

Engaging You to Engage Businesses

- Welcome and Why Engage Businesses?
- Kellie Carlson, Port of San Diego
- Marisa Creter, San Gabriel Valley Council of Governments
- Antonia Graham, City of Huntington Beach
- Table discussions: What would be the best way to overcome barriers, if money, time, and political support weren't an issue.
- Jo Fleming, California Green Business Network











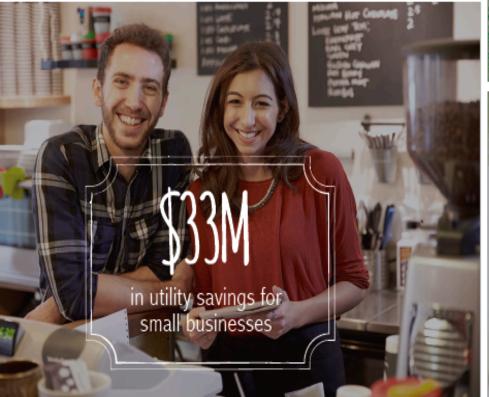
Why Engage Businesses?













WHY SMALL AND MEDIUM-SIZED BUSINESSES?



of State employers



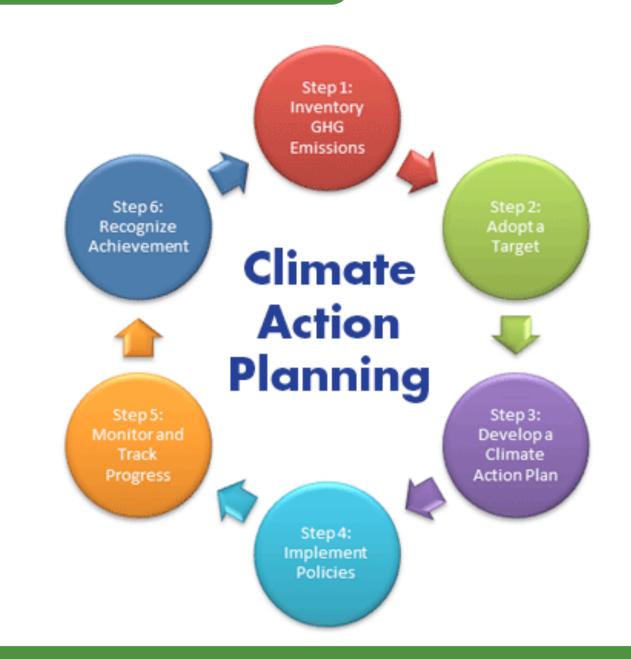
of the workforce





333,586,553 kWh savings from:

- Lighting retrofits
- Kitchen equipment upgrades (refrigeration, hoods, appliances, etc)
- HVAC
- Lighting Control/Behavior Changes
- Renewable Energy











The intangibles

- Integrated sustainability approach
- Engaging SMBs in sustainability goals
- Green Economy
- Green Communities and Jobs
- Protecting workers (custodians, cleaners, auto)
- Greening EJ communities
- Increasing accessibility (Spanish, Cantonese)







How to engage businesses?



You're Invited to Be Green & Save Green



Incentives



Kellie

Port of San Diego Green Business Network

Marisa

San Gabriel Valley Council of
Governments
Regional Green Business Program

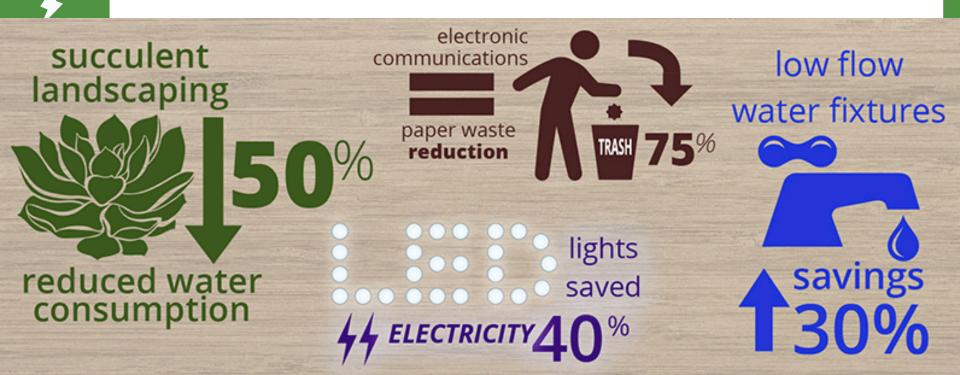
Antonia

City of Huntington Beach
Sustainable Business Certification
Program

Magic Wand Solutions

- Table Break outs
- One person to report
- 10 minutes to discuss
- 1 minute to present best idea from each table.





CALIFORNIA GREEN BUSINESS NETWORK MEMBERS

Find a Certified Green Business in Your Area at www.greenbusinessca.org

Our success

- 25 programs
- Over 3000 recognized businesses
- ~ 2000 interested businesses
- New programs in the Central Valley, Inland Empire, and Southern California





THE CALIFORNIA GREEN BUSINESS NETWORK



Verifies on-the-ground changes that have reduced 835,334 metric tons of GHG emissions



17% of business served are in disadvantaged communities



Helped business green their practices that save over \$33 Million in utility bills and rebates annually



150 million gallons of water saved per year and other environmental co-benefits



Serves over 50% of the state's population with 24 locally run programs



Secured legislative authorization as the state green business program model (AB 913, Feuer)



Leverages over \$13 million annually in local agency and utility funding to deliver the program and incentives



California Green Business Network

www.greenbusinessca.org

| 1995 | Sonoma Green (a compliance-plus program) start |
|------|--|
| | and paves the way for the GBP concept |

First robust and comprehensive GBP starts in Alameda County

Monterey Bay Area starts program, 1,000 businesses certified

6 2007 GBP now in all 9 SF Bay Area

First Southern California program launches

www.greenbusinessca.org launched to manage certifications and promote businesses

2010 2,000 businesses certified

Formalized as official State of California Program AB 913 (Feuer)

2013 Visioning Retreat transforms local network into highly functioning statewide program. Strategic Plan developed

City of Los Angeles launches program EPA to DACs in California

2015 First GBP launched in Central Valley

3,000 businesses served

EPA and 5 States pay CAGBP to help start database/programs nationally

2016 Launch the program in 5 new communities.

Projected 6,000 businesses certified



To mainstream green, we need to engage the 5% of businesses that are "early adopters", after which the "early majority" follows. With additional state and local investment, the California Green Business Program can achieve that, serving 20,000 small and medium businesses by 2040 and 40,000 businesses by 2050.

SMALL BUSINESSES = BIG IMPACT

Delivering our current level of assistance to 40,000 businesses results in a verifiable:







Staff login



HOME

FIND GREEN BUSINESSES

APPLY TO BE A GREEN BUSINESS

Start a program

Resources & FAQs

Green Tips

About Us

Contact Us

Look what we've achieved!

Click on the bars to find out how much we have saved:

Average Annual Business Savings

or

Annual Savings for all Businesses



Greenhouse Gas Emissions Saved

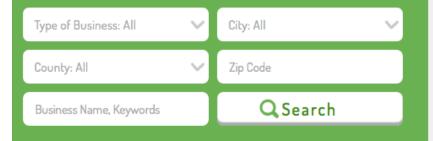
This year, the California Green Business Program has saved **822,677** metric tons of CO₂ with a total savings of **\$3,083,277**.

That's the equivalent of planting **43,583** acres of urban trees a year for ten years.



Find Green Businesses

Looking for efficient businesses that incorporate green practices and consciously conserve resources? Select from the criteria below to find specific Green businesses near you!



Apply to Be a Green Business

Grow with us! **Green** business is **smart** business. Find out how to incorporate green practices in to your own business and discover how to conserve resources and become more efficient.

Apply now to join the program!

Already have an account?

Work on a saved app, view your status, or renew your application.

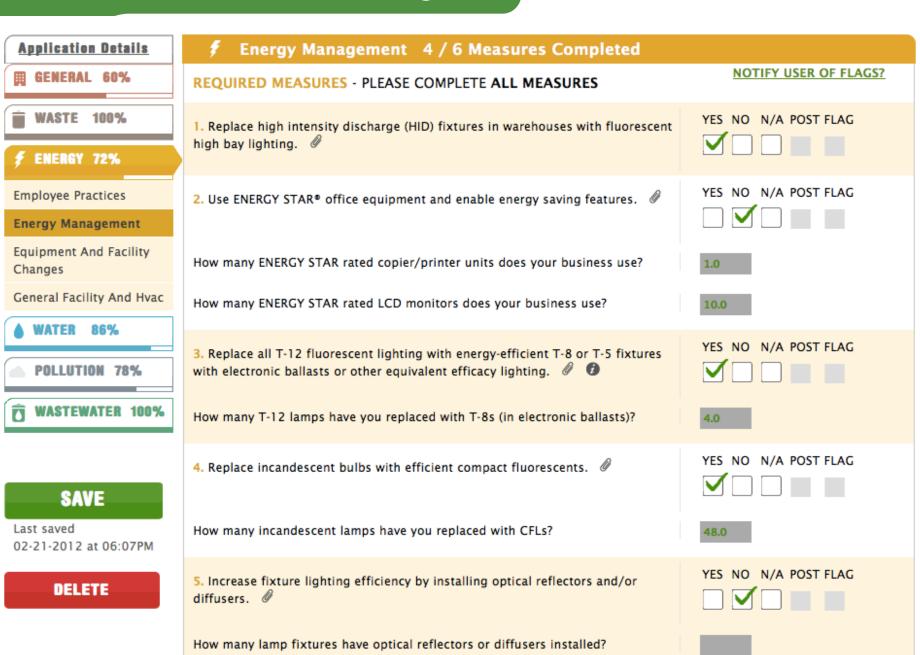
Login here

Forgot your password?





Start a Program

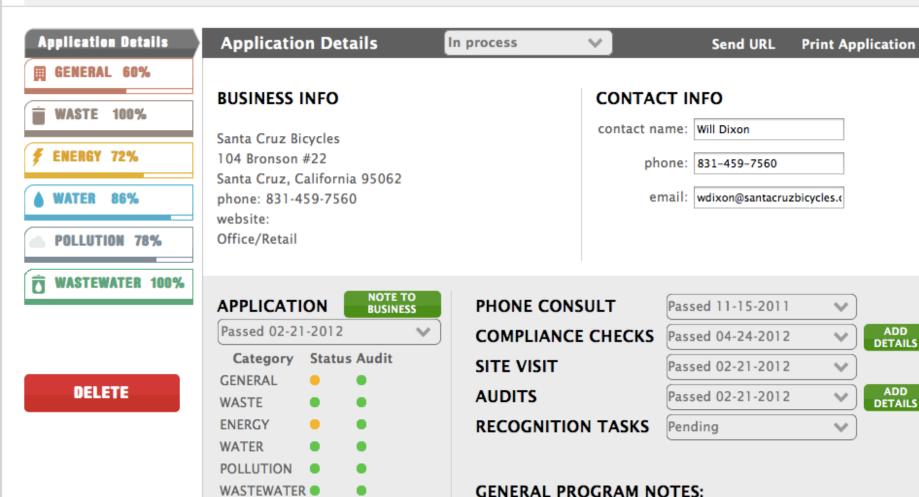


Application Number: 6414
Registered: 11-15-2011

Recognized: NA

Directory Info Report Card View Status History

Dashboard Reports Program Profile Measures Global Variables Create Sector Checklist Setup Green Notes



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Waste Stream Modification Factors

0.9

0.9

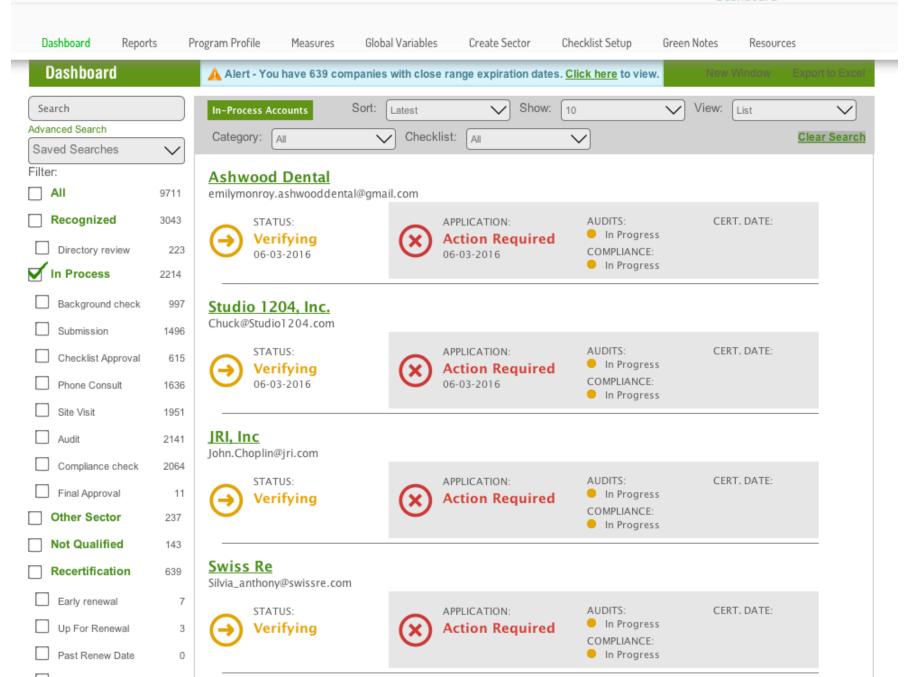
All Paper

Bottles/Cans

1-17-12 completed and passed water conservation audit...AM
1-24-12 Completed pollution prevention/WW audit-follow-up with contract janitorial needed~FB Final cert 2/21/12 JF. Last remaining items: signed and scheduled RL upgrade. GHG

logout Dashboard





Outcomes

Greenhouse Gas Emissions Saved

Green businesses have saved 1,860,989,666 lbs of CO2 with a total savings of \$3,163,682.43. Thats the equivalent of:

Planting 44,720 Acres of urban trees

(The number of icons in this visualization has been capped to not overload the scorecard)



Solid Waste Diverted From Landfills

Green businesses have saved 856,959,188 lbs of waste with a total savings of \$57,544,809.45. Thats the equivalent of:

53,560 Garbage Trucks Worth of Diverted Waste

(The number of icons in this visualization has been capped to not overload the scorecard)



Businesses



LiveOps, Inc.

LiveOps is the global leader in cloud contact center and customer service solutions. More than 300 companies around the world trust LiveOps' technology to enable effective multichannel, social and mobile interactions with their customers. With 10+ years of cloud experience, LiveOps is the partner of choice for migrating to the cloud. Headquartered in Redwood City, CA, LiveOps supports a range of industries like financial, healthcare, insurance, retail and high tech. Visit www.LiveOps.com

Read more



Category: <u>Home & Building</u> <u>Maintenance</u>

Lyngso Garden Materials

Garden supplies retailer to homeowners and contractors of living soil mixes, a huge variety of beautiful stone and sculptural boulders, compost tea, dozens of hardscape materials, ready-mix concrete, great customer service, deliveries, even rental dump trucks.

Read more



Category: Media & Communications

Positive Impact Partner, Inc.

Positive Impact Partner is an innovator in behavioral marketing that inspires action, shortens the sales cycle, gets great results and makes you and your customers say "Wow!" We specialize in growing cleantech businesses and inspiring target populations to live greener. We do this by helping your company develop who you are targeting, how you will take their product to market, and what type of media you should use for your budget. Then, we develop your identity, websites, direct mail, ads, emails and promotions that will best help you achieve your specific goals. Want to see how we would approach growing your business and inspiring people to buy from you? Contact us.

Read more



Planning for growth

- Recruit new programs
- Accelerate recognition through efficiencies
- Measure environmental benefits
- Increase brand awareness
- Capture State Funding
- Explore National Models











How Does CAGBN Work?

- 501.c.3, supported by grant funding a contributions from local programs.
- By-laws to ensure programs have similarities while allowing customization.
- Essential Criteria, while building framework for tiers
- Very local-specific programs with basic similarities state-wide
- Basecamp Collaboration
- Meet quarterly to every 2 months, several active committees
- Pool together resources and fundraise together











Getting Started

- 1. Framework is already builtwww.greenbusinessca.org
- 2. Resources and Mentorship
- 3. New Member Questionnaire
- 4. Startup Fee \$10,000 (sometimes grant funded).
- Annual Fee depends on size of City/ County.











Contacts

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John Brooks, Chair CAGBN JBrooks@toaks.org (805) 449-2472

