The California Green Business Program

- Free and voluntary recognition program
- Promotes green business practices
- Most respected and rigorous program nationwide
- Minimal city staff involvement required
Green Business Program

Focus Areas

- Pollution prevention
- Solid waste reduction
- Energy conservation
- Water conservation
- Transportation
- Employee awareness
You’re in Good Company

- 28 programs
- 3600+ recognized businesses
- 2000+ interested businesses
- New programs in the Central Valley and Southern California

Counties
- Alameda
- Contra Costa
- Marin
- Monterey (City of Monterey)
- Napa
- San Benito
- San Francisco
- San Joaquin*
  - San Mateo
  - Santa Barbara
  - Santa Clara
  - Santa Cruz
  - Solano (Benicia)
  - Sonoma
- Ventura*

Cities
- Culver City*
- Fresno*
- Huntington Beach*
- Laguna Beach
- Los Angeles
- Manhattan Beach
- Mission Viejo*
- Monterey
- Oxnard*
- Riverside*
- Santa Cruz
- Santa Monica
- Thousand Oaks
- Ventura

Targets
- Tulare County
- Humboldt County
- Hawthorne
- San Bernardino
- Santa Ana
- Sacramento
- Kern
- Mammoth


California Green Business Network Members
Find a Certified Green Business in Your Area at www.greenbusinessca.org
Navigating the Certification Process

Business logs onto website and starts checklist

Auditor arranges for visit and invites utilities to assist in 3rd party verification

Auditor completes site audit. Sends a follow-up “to do” list and verifies at a later date

Business is certified, added to registry, and recognized
Green Business Program

Key Benefits

City

• ACHIEVE SUSTAINABILITY GOALS
• IMPROVED COMPLIANCE
• MEASURABLE OUTCOMES
• EDUCATION AND OUTREACH OPPORTUNITIES
• LOCAL ECONOMIC DEVELOPMENT

Businesses

• COMPLIANCE ASSISTANCE
• COST SAVINGS
• HEALTHIER WORKPLACE
• POSITIVE RECOGNITION
• COMPETITIVE EDGE
• ACCESS TO INCENTIVES/REBATES
Savings Achieved Through Manhattan Beach’s Green Business Program

As an example, savings from 2013-2017:

- **Greenhouse Gas Emissions Saved**
  
  Green businesses have saved 2,461,209 lbs of CO2 with a total savings of $4,184. That’s the equivalent of:
  
  **Planting 3,825 Acres of Urban Trees**

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

- **Solid Waste Diverted**
  
  Green businesses have saved 3,638,946 lbs of waste with a total savings of $244,355.

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

- **Water Saved**
  
  Green businesses have saved 2,336,666 gallons of water with a total savings of $7,349.

- **Therms Saved**
  
  Green businesses have saved 0 therms of natural gas per year.

  That’s the equivalent of:

  **Heating 0 homes for an entire year**
Next Steps for the Hermosa Beach Green Business Program

1. We have identified 20 potential businesses to sign up for the program. We will continue outreach to initiate the certification process.

2. Host a kickoff mixer at a local restaurant in early August 2018 to introduce the community to the program and get businesses signed up.

3. Conduct audits and work with interested businesses to certify a minimum of 15 businesses by March 2019.
Seeking Sustainable Green Businesses!

Businesses can apply at greenbusinessca.org or contact Lisa Ryder for more information at lisarydermoore@gmail.com
EXTRA SLIDES
Navigating the CAGBN Website
What does it take to become a Certified Green Business?

Commitment to environmental stewardship through:

- Water Conservation
- Waste Reduction and Recycling
- Environmentally Preferable Purchasing
- Energy Conservation
- Pollution Prevention
Step 1: Signing up to Become a Green Business

Become a Green Business in Three Easy Steps

1. **REGISTRATION**
   First thing’s first: Register here to tell us a little bit about your business.

2. **FILL OUT APPLICATION**
   There is no obligation to finish this step all at once. You can save and continue at any time.

3. **REVIEW & SUBMIT**
   Take the final step to review your final application and submit to become a green business.
Step 2: Filling out the Green Business Checklist
Step 3: Meeting with a green business expert for the Business Audit

Work together to finalize the checklist

Identify existing sustainability strengths and areas for improvement

Identify potential resources available to help “green” the business
Applicant Status Dashboard

Easily track:
- Business info
- Application Status
- Auditor notes
- Recertification dates
- Messages/communication
Citywide Program

Green Business Dashboard

Easily track:

✓ Certified businesses
✓ Pending applications
✓ Recertifications
✓ Create spreadsheets of enrolled businesses