



THE  
GREEN  
ECONOMY

STARTS HERE

Jo Fleming, Executive Director, California Green Business Network  
SEEC Forum, Local Government Commission, June 2016

## 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?***



3,002 BUSINESSES CERTIFIED IN 2015





149,943,108

gallons of water saved

Enough to fill  
1/3 of Lake Tahoe

33%



835,334

metric tons in CO<sub>2</sub>  
reductions

419,947

trees planted



\$33M

in utility savings for  
small businesses



432,917

tons of waste diverted  
from landfill

54,115

garbage trucks

# WHY SMALL AND MEDIUM-SIZED BUSINESSES?



of State  
employers



of the  
workforce



of the commercial  
energy use in CA



by state  
and utility programs

333,586,553 kWh savings from:

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

# California Green Business Program



## 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?



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.



succulent landscaping



↓ 50%

reduced water consumption

electronic communications



paper waste reduction



75%



lights saved

⚡ ELECTRICITY 40%

low flow water fixtures



↑ savings 30%



## California Green Business Network

### COUNTIES

- Alameda
- Contra Costa
- Marin
- Monterey
- Napa
- San Benito
- San Francisco
- **San Joaquin\***
- San Mateo
- Santa Barbara
- Santa Clara
- Santa Cruz
- Solano (Includes Sonoma County)

### CITIES

- **Fresno\***
- Huntington Beach
- Laguna Beach
- Los Angeles
- Manhattan Beach
- **Mission Viejo\***
- Monterey
- **Riverside\***
- Santa Cruz
- Santa Monica
- Thousand Oaks
- Ventura

\*New in 2015

# Our success

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



### QUICK FACTS

25 Members  
 143 Jurisdictions  
 13,694,588 Total Population  
 3,012 Certified Green Businesses

### 2015 GREEN BUSINESS SAVINGS

835,334 tons of CO2  
 333,586,553 kWh  
 432,917 tons of waste  
 149,943,108 gallons water  
 31,566 gallons hazardous waste  
 13,444 gallons of fuel  
 \$3,083,277 dollars

CHOUINARD EQUIPMENT CO.

235W.



# 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](http://www.greenbusinessca.org)



1995

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



1996

First robust and comprehensive GBP starts in Alameda County



2004

Monterey Bay Area starts program, **1,000 businesses certified**



2007

GBP now in all 9 SF Bay Area



2008

First Southern California program launches



2009

[www.greenbusinessca.org](http://www.greenbusinessca.org) launched to manage certifications and promote businesses



2010

**2,000 businesses certified**



2011

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.



2020

Projected 6,000 businesses certified

# STRATEGIES TO MAINSTREAM GREEN

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 :

10,969,030

metric tons net annual decrease  
in greenhouse gas emissions

1.6 BILLION  
gallons annually

Water demand reduction of

\$390  
MILLION

in estimated utility savings and rebates  
for participating businesses



## 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

### 01 Greenhouse Gas Emissions Saved

This year, the California Green Business Program has saved **822,677** metric tons of CO<sub>2</sub> 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!

Type of Business: All



City: All



County: All



Zip Code

Business Name, Keywords

Search

## 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

# California Green Business Program

## Application Details

GENERAL 60%

WASTE 100%

ENERGY 72%

Employee Practices

Energy Management

Equipment And Facility Changes

General Facility And Hvac

WATER 86%

POLLUTION 78%

WASTEWATER 100%

SAVE

Last saved  
02-21-2012 at 06:07PM

DELETE

## Energy Management 4 / 6 Measures Completed

### REQUIRED MEASURES - PLEASE COMPLETE ALL MEASURES

[NOTIFY USER OF FLAGS?](#)

1. Replace high intensity discharge (HID) fixtures in warehouses with fluorescent high bay lighting.

YES NO N/A POST FLAG

2. Use ENERGY STAR® office equipment and enable energy saving features.

YES NO N/A POST FLAG

How many ENERGY STAR rated copier/printer units does your business use?

1.0

How many ENERGY STAR rated LCD monitors does your business use?

10.0

3. Replace all T-12 fluorescent lighting with energy-efficient T-8 or T-5 fixtures with electronic ballasts or other equivalent efficacy lighting.

YES NO N/A POST FLAG

How many T-12 lamps have you replaced with T-8s (in electronic ballasts)?

4.0

4. Replace incandescent bulbs with efficient compact fluorescents.

YES NO N/A POST FLAG

How many incandescent lamps have you replaced with CFLs?

48.0

5. Increase fixture lighting efficiency by installing optical reflectors and/or diffusers.

YES NO N/A POST FLAG

How many lamp fixtures have optical reflectors or diffusers installed?

## Application Details

## Application Details

In process

Send URL

Print Application

GENERAL 60%

WASTE 100%

ENERGY 72%

WATER 86%

POLLUTION 78%

WASTEWATER 100%

DELETE

## BUSINESS INFO

Santa Cruz Bicycles  
104 Bronson #22  
Santa Cruz, California 95062  
phone: 831-459-7560  
website:  
Office/Retail

## CONTACT INFO

contact name:

phone:

email:

## APPLICATION

NOTE TO BUSINESS

Passed 02-21-2012

Category	Status	Audit
GENERAL	●	●
WASTE	●	●
ENERGY	●	●
WATER	●	●
POLLUTION	●	●
WASTEWATER	●	●

## Waste Stream Modification Factors

All Paper Bottles/Cans 

## PHONE CONSULT

Passed 11-15-2011

## COMPLIANCE CHECKS

Passed 04-24-2012

ADD DETAILS

## SITE VISIT

Passed 02-21-2012

## AUDITS

Passed 02-21-2012

ADD DETAILS

## RECOGNITION TASKS

Pending

## GENERAL PROGRAM NOTES:

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 calculator difficult to complete since data

## Dashboard

**Alert - You have 639 companies with close range expiration dates. [Click here](#) to view.**

[New Window](#) [Export to Excel](#)

Advanced Search

Filter:

- All 9711
- Recognized 3043
  - Directory review 223
  - In Process 2214
    - Background check 997
    - Submission 1496
    - Checklist Approval 615
    - Phone Consult 1636
    - Site Visit 1951
    - Audit 2141
    - Compliance check 2064
    - Final Approval 11
- Other Sector 237
- Not Qualified 143
- Recertification 639
  - Early renewal 7
  - Up For Renewal 3
  - Past Renew Date 0

### In-Process Accounts

Sort: Latest Show: 10 View: List

Category: All Checklist: All [Clear Search](#)

#### Ashwood Dental

emilymonroy.ashwooddental@gmail.com



STATUS:  
**Verifying**  
06-03-2016



APPLICATION:  
**Action Required**  
06-03-2016

AUDITS:  
● In Progress  
COMPLIANCE:  
● In Progress

CERT. DATE:

#### Studio 1204, Inc.

Chuck@Studio1204.com



STATUS:  
**Verifying**  
06-03-2016



APPLICATION:  
**Action Required**  
06-03-2016

AUDITS:  
● In Progress  
COMPLIANCE:  
● In Progress

CERT. DATE:

#### JRI, Inc

John.Choplin@jri.com



STATUS:  
**Verifying**



APPLICATION:  
**Action Required**

AUDITS:  
● In Progress  
COMPLIANCE:  
● In Progress

CERT. DATE:

#### Swiss Re

Silvia\_anthony@swissre.com



STATUS:  
**Verifying**



APPLICATION:  
**Action Required**

AUDITS:  
● In Progress  
COMPLIANCE:  
● In Progress

CERT. DATE:

## 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**. That's 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**. That's 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



Category: [Computers, Science & Technology](#)

### **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](http://www.LiveOps.com)

[Read more](#)



Category: [Home & Building Maintenance](#)

### **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 and 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 built-  
[www.greenbusinessca.org](http://www.greenbusinessca.org)
2. Resources and Mentorship
3. New Member Questionnaire
4. Startup Fee \$10,000 (sometimes grant funded).
5. Annual Fee – depends on size of City/ County.



Jo Fleming, Executive Director, CAGBN [Jo.fleming@envirocentives.com](mailto:Jo.fleming@envirocentives.com)  
(831) 706-7384

# Contacts

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

SHOP SMART. SHOP GREEN.

Support your local Monterey Bay Area Certified Green Businesses

Certify YOUR business

Certified Green Businesses are:

- Successful, local businesses
- Reducing pollution, waste, conserving water & energy
- Full of happy employees aligned with your values
- Retail to restaurants, auto repair to custodial and more!

MONTEREY BAY AREA GREEN BUSINESS PROGRAM

[www.montereybaygreenbusiness.org](http://www.montereybaygreenbusiness.org)