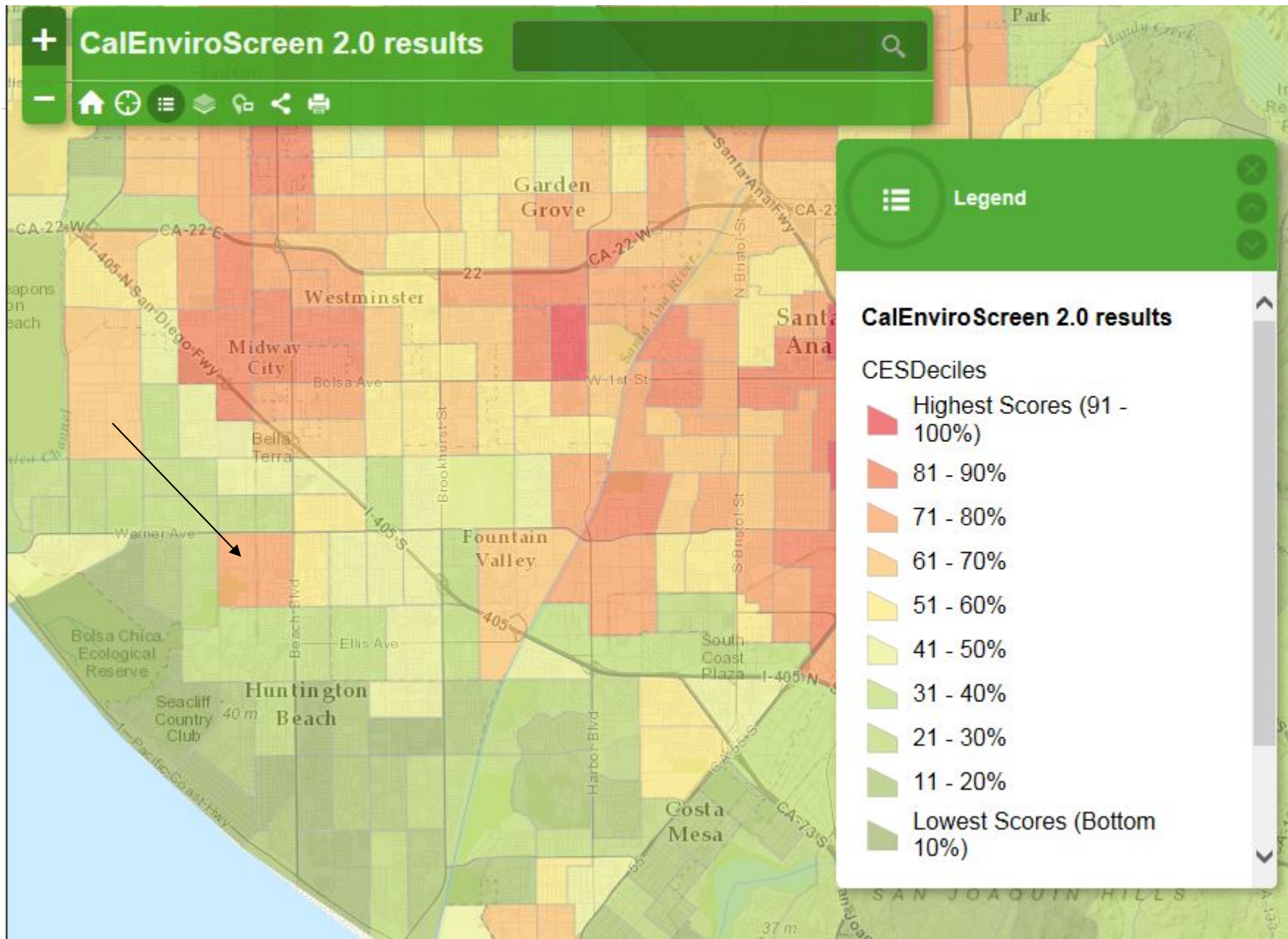
Disadvantaged Business Certification Program

- Oak View neighborhood – 10,000 residents in one square mile
- Oak View Renewal Partnership
- CIELO – Golden West College



CIELO | The Sky's the Limit





Integration of City Incentives

Recycling Market Development Zone

Business Advocate Program

Business Attraction and Retention Program



Questions?

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