



So You Wanna' Start a Green Business Program...

Jo Fleming, Director
California Green Business Network (CAGBN)

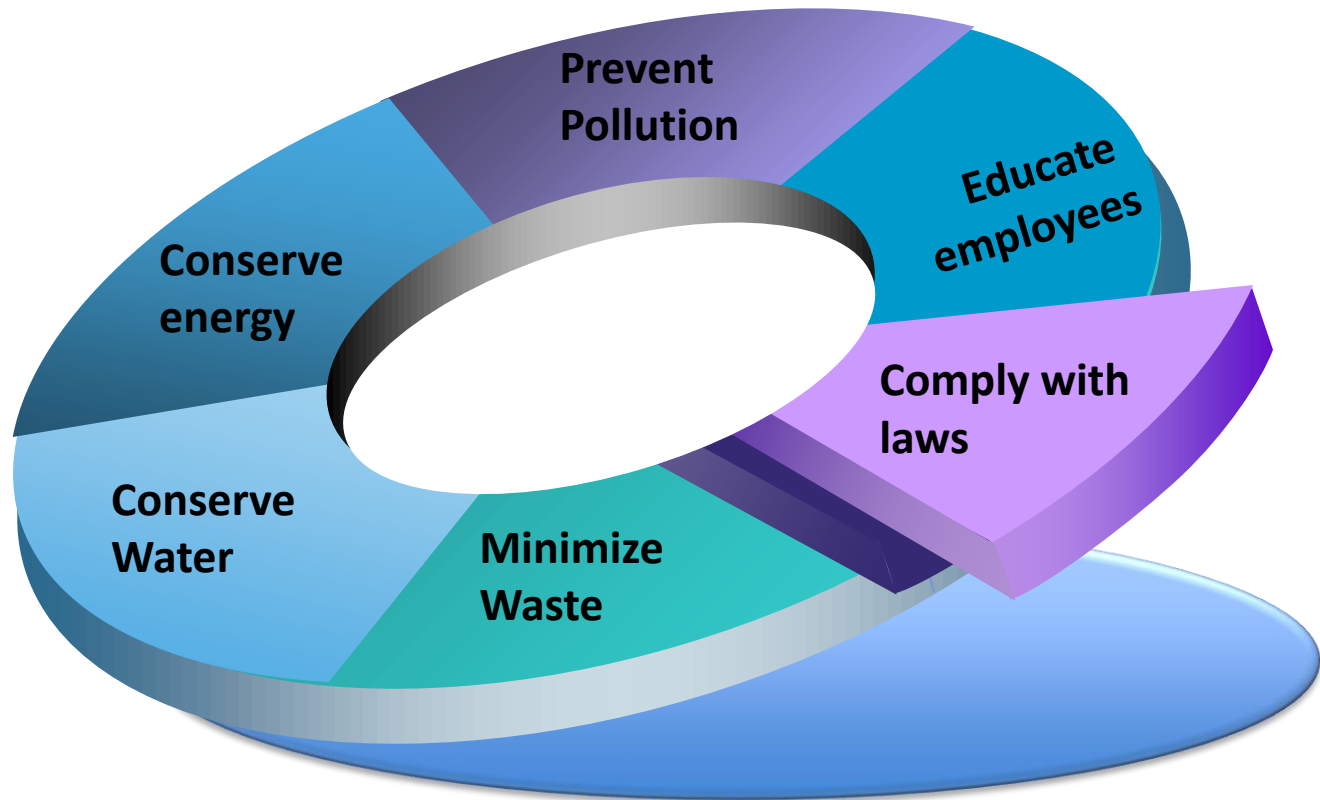


Our model



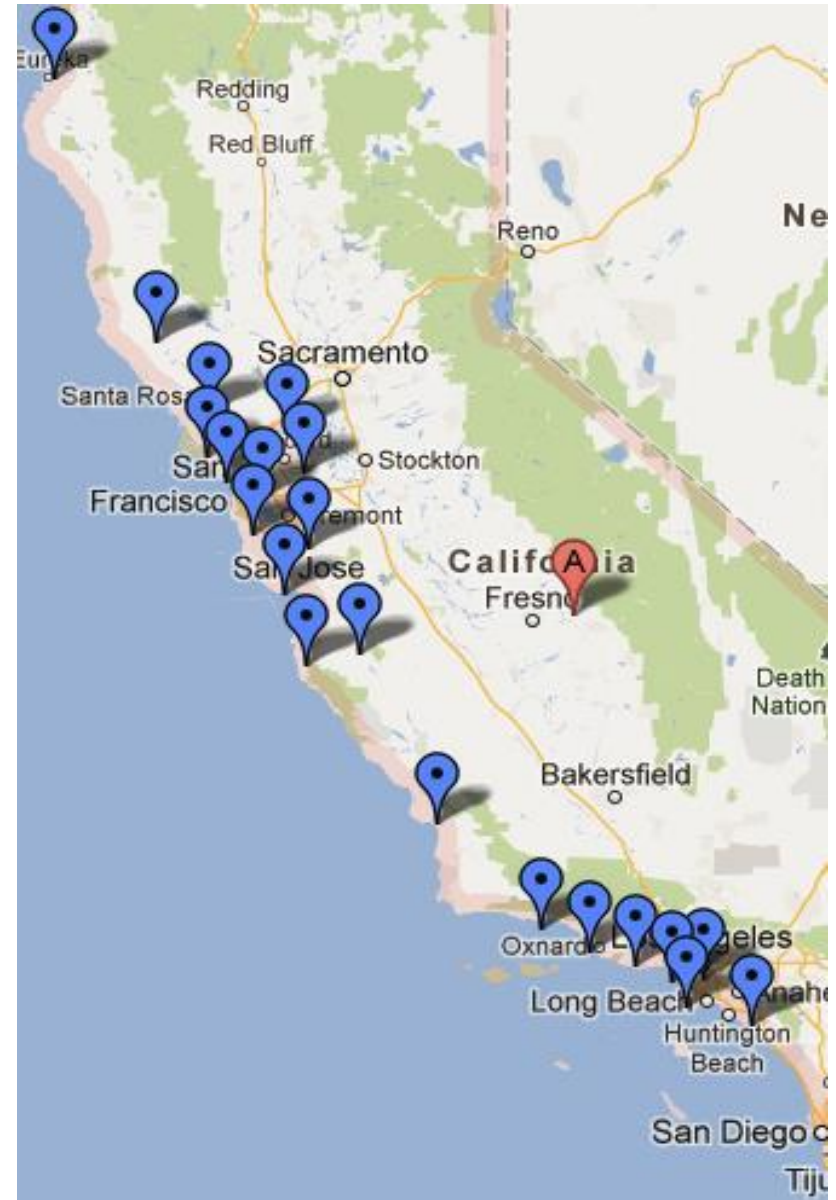
Business implement green practices and receive free technical assistance, recognition and advertising

California Green Business Program



Our success

- 21 programs
- > 2,800 recognized businesses
- ~ 1500 interested businesses ALWAYS

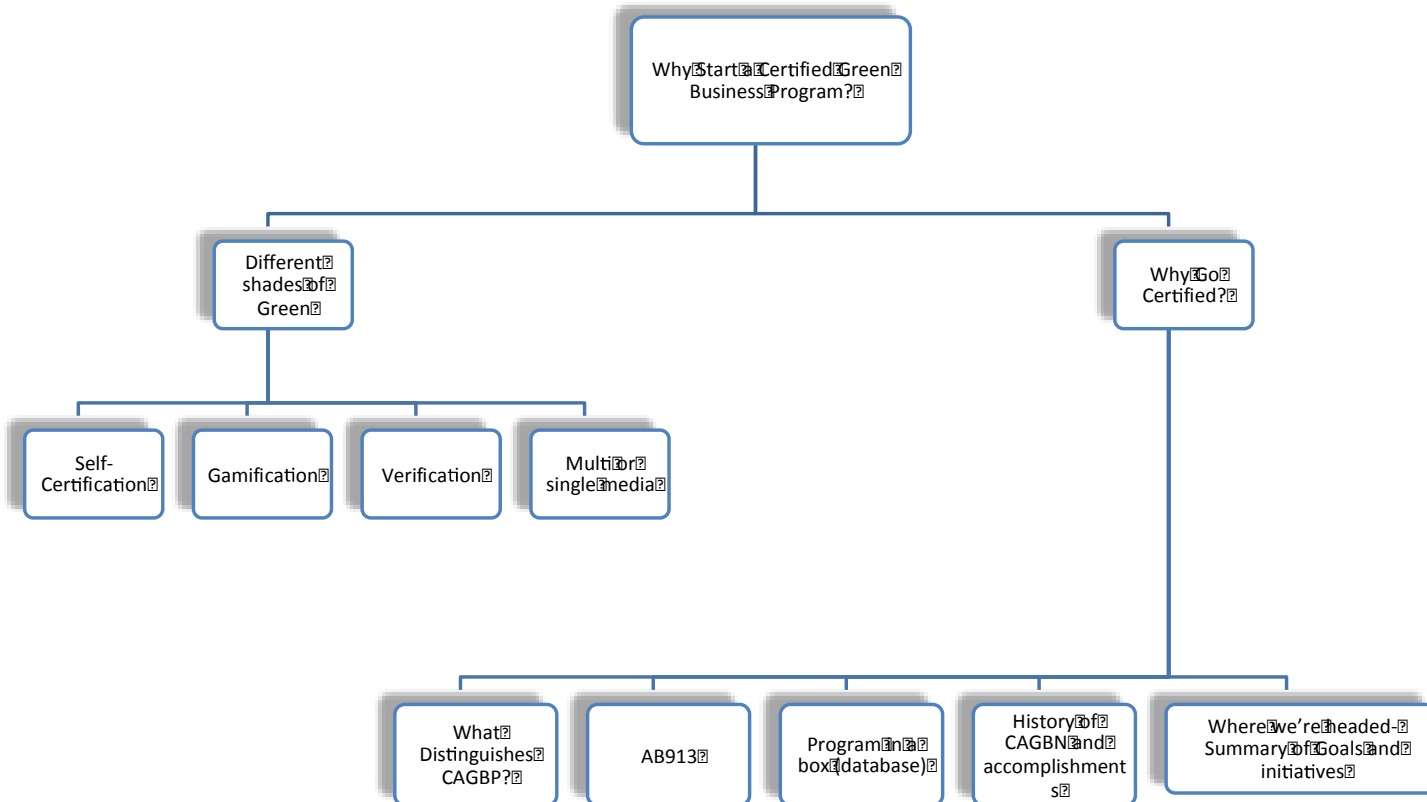


Why start a Green Business Program

- Positive relationship between Government and Business.
- Pull together resources, break down silos, offer all the rebates and incentives in one volunteer “pick me!” program.
- Tap the hard to reach small to medium sized business.
- Get kudos and a promotion.



Why Start a Green Business Program?



Different Shades of Green

- Self Certification or Verification
- Gamification or Set Criteria
- Single or Multi-media
- Government, NGO, or For Profit



Gamification vs. Set Criteria

Seni

Green Business Challenge

Engage your business community in local sustainability priorities that save money, energy, and resources with a friendly competition powered by ICLEI's frameworks and toolkits



Multi vs. Single Media

Energy **YEAH!**

- Save money 😊
- Rebates, free stuff!
- Property upgrades
- Mostly facility changes-
psychologically easy

Pollution Prevention **BOO!**

- Spend money ☹️
- Maybe some low-interest loans?
- Changes in behavior-
psychologically tough!

Businesses will go the path of least resistance and only do the energy if you let them. ***Missed opportunity*** to work with them on the pollution prevention side, which is KEY. If you bundle the two, the business will still see benefits but accomplish more change.



Steps to Start a Program

- Step 1: engaging stakeholders,
- Step 2: developing funding,
- Step 3: establishing the certification process, and
- Step 4: recruiting and recognizing businesses.



Step 1 - Stakeholder Engagement

Developing a successful program requires getting buy-in from key people in your community. Consider:

- Which agencies might benefit from a green business program that results in reduced solid waste, reduced water pollution, reduced water and energy consumption, and reduced carbon emissions?
- Are there any public initiatives or mandates that require reduced pollution or resource consumption?
- Which elected officials might benefit from associating with the program and could act as a champion?



Typical Program Partners

- County and City Government Agencies – Environmental Health, Public Works, Economic Development, Waste Reduction
- Special Districts and Utilities – air, wastewater, water, power company, local waste hauler
- Regional planning entity
- Non-profits (NGOs) – small business development centers
- Consultants - may work with the program under contract to government agencies
- Community colleges – most have training programs and can be a source of interns
- State agencies with oversight authority – licensing, permitting, or other environmental legislative mandates
- Other allies – chambers of commerce, business associations, individual business champions, economic development agencies



Step 2 - Funding

- Overhead/fiscal services: sometimes waved, but typically 7-15%
- Coordinator: Generally a 25-50% FTE is required to coordinate a program initially.
- Fiscal agent: think strategically whether you want your fiscal agent to be a government entity, an NGO, or a utility. There are constraints and freedoms within those choices.
- Consulting services/contractor: if you need to hire a consultant to do the 3rd party verification and/or program coordination.
- Design and production of materials, website if needed
- Database development or use fee.
- Promotions and advertising
- Events



Potential Sources of Funding

- One organization may serve as the “home” for the program and may be the primary source of funding
- ongoing partners who will contribute funding (agencies and governmental entities that benefit from the program)
- grants for start-up and special projects
- utilities, business service organizations, and community groups
- fees from certifying businesses.



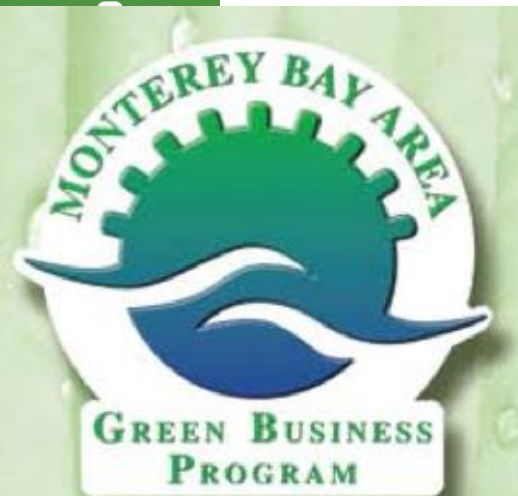
Step 3 – Planning the Process

- Target business sectors (office/retail, auto shops, restaurants, hotels, property managers)
- Checklists
- Compliance Inspectors
- Auditors
- Pilot Group of businesses



Step 4 – Recruiting and Recognizing Businesses

- Successful marketing plan
- Best form of recruitment is to promote group of pilot businesses



**Look for the Green
Business logo!**

A banner with the word "shop" in white bold letters and "Green" in a large, green, cursive script font, set against a background of ocean waves and a sandy beach.

GREEN RETAIL SHOPS

Aqua Safaris
6896 Soquel Avenue, Santa Cruz (831) 476-9200

Avatar
814 Pacific Avenue, Santa Cruz (831) 427-5140

Bay Photo Lab
2161 Delaware Avenue, Santa Cruz (831) 475-6686

Erik's Deli Café
So. Green Valley Rd., Watsonville (831) 724-7575

Hula's Island Grill and Tiki Room
221 Cathcart Street, Santa Cruz (831) 426-4852

La Posta
538 Seabright Ave., Santa Cruz (831) 457-2782

Ma Maison

YMCA Camp Campbell
16275 Highway 9, Boulder Creek

GREEN SALONS

Butterfly Esthetics
1010 Water St. Suite B, Santa Cruz

Emerald Iguana Salon, Inc.
2121 41st Avenue, Capitola (831)

California Green Business Program

GREEN BUSINESS IS SMART BUSINESS

Incorporate green practices, and discover how our recognized Green Businesses conserve resources and become more efficient.

< click on the icons to find out more >

APPLY to be a Green Business.

Show the world your green side. Apply to be a Green Business today.

GET STARTED AND APPLY

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

LOG IN HERE

FIND a Green Business near you.

Select Type of Business



Select Category



Select City



SEARCH

[Advanced Search](#)

About

We are a government program working with local agencies to recognize and assist businesses that operate in an environmentally friendly manner.

Contact

Need more information about the program in your area? Contact your program coordinator.

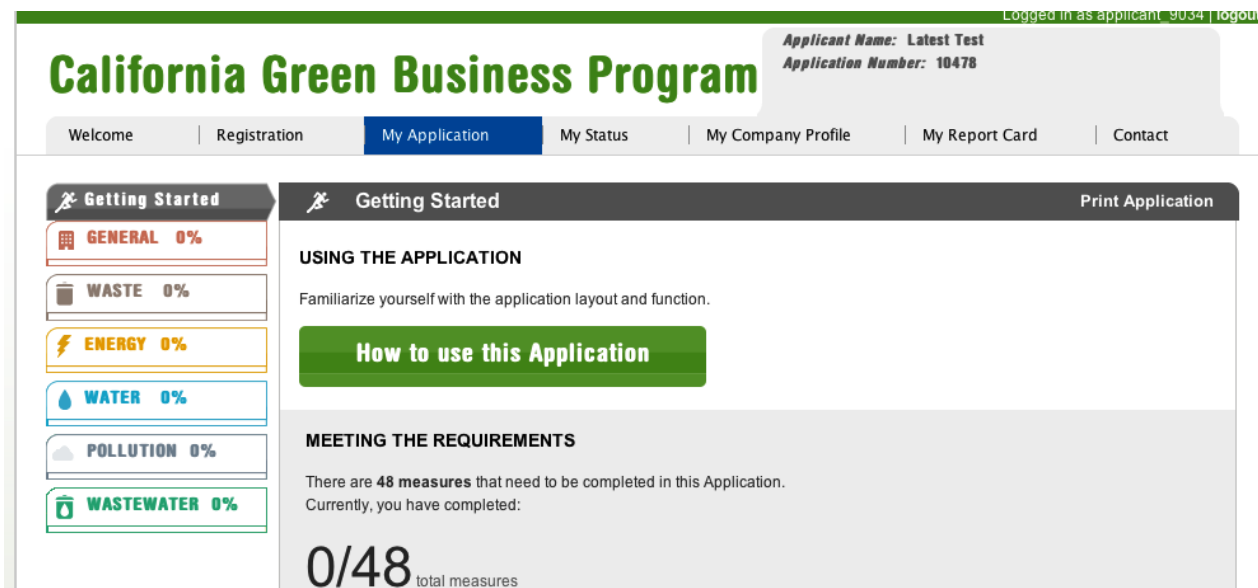
[Find Your Local Coordinator Here](#)

Resources

Find a current listing of resources at the link below.

[Resources](#)

Who Uses GreenBizTRACK? Businesses



The screenshot shows the GreenBizTRACK web application interface. At the top, it says "California Green Business Program" and "Logged in as applicant 9034 | Logout". Below this, there's a navigation bar with links: Welcome, Registration, My Application (highlighted), My Status, My Company Profile, My Report Card, and Contact. On the left, there's a sidebar with icons and progress bars for: GENERAL 0%, WASTE 0%, ENERGY 0%, WATER 0%, POLLUTION 0%, and WASTEWATER 0%. The main content area is titled "Getting Started" and includes a "Print Application" link. It contains sections for "USING THE APPLICATION" (with a "How to use this Application" button) and "MEETING THE REQUIREMENTS" (showing 0/48 total measures completed).

California Green Business Program

Logged in as applicant 9034 | Logout

Applicant Name: Latest Test
Application Number: 10478

Welcome | Registration | **My Application** | My Status | My Company Profile | My Report Card | Contact

Getting Started **Getting Started** **Print Application**

GENERAL 0%

WASTE 0%

ENERGY 0%

WATER 0%

POLLUTION 0%

WASTEWATER 0%

USING THE APPLICATION

Familiarize yourself with the application layout and function.

How to use this Application

MEETING THE REQUIREMENTS

There are **48 measures** that need to be completed in this Application.
Currently, you have completed:

0/48 total measures

Businesses use the tool to track the changes that they make as a result of the program, to track the steps needed to be certified, and to gain an environmental scorecard. The environmental scorecard tells a business how much greenhouse gases (GHG), water, kWh, and hazardous materials they have saved by taking actions, as well as solid waste diverted from the landfill and other key environmental outcomes.

Who Uses GreenBizTRACK? Coordinators

Logged in as cagbncordinate | Logout

California Green Business Program

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

Dashboard Alert - You have 355 companies with close range expiration dates. [Click here to view.](#) New Window Export to Excel

Search In-Process Accounts Sort: Latest Show: 10 View: List Clear Search

Advanced Search
Saved Searches

Filter:

- ☐ All 6636
- ☐ Recognized 2793
 - ☐ Directory review 132
- ☒ In Process 1367
 - ☐ Background check 560
 - ☐ Submission 1083
 - ☐ Checklist Approval 172
 - ☐ Phone Consult 742
 - ☐ Site Visit 1114
 - ☐ Audit 1304

Gourmet Gifts
gourmetgifts@comcast.net

STATUS: **Verifying** 10-25-2013

APPLICATION: **Action Required** 10-25-2013

AUDITS: In Progress
COMPLIANCE: In Progress

CERT. DATE:

Interior Wood Protection Services, Inc.
joenjokuobi@wood-maintenance.com

STATUS: **Verifying** 10-24-2013

APPLICATION: **Action Required** 10-24-2013

AUDITS: In Progress
COMPLIANCE: In Progress

CERT. DATE:

fit GLEN fit

Green Business Program Coordinators, or local environmental agency staff, use the tool to customize sector-specific checklists for their City, County, or State, to paperless track a business through the process of verifying the actions required by the checklists, to verify environmental compliance, to assign technical assistance experts/auditors to visit a business, and to eventually recognize that business.

Who Uses GreenBizTRACK? Governing Boards

Solid Waste Diverted From Landfills

Green businesses have saved **720,428** lbs of waste with a total savings of **TBD**. That's the equivalent of:

45 Garbage Trucks Worth of Diverted Waste

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



City, County and State Governing Boards use the tool to provide understandable aggregated environmental outcome data to celebrate and justify the existence of an incentive program for businesses to operate in the green. In California, this data collection has largely been used to inform Climate Action Planning efforts. As a result of the database and the reports produced, Green Business Program activities have been the cornerstone of many Climate Action Plans. The water, hazardous waste and landfill data also inform progress toward agency goals, ordinances and program compliance.



Who Uses GreenBizTRACK? Public

Consumers use the database to find and patronize Certified Green Businesses, strengthening a green economy.



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

[Read more](#)



Category: [Home & Building Maintenance](#)

Lynso 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*
- ☐ Explore *National Model*
- ☐ Grant start up 3 new communities in CA and possibility of grant funding for other states/entities. *Interested?*



Contact Information

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