

# 10<sup>th</sup> Annual Statewide Energy Efficiency Forum

## Session Block #1 – Public/Private Partnerships Promoting Energy Efficiency: Green Business Programs and Incentives

Salon D  
Level: All - Track: Stakeholder Engagement

Wednesday, June 26, 2019  
2:45 – 4:00 PM

Notes prepared by **Dario Bobeda**, Corpsmember at California Conservation Corps

### Speakers:

*Josephine “Joe” Flemming*, California Green Business Program

*Shawn Orgel-Olson*, California Green Businesses Network

*Courtney Chatterson*, Office of Sustainability in Long Beach

*Laura Rosenthal*, Energy Upgrade California

### Summary:

Josephine and Shawn introduced the California Green Business Network, a network that partners with local businesses to certify them as a green business and then promotes them to consumers that want to support green businesses. Green Business Network finds success collaborating with local communities to champion their program. CAP goals become easier to achieve when businesses go green. Courtney Chatterson and Laura Rosenthal provided examples about how partnering with GBN helped them promote and reach CAP goals. GBN provided connections and coordination across departments Long Beach was working with when launching the program as well as helping with finding rebates and incentives to entice businesses.

The Green Business Network focuses on small to medium sized businesses and has thus far recognized 4000+ businesses across 38 programs and hopes to eventually stretch across the entirety of California. To be certified, a business must complete the 6 step, 6 week certification process where water conservation, employee awareness, waste avoidance, and recycling are analyzed specifically to support conservation in that sector.

### **What are some words, phrases, or ideas that capture what practitioners need in order to successfully meet California’s energy and climate goals?**

Practitioners can help meet California’s energy and climate goals with collaboration across local governments, finding economic incentives for businesses to go green, whether that be with savings in the long term or rebates in the short term, and educating the public.

### **What was inspirational or hopeful about this session?**

The work being done on a local level to help businesses go green and then promoting those businesses is inspirational. As a consumer, knowing that a business is green makes me feel better about supporting them, and makes me feel like I’m contributing to reducing waste, even in a small way. I hope this program comes to my community and, in two or three years, all of the businesses I go to or work with are green certified.

### **Standout quotes:**

“Keep it Golden”

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

