What do we do:

1. Provide technical assistance to business
2. Help municipalities reach their goals
3. Provide a green marketplace for consumers
Why Green Business?

Start a Powerful Public/Private Partnership to Promote Energy Efficiency with a Green Business Program

SEEC Forum 2019
SHOP GREEN
Vote with your dollars.

Certified California Green Businesses meet a verified set of standards that conserve resources and protect your community.

FOR MORE INFORMATION VISIT greenbusinessca.org
We ARE IN GOOD COMPANY

• 38 programs

• Almost 4000 recognized businesses

• 2000+ interested businesses

• New programs in the Central Valley and Southern California
OUR IMPACT 2018

Businesses that join our network conserve precious resources, prevent harmful pollution, and enhance their bottom-line.

50 MILLION kWh OF ENERGY SAVED

64 MILLION GALLONS OF WATER SAVED

33,000 METRIC TONS OF WASTE DIVERTED FROM LANDFILL

110,000 METRIC TONS OF GHG REDUCTIONS

7 MILLION DOLLARS OF UTILITY BILL SAVINGS

GREEN
CALIFORNIA GREEN BUSINESS NETWORK
CAGBN: Connected Nationwide
WHAT MAKES A GREEN BUSINESS?

- Reduced Water Use
  Low flow toilets and auto-off faucets

- Conserve Energy
  Upgrade lighting and equipment to save energy

- Commute Sustainably
  Promote and incentivize alternative transportation for employees

- Prevent Pollution
  Eliminate and/or properly dispose of harmful chemicals

- Use Non-Toxic Cleaners
  Use safer, environmentally preferable cleaning chemicals

- Avoid Waste
  Eliminate unnecessary packaging, printing, and purchasing

- Recycle Materials
  Divert waste from the landfill through reuse, recycling and composting

- Hire Local Vendors
  Working locally means less vehicle use
Certification Process

**STEP 1** - Business Enrollment and Registration

**STEP 2** - Green Business Coordinator Initial Walk-Through and Consultation (Free Technical Assistance)

**STEP 3** - Audits from Partners (i.e. utilities and water districts)

**STEP 4** - Business Implementation of Measures

**STEP 5** - Final Site Visit and Verification

**STEP 6** - Certification and Business Promotion!

- 6 week certification cycles
Strong Stakeholder Building

- Air districts
- Wastewater facilities (pretreatment programs)
- Stormwater programs
- Solid waste/recycling/reclamation facilities
- Water districts
- Business Groups (chambers, associations)

- Electric utilities
- Climate/GHG reduction groups
- Transportation agencies
- Environmental Health/CUPAs
- Public Works/Offices of Sustainability
- Economic Development
- Universities, Colleges, Green Job Training Programs
Energy Efficiency Retrofits at SMBs

Put Businesses in touch with resources and rebates for energy efficiency retrofits.

$500 rebate for anything not covered through utility or other 3rd parties provided by CAGBN

Lighting, HVAC, Time of Use and Demand Response, Controls, 100% renewable options.
Energy Conservation

And Efficiency

Pro-tip: Get Contractors on Speed Dial, familiarize yourself with available rebates, take free classes offered by your utility
At least 2x/year:

- Clean/replace filters
- Address leaks
- Check coils
- Maintain economizers
Thermostats

Smart thermostats are rebated currently at around $150.

These help businesses save money by having settings for when nobody is in the building and slightly higher settings for cooling and slightly lower for cooling. It adds up to a lot of savings.

These can also help with time of use controls.
Energy-Efficient Lighting
Lighting Calculator

Fill this out based on the NEW replacement fixture.

If you don’t know what it is, look for the box it came in. Usually there will be a few in storage. If you can’t find that, it will be listed on a spec or contract from the lighting retrofit.

If a new building already had LEDs, do not complete this. You’re not taking credit for a retrofit.
Computer and monitor auto shut-off

Turn off after 10 mins and sleep mode after 15 minutes.

Step 1:
System Preferences

Step 2:
Energy Saver
Energy Star and EPEAT Equipment

New purchases only.

Do not get rid of equipment. This is for new purchases. See if they can get it into their purchasing policy of environmental policy.

Both websites have products listed.
100% Clean Power Option

Where Programs have a CCE, we incentivize our businesses to purchase the 100% Clean Power or Renewable Energy Option.
Why Start a Program and Join CAGBN?

- Meet City/County sustainability goals through GHG reductions, resource conservation mandates: Climate Action Plans, solid waste diversion targets, water conservation, etc.
- Better environmental compliance: Businesses adopt more "beyond compliance" measures
- Better stakeholder relationships: public, business, utilities, agencies
- **$30k in funding to start a program, waived member dues the first year, free access to all materials, marketing, and resources.**
- Plug and play systems to run a program
CAGBN Helps Start New Programs

• Mentorship, Resources & Support
• 6 New Programs in 2018
• 5 New Programs in 2019 (maybe your region!)
• GreenBizTRACKER is a GBP in-a-box
  www.greenbusinessca.org
• Process for under-served communities
• The factory is built, we are ready to crank out Green Businesses!
- GreenBizTracker
- Branding and Marketing Materials
- Performance Standards
- Funding
- Business Rebates
- Training
- Peer Collaboration and Networking
Marketing and Recruitment
Leveraging Key Business Outlets

VENTURA CHAMBER OF COMMERCE
Leveraging Key Business Outlets
Leveraging Key Business Outlets
Private Sector Champions

FEATURED GREEN BUSINESSES

Gino's Carco Santa Cruz: A Recruitment Champion!

If you've come to any Green Business events over the last 10+ years, you've likely had the pleasure of meeting Gino who owns Gino's Carco Santa Cruz. Gino has a contagious smile and it's hard not to feel inspired by his passion for the Green Business Program. On Earth Day 2004 at the Monterey Bay Area Green Business Program kick-off ceremony, Gino's was honored to be the only business of its kind (local and statewide) to receive the first Certified Green Business Award. Since then, he's been lighting the way for other local businesses to join the program by offering support and encouragement. Just in the last couple of months, Gino has single-handedly helped recruit 5 new businesses to the program! We recently got to talk with Gino about his motivation to join the program initially and what he would recommend to other business owners inspired to help recruit others to join the program.

What first motivated you to become certified?

In 2003 we welcomed being recognized and approached by the newly formed Monterey Bay Area Certified Green Business Program for our existing Sustainable Green Business Initiatives our Environmental Signs of Care and Track Record. It was evident the Program’s intent and approach was to elevate environmental awareness and to advance our efforts to further reduce our carbon footprint for us that was and still is a perfect partnership.

How have you been helping out recently to get other businesses certified?

Shortly after becoming Certified we soon recognized the benefits and importance of the Program and have been encouraging businesses to join ever since. Now as a member of the Green Business Resource Development Committee I have been actively engaging with businesses owners and managers breaking down the barrier, allay their trepidation and explain the Program is incentive based and not regulatory in a one-on-one conversation in person, by telephone, email and from time to time at their request a site visit in an advisory capacity to offer suggestions to help pave the way towards Certification.

What would you say to encourage another certified business owner to help recruit new businesses to the program?

Simply start the conversation whether it be in person, by phone or email and recognize and compliment the potential Green Business signs of care however...
Directory on Website

Results

ACTUAL CAFE
RESTAURANTS & CAFES
8.9 mi
6334 San Pablo Ave
Oakland California 94608
(510) 653-8386
www.actualcafe.com

Actual Cafe is a welcoming, neighborhood-minded gathering place that serves simple, unpretentious and affordable food and drink made from the best locally sourced ingredients. Our extensive and varied vegan and gluten-free selection means that all diners can come in and leave satisfied. We spend every dollar that we can on local staff, local vendors, and local producers, because we think that a thriving independent local economy builds real and sustainable solutions.
Shop Green App
Search Your App Store!

ShopGreen
California Green Business Network

The Sustainable Economy is here.
Rack Cards

SAVE MONEY.
BE A GREEN LEADER.
INCREASE BUSINESS.

Become a Green Business!

GO GREEN.

Become an innovator. Join a network of over 4000 prominent and highly respected businesses in your community and across California.

Get Noticed
Your business will appear in our expansive Green Business directory that will be seen by local consumers looking for your products and services. The certification includes free marketing and promotional support that will get you noticed.

Be Supported
Certification includes free on-site green technical assistance. Receive recognition as an environmental leader by customers and your County Board of Supervisors and/or City Council and State.

Join Us Today!
Be part of a growing business community that is conserving California’s valuable resources and protecting the environment.

Register online:
greenbusinessca.org
Business Promotional Toolkit

Logo Usage | Facebook | Instagram | Twitter | LinkedIn | Email | Print
Co-Branding

Shop Green

Small Business Saturday

#ShopGreen and #ShopSmall

November 24

15% off classes

25% off apparel
Recruitment | Events

Monterey Bay Area Green Business Program added an event.
January 5 -

Join us at the 2018 Spring Green Business Mixer at the beautiful CruzioWorks space! Refreshments and networking begin at 5:30 pm, the program will kick-off at 6:00 pm.

--Activities--
Complimentary Refreshments
Green Trivia...
See More

- Green Business Mixers
- Business Association Events (chambers, trades, etc)
- Business Expos – go booth to booth, vs. buy a booth
Questions?
Thanks!
Jo Fleming, Executive Director,
info@greenbusinessca.org Office: (831) 706-7384

Shawn Orgel-Olson, Marketing and Performance Standards Director, sorgelolson@environmentalin.com Office: (831) 429-1364
City of Long Beach Green Business Program
City of Long Beach Green Business Program

- Soft launch May 2018
  - Outreach and email
- Press event official launch
- Established partnerships
  - Economic Development
  - Water Department
  - Environmental Services
  - Planning Bureau
  - SoCal Edison
  - Health Department
Reaching Businesses

- COBA and LBSBN
- Email newsletters
- Social Media
- Outreach with United Cambodian Community
- Coordinated outreach with partners
- Planning for cohorts this year
Coordinated Outreach

- Outreach with partners to Long Beach BIDs
- Integration of resources from other programs
- Integration of other certification/recognition programs
  - Blue Certified Restaurants
  - Foam Free Restaurants
Certifying City Facilities

- Provides a framework to give recognition to City facilities for improving sustainability
- The City can set an example, walking the walk
- Opportunity to create or improve policies
Support from CAGBN

- Standard checklists
- Platform features and updates
- New coordinator training
- Marketing resources
- Network meetings and online discussions
Benefits of a Green Business Program

- Connections and coordination across departments
  - Including coordinated outreach and cross promotion
  - Constantly updated about other business-facing programs
- Closer connection to the business community
- New way to engage businesses to help meet City goals on climate
- High visibility program to raise awareness about sustainability
Energy Efficiency

- Educational opportunity with businesses
- Connect to rebates and other resources
- Refer directly to Edison programs
- CAGBN rebate
Successes and Challenges

**Successes**
- Press event – official launch
- Lunch and Learn
- Coordinated outreach with partners
- First annual Recognition event
- Volunteer intern program

**Challenges**
- Time constraints to follow up with businesses and continue outreach
- Doing everything for the first time
- Learning and judgement calls
Questions?

Courtney Chatterson
Long Beach Green Business Program
Courtney.Chatterson@longbeach.gov
562-570-6396
Huntington Beach Sustainable Business Program

"There was a demand for sustainable business practices from consumers. The City’s certification has helped our business grow."

- Primal Elements

We reduced our overall waste from 18 to 2 cubic yards per week and now donate excess soap to developing nations.

CALIFORNIA GREEN BUSINESS NETWORK
We Partner Closely with EUC

Everyone has the power for greatness. Not for fame but greatness, because greatness is determined by service.

MARTIN LUTHER KING JR.
A PATH TO ENERGY EFFICIENCY
HELPING CALIFORNIA MEET ITS ENERGY GOALS
WHAT IS ENERGY UPGRADE CALIFORNIA?

We are a statewide initiative committed to helping Californians take action to save energy, conserve and preserve natural resources, reduce demand on the energy grid, and make informed choices about their energy use at home and at work.

Our Mission
Encourage every Californian (all 39.5 million of us) to be more energy efficient.

Our Objective
Rally Californians around a shared mission to rewire people’s conception of energy and help every resident discover that they have the power to make a difference with small actions.

Our Message For All Californians:

KEEP IT GOLDEN

Learn what you can do to become an energy steward!
On September 18, 2008, the CPUC adopted the state’s first Long Term Energy Efficiency Strategic Plan, a roadmap to maximum energy savings across California from 2009-2020.

Energy Upgrade California is a statewide initiative to achieve the goals in SB350:
- 33% of electricity from renewables by 2030
- Reduce GHG emissions in the state by 40% by 2040
- Behavioral change around the use of energy by all Californians, and when we use energy.

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>2013</td>
<td>Energy Upgrade California® Home Upgrade</td>
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<td></td>
<td>A comprehensive, “whole house” approach to energy efficiency, offering Californians financial incentives for installing approved energy upgrades in their homes.</td>
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<tr>
<td>2015</td>
<td>SB350</td>
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<td></td>
<td>California sets ambitious energy goals, including doubling energy efficiency, moving a third of the grid to renewable energy, &amp; reducing greenhouse gases by 40% by 2030.</td>
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<tr>
<td>2017</td>
<td>EUC Relaunches: Do Your Thing™</td>
</tr>
<tr>
<td></td>
<td>Energy Upgrade California becomes a state educational initiative to help Californians save energy and conserve natural resources through small behavioral changes.</td>
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<tr>
<td>2019</td>
<td>Stay Golden</td>
</tr>
<tr>
<td></td>
<td>Energy Upgrade California motivates and educates residents to adopt energy-efficient habits. The campaign also focuses on Time of Use, scheduling energy use during times of greener energy and away from “peak hours.”</td>
</tr>
</tbody>
</table>
We provide inspiration and guidance on better energy management by:

- **Partnering** on events: movie nights, sustainability fairs, educational programs, holidays and more.

- **Providing** materials, including palm cards, factsheets, co-branded materials, and giveaways for public events.

- **Outreach** through digital products, social media, newsletters, op-eds and more.

- **Educating** residents and businesses about the Energy Upgrade California program and materials.

- **Promoting** Energy Upgrade California by partnering with CBOs in your community.

- **Nominating** Energy Heroes to be showcased on our site.
OUR COMMUNITY

The Energy Upgrade California community prioritizes reaching marginalized groups, and we do so with the help of our ever-growing member network. To date, we have over 270 members from across the state, including:

- Cities, Counties, & Elected Officials
- Economically Disadvantaged Organizations
- Educational Groups
- Environmental Groups
- Faith-Based Groups
- Minority/Cultural Groups
- Small Businesses
- State Based/Civic Organizations
SOME NOTABLE COMMUNITY MEMBERS HAVE JOINED US
SOME NOTABLE GOVERNMENTAL MEMBERS HAVE JOINED US

- California State Senate
- League of California Cities
- CA Contract Cities Assoc.
- County of Los Angeles
- City of Alhambra
- City of Bellflower
- City of Berkeley
- City of Beverly Hills
- City of Calabasas
- City of Culver City
- City of Daly City
- City of Eureka
- City of Fontana
- City of Fremont
- City of Fresno
- City of La Cañada Flintridge
- City of La Habra Heights
- City of La Puente
- City of Lancaster
- City of Long Beach
- City of Los Angeles
- City of Lynwood
- City of Malibu
- City of Manhattan Beach
- City of Menlo Park
- City of Oxnard
- City of Paramount
- City of Rancho Cucamonga
- City of Redondo Beach
- City of Riverside
- City of Rolling Hills
- City of Rolling Hills Estates
- City of Rosemead
- City of Salinas
- City of San Carlos
- City of San Diego
- City of Santa Monica
- City of South Gate
- City of Ukiah
- City of Walnut
- City of West Hollywood
- City of Westminster
HOW WE SHARE NEWS AND CONTENT WITH OUR COMMUNITIES

Everyone has the power for greatness. Not for fame but greatness, because greatness is determined by service.

MARTIN LUTHER KING JR.
Energy Upgrade CA Retweeted

Rep. Ted Lieu • @RepTedLieu • 1h
Californians are famous for setting high standards & refusing to settle. That's why we're ranked #1 in the country for energy efficiency! Make sure to check out @EnergyUpgradeCA at energyupgrade.ca.org for tips on how you too can take action to save energy. #DoYourThing

Get Inspired to Save Energy | Energy Upgrade Calif...

Energy Upgrade California®️ is a statewide initiative teaching Californians how to be more energy efficient and reduce greenhouse gas emissions.

energyupgrade.ca.org

TODAY IS A GOOD DAY TO UNPLUG TURN OFF SHUTDOWN

SMALL BUSINESS SATURDAY
NOVEMBER 24

SHOP GREEN

Senator Holly J. Mitchell
REPRESENTING THE 30TH DISTRICT

Energy Upgrade California Overview

Energy Upgrade California: Do Your ThingTM for a Cleaner California

In 2018, California once again proved it's a leader in energy efficiency by putting in place new clean energy targets. The goal to reduce greenhouse gas emissions to 1990 levels and double statewide energy savings, all by 2030. Additionally, yes, just California is already a leader in energy conservation. We're already on track to getting 75% of our electricity from renewable resources by 2020, so we know that achieving these goals is possible if every Californian and small business join the effort and take a stand for the environment and our Golden State.

That's why the California Public Utilities Commission launched Energy Upgrade California, a statewide initiative encouraging all Californians and small businesses to join the state's mission and ensure they have the tools needed to make strides toward a cleaner, healthier, more prosperous state. Supported by local governments, the State of California, non-profits, government agencies, and utility companies, Energy Upgrade California is committed to empowering Californians and small businesses to become champions of energy conservation.

Leading a City to Zero Net Energy

Almar K. Raúl Picazo Community Spotlight

Miccio
SPECIAL EVENTS
WITH OUR PARTNERS
Join the Energy Upgrade California movement!

- City Proclamation joining the EUC initiative/Sign up online
- Partner on events/presentations/trainings
- Distribute EUC collateral like fact sheets, palm cards & FAQs as needed
- Share ready made social media content on your social accounts

Become a part of the solution and help save energy!

Laura Rosenthal
Energy Upgrade CA Field Team Manager
LRosenthal@EnergyUpgradeCACommunity.org
310 924.1555