



The California Green Business Program

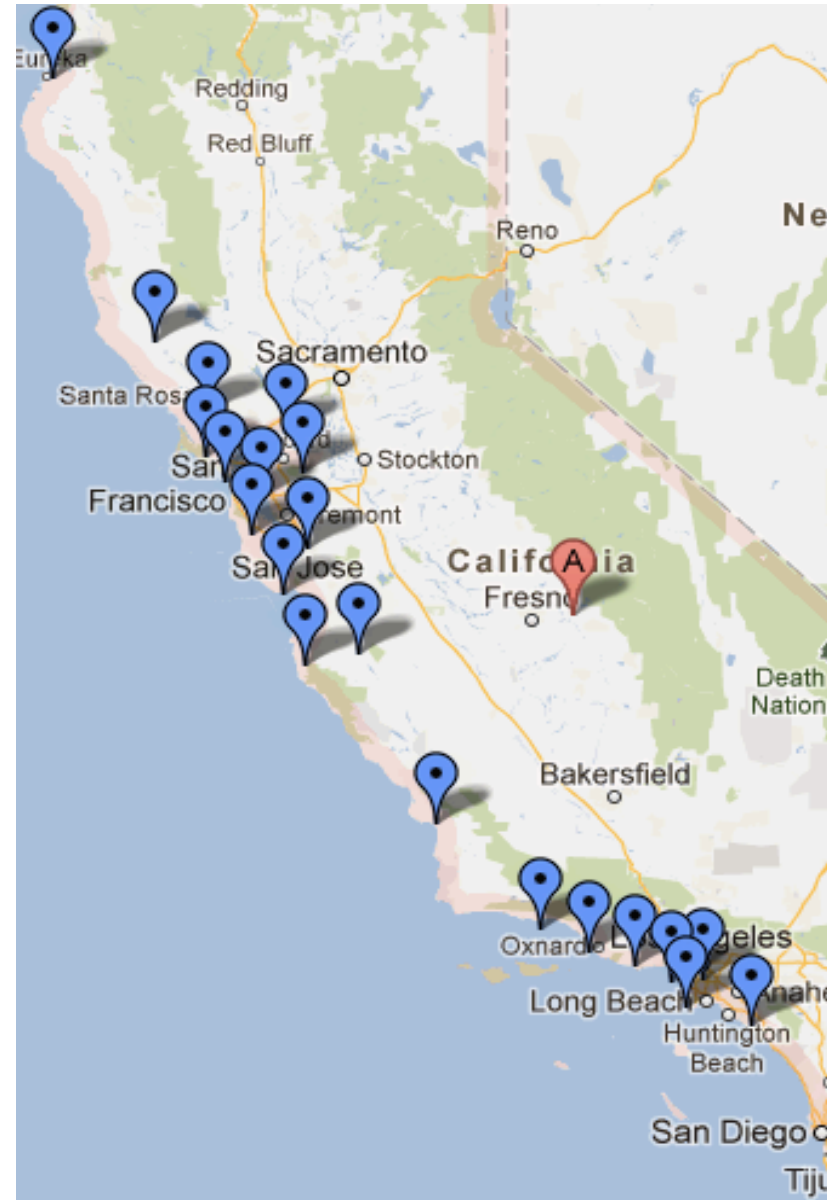
*Database, Metric Outcomes,
and fun stuff from the National Summit*

Ecology Action, administrator for the
California Green Business Network (CAGBN)



Our success

- 21 programs
- > 2,700 recognized businesses
- >5,600 touched
- ~ 1500 interested businesses



California Green Business Program

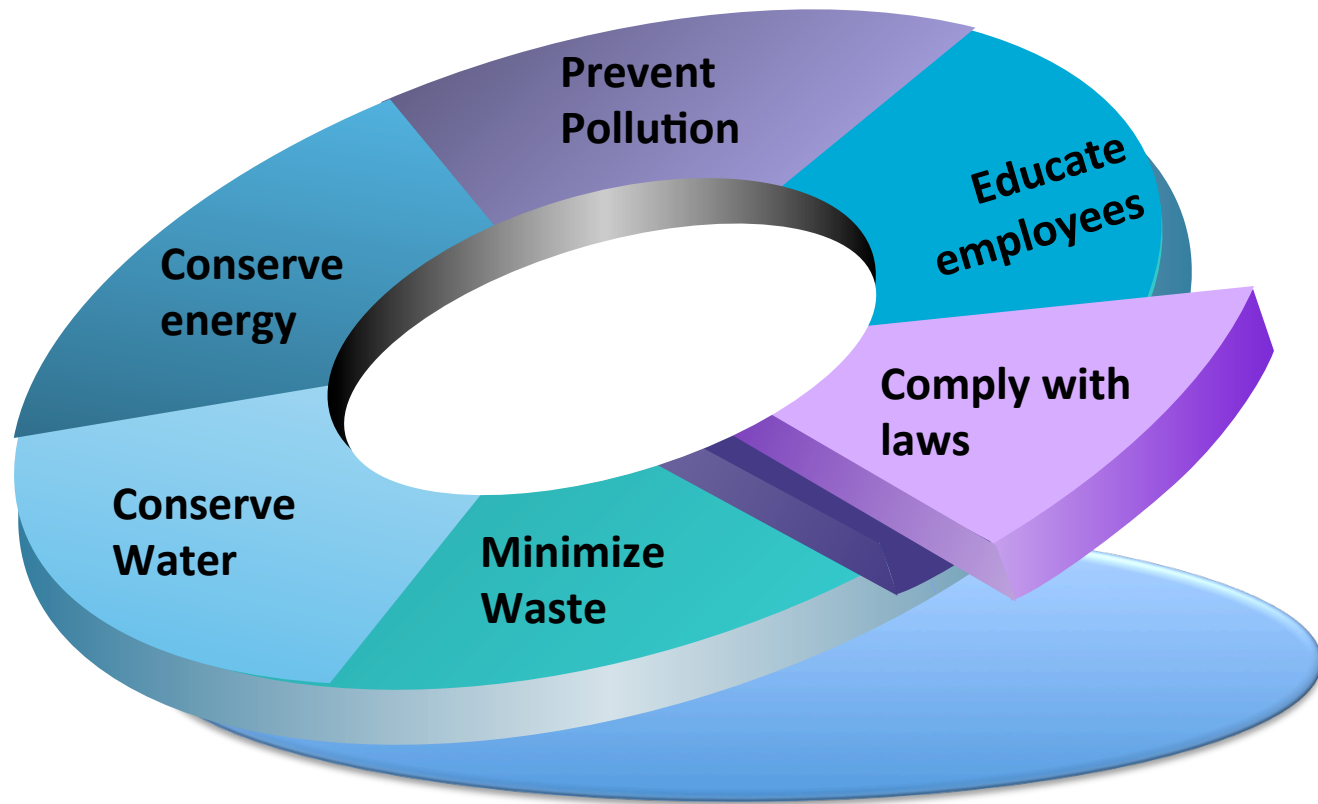
Our model



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



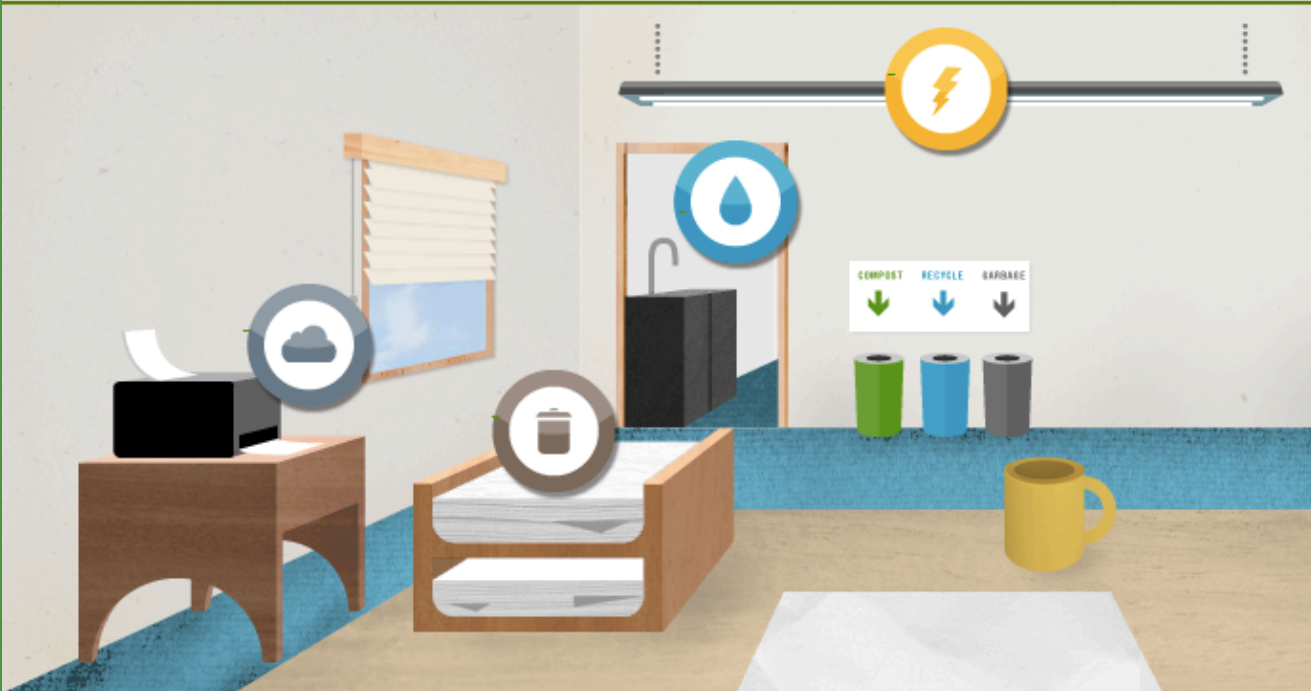
California Green Business Program



California Green Business Program

www.greenbusinessca.org

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](#)

California Green Business Program

- Dashboard**
- Reports
- Program Profile
- Measures
- Global Variables
- Create Sector
- Checklist Setup
- Green Notes

Dashboard New Window Export to Excel

Search

Advanced Search
 Saved Searches

- Filter:
- All 5644
 - Recognized 2746
 - Directory review 94
 - Renewal 305
 - In Process** 1391
 - Background check 562
 - Submission 1117
 - Checklist Approval 139
 - Phone Consult 834
 - Site Visit 1126
 - Audit 1337
 - Compliance check 1258
 - Final Approval 10
 - Other Sector 174

Sort: Latest Show: 10 View: List


Lafitte Cork & Capsule

asullivan@lafitte-usa.com

 <p>STATUS: Verifying 06-28-2012</p>	 <p>APPLICATION: Action Required 06-28-2012</p>	<p>AUDITS: ● In Progress</p> <p>COMPLIANCE: ● In Progress</p>	<p>LAST CHANGED: 06-28-2012</p>
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Garden Court Hotel

barbara@gardencourt.com

 <p>STATUS: Verifying</p>	 <p>APPLICATION: Action Required</p>	<p>AUDITS: ● In Progress</p> <p>COMPLIANCE: ● In Progress</p>	<p>LAST CHANGED:</p>
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Farley's East

jjmrosen@gmail.com

 <p>STATUS: Verifying 06-28-2012</p>	 <p>APPLICATION: Action Required 06-28-2012</p>	<p>AUDITS: ● In Progress</p> <p>COMPLIANCE: ● In Progress</p>	<p>LAST CHANGED: 06-28-2012</p>
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Sight8, Inc

tanya@sight8.com



California Green Business Program

Application Number: 6414

Registered: 11-15-2011

Recognized: NA

Directory Info
Report Card
View Status History

Dashboard

Reports

Program Profile

Measures

Global Variables

Create Sector

Checklist Setup

Green Notes

Application Details

GENERAL 60%

WASTE 100%

ENERGY 72%

WATER 86%

POLLUTION 78%

WASTEWATER 100%

DELETE

Application Details

In process

Send URL

Print Application

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

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?

California Green Business Program

City of Santa Cruz, Automotive Repair

November 1 2011 to November 25 2012

Environmental Benefits Per Year

These environmental benefits are calculated from certain quantitative measure that participating businesses completed when filling out their checklist. The per year savings show your benefit each year that the measures are implemented and the total amounts show your total savings the time period you selected

These costs are estimates based on widely reference calculations and assumptions regarding resource costs. It is not necessarily the cost that your business will realize on utility bills. If interested, please contact your coordinator for details or references for those calculations.

Greenhouse Gas Emissions Saved

Green businesses have saved **89,802** lbs of CO₂ with a total savings of **\$14,167.01**. That's the equivalent of:

Planting 44 Acres of urban trees a year for 10 years



Solid Waste Diverted From Landfills

Green businesses have saved **18,871,227** lbs of waste with a total savings of **\$4,167.01**. That's the equivalent of:

15 Garbage Trucks Worth of Diverted Waste



Energy Saved



Outcome Metrics

	2,664 Businesses around California (2012)	<i>Goal: 10k-20k Businesses (2020)</i>	<i>Goal: 40k+ Businesses (2050)</i>
Hazardous Waste Reduced (lbs)	1,800	644,432 - 1,288,863	2,577,726
Hazardous Waste Reduced (gal)	6,245	399,054 - 798,107	1,596,215
GHG Emissions Saved (tons)	171,677	143,598,757 – 287,197,513	574,395,026
Solid Waste Diverted from LF (tons)	106,308	113,974,252 – 227,948,503	455,897,007
Energy Saved (kWh)	38,254,747	6,757 – 13,514	27,027
Water Saved (Gal)	30,362,771	23,442 – 46,884	93,769



Green Biz Intern Sources

<http://www.nationalservice.gov/programs/ Americorps>

<http://edfclimatecorps.org/>

California Community College Green Jobs Training Programs

<http://goo.gl/maps/PqV3>



National Green Business Challenge Summit



http://www.abettercity.org/docs/Summit_for_Green_Business_Engagement_Programs_Booklet_2%20May%202013.pdf



ICLEI Green Business Challenge

Green Business Challenge App



ICLEI's customizable web-app is designed to help you launch a Challenge program in weeks, not months, and run your program smoothly. As the centerpiece of any successful program, the App allows participants to register, take a baseline survey, browse a library of tips and resources, update their achievements, and view a scorecard that tracks their progress. The App also acts as a contacts database and engagement tool through which you can send mass emails. Need functionality not found in the basic App? Talk to us, we can probably create it for you. Learn more about the features, or schedule a live tour with ICLEI staff.

[Learn More](#)

http://www.icleiusa.org/climate_and_energy/green-business-challenge



PracticallyGreen.com

In a program powered by Practically Green at a leading technology company, the first year showed tremendous success both in employee engagement and environmental impact. However when asked about the primary benefits of the program, the head of sustainability cited the direct environmental and financial impact, but added:

"To attract top talent, companies need to show commitment and involvement in sustainability. The PG platform supports both our core values and our corporate goals by creating a fun experience for employees to learn about and incorporate more sustainable habits in their daily lives at work, at home and in their communities."



518,000 kWh
1,409 Metric tons of CO2
saved at work



\$129
per employee
per year savings



30%
of employees signed up
and still growing



20% - 60% +
monthly active users



over 57,000
actions completed



Consumer Media Company

Surveys have found that 75% of users say they changed a habit or behavior because of their participation in a Practically Green powered program. A major media company also found that even after the one-year mark program, 7/10 users had taken action in the previous month.



California Green Business Program

ChicagoGoC.com



My Office

250 PTS **111** RANK

[View History](#)

Recent Activity History

- 50 Pts. - Completed: 1.04 - Create a Green Team
- 100 Pts. - Completed: 3.02 - Conduct a Commuter Survey
- 50 Pts. - Completed: 4.04 - Estimate Office Recycling Over a Week Period
- 50 Pts. - Completed: 4.06 - Remove trash bins from each desk

Leaderboard

[View All Standings](#)

Rank	Office	Points
109	Chapman and Cutler LLP	260
111	Test Co.	250
111	YR&G	250
113	Lincoln Property Company	240
114	City of Chicago	230

Available Activities

Earn points by completing the Activities below.

[View All Activities](#)

50 PTS

Innovation & Misc.
Innovation: Create your own activity

Tell us how your office has gone above and beyond the Green Office Challenge!

[View](#)

10 PTS

1 Education & Outreach
1.01 - Like us, Follow us, Join us

Like our Facebook page, follow us on Twitter, and join us on LinkedIn to receive Challenge updates, update us on your own success, and raise general awareness of the Challenge.

[View](#)

test user: support@greenpsf.com passcode: GoGreen



Green Business Engagement National Network

Mission: Facilitate sharing and relationship-building among green and/or sustainable business engagement programs across the U.S. in order to advance the national interests of such locally-focused approaches and spread effective practices.

Contact: Mihir Parikh at A Better City (mparikh@abettercity.org), or
Caroline Teng (caroline.teng@iclei.org) at ICLEI

[http://www.abettercity.org/environment/
event_National_Summit_Green_Business_Engagement_Programs.html](http://www.abettercity.org/environment/event_National_Summit_Green_Business_Engagement_Programs.html)



Upcoming Free Webinar

Webinar: *Green Business Data Tracking Systems: End to the Excel Nightmare*

Date: Thursday, November 7, 2013 **Time:** 11:00 AM - 12:30 PM PST

- Warren Gaskill on Energy Stewards® web tool that supports businesses, medical facilities, religious congregations, schools and units of government.
- Jo Fleming will present on the CAGBN tool.
- Caroline Teng will present an overview of available ICLEI web-based tools.

Space is limited.

Reserve your Webinar seat now at:

<https://www2.gotomeeting.com/register/456505874>



Contact Information

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(831) 515-1323

GreenBusinessCA.org



Share Learnings!

