



Business Assistance Tools and Resources

Recycling Market Development Zone (RMDZ)

Zone Works: Creative Solutions to Today's Issues

May 11, 2011

California Air Resources Board

CoolCalifornia.org

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TAKE ACTION TO KEEP THE PLANET COOL



WELCOME TO COOLCALIFORNIA.org

Our goal is to provide resources to all Californians in order to reduce their environmental impact and take action to stop climate change. Realizing local governments, businesses, schools and individuals have different needs, we have customized pages for each audience.

Click the tabs above to find:

- Money saving actions and best practices
- Financial incentives for actions and projects
- Carbon footprint and greenhouse gas emissions calculation tools
- Case studies and Success stories
- Educational resources

So, come on, be "cool" and check out the resources on CoolCalifornia.org today!

What's New

- [2011 Award Winners](#)
- [Climate Change](#)
- [Small Business Award Program](#)
- [Local Government Case Studies](#)
- [Community Challenge](#)

Small Business Toolkit

Comprehensive, online resource to save money
& facilitate **voluntary** GHG reductions

The screenshot shows the CoolCalifornia.org website interface. At the top, there is a navigation bar with the site logo, a search bar, and links for Sign In, Sign up, Calculator, and All Communities. Below this is a main navigation menu with categories: HOME, INDIVIDUALS, SMALL BUSINESS (highlighted), LOCAL GOVERNMENT, YOUTH, COMMUNITY CHALLENGE, SCHOOLS, and ABOUT US. The main content area is titled 'Small Business' and features a 'SMALL BUSINESS' section with a 'Small Business Awards' banner. The banner includes an image of an award trophy and text: 'Small Business Awards. We're looking for California businesses that have reduced their climate impact! Read more'. Below the banner are three numbered buttons (1, 2, 3). To the left of the main content is a sidebar with a 'Small Business' section containing a list of links: Toolkit Overview, Money Saving Actions, Calculator, Rebate\$ and Incentive\$, Small Business Case Studies, Energy Makeover, Business Award, Resources and Info, and Climate Actions Widget. Below the sidebar is a 'Calculate your Impact' section with a 'What's your Baseline?' form and a 'Carbon Calculator for Small Business' link. To the right of the main content is a 'California small businesses are an important driver of California's economy...' section, followed by a 'WRAP' (Waste Reduction Awards Program) banner with the text 'Apply through June 22' and 'Receive recognition for green business practices.' Below the WRAP banner is a 'How does your business compare?' section with two smiley face icons.

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Home > **Small Business**

SMALL BUSINESS

EMAIL THIS SHARE THIS

Small Business Awards

We're looking for California businesses that have reduced their climate impact! [Read more](#)

1 2 3

Calculate your Impact

What's your Baseline?

INTRODUCTION TRANSPORTATION FACILITIES
ENCOURAGEMENT LEANING IT TAKE ACTION

Carbon Calculator for Small Business

California small businesses are an important driver of California's economy.

All businesses use energy, produce goods and services, and have employees who commute/travel for work. These activities produce greenhouse gas emissions.

To facilitate voluntary greenhouse gas emission reductions in a cost effective way, a toolkit has been developed to help small businesses save money and limit their environmental impact. This toolkit consists of the following elements:

- Carbon Footprint Calculator
- Money Saving Actions
- Case Studies
- Rebate\$ and Incentive\$
- Award Program

WRAP

WASTE REDUCTION AWARDS PROGRAM

www.calrecycle.ca.gov/WRAP/

Apply through June 22

Receive recognition for green business practices.

How does your business compare?

😊 😊

Toolkit Components

- Money Saving Actions
- Climate Calculator
- Rebate\$ & Incentive\$
- Case Studies
- Energy Makeover
- Awards/Recognition



Small Business Climate Calculator

- Online small business carbon footprint calculator
- Customizable based on business operations
 - Transportation
 - Facilities
 - Procurement
- Provides carbon footprint summary
- Take Actions page allows for customizable climate planning/cost saving actions



Take Actions

Carbon Footprint Summary			Climate Action Plan Summary		
	tCO ₂ e	% of total	CURRENT FOOTPRINT		
Transportation:	0	0%	Pledged reductions	0	0%
Facilities:	0	0%	Offsets/RECs	0	0%
Procurement:	0	0%	MY NEW FOOTPRINT	0	0%
Total:	0	0%	financial savings per yr	\$0	
			10 year net savings	\$0	
			payback (years)	0	

Save Results to My Profile >	<input type="checkbox"/> Assumptions	mtCO ₂ e / yr reduced ?	\$ / yr saved ?	10 year net savings ?
----------------------------------------------	--------------------------------------	------------------------------------	-----------------	-----------------------

<input type="checkbox"/> Pledge all gb				
<input type="checkbox"/> Improve Fleet Fuel Efficiency 	0	\$0	\$0	\$0
<input type="checkbox"/> Promote Ridesharing  gb	0	\$0	\$0	\$0
<input type="checkbox"/> Encourage Telecommuting 	0	\$0	\$0	\$0
<input type="checkbox"/> Promote Public Transit Use  gb	0	\$0	\$0	\$0
<input type="checkbox"/> Encourage Eco-Driving 	0	\$0	\$0	\$0
<input type="checkbox"/> Maintain Vehicles 	0	\$0	\$0	\$0
<input type="checkbox"/> Reduce Air Travel 	0	\$0	\$0	\$0
<input type="checkbox"/> Offset Air Travel 	0	\$0	\$0	\$0

California's Business Services Resource Catalog

Initial Partnership:



*California Workforce Investment
Board*



*California Air Resources
Board*



*California Energy
Commission*



*Governor's Office of Economic
Development*

California's Business Services Resource Catalog

Overview:

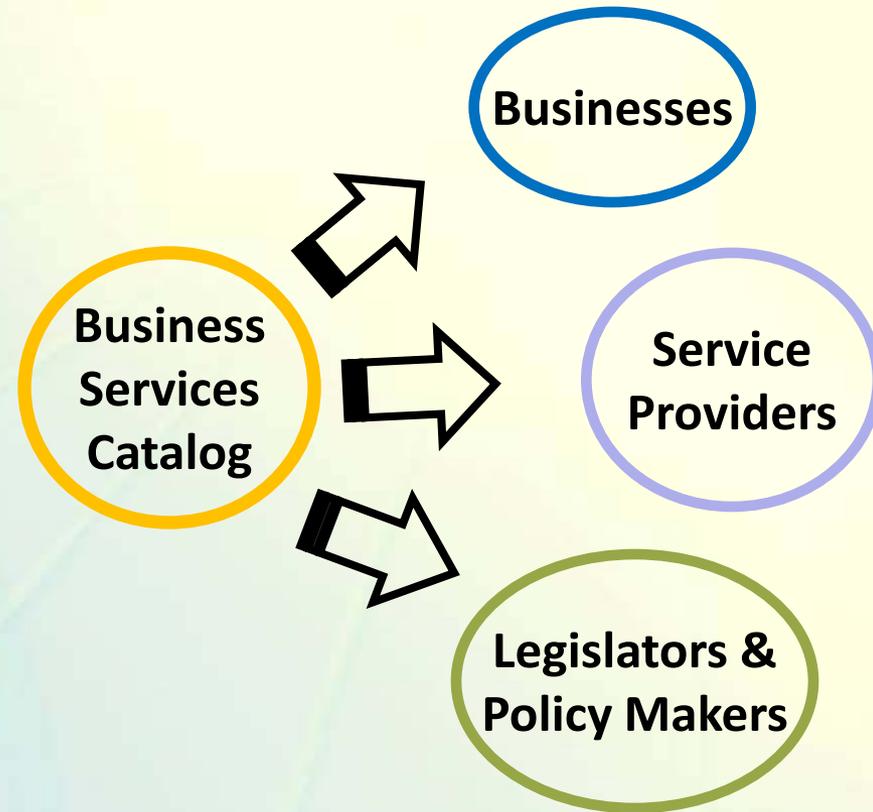
- Grants
- Tax Credits
- Rebates/Reimbursements
- Financing/Funding
- Services/Resources/Assistance



California's Business Services Resource Catalog

Primary Purpose:

- **Inform Businesses of State Funding**
- **Provide a tool for Business Service Representatives to engage employers**
- **Inform legislators of the resources available and the gaps that exist**



California's Business Services Resource Catalog

Moving Forward:

- **Web Based Platform**
 - **Relational Database**
 - **User Friendly**
 - **Links on multiple partner websites**



CA.gov | State Agencies | News.ca.gov

HOME STATE DATA FIND STATE DATA ABOUT

Search

Enter your keywords: [Search]

Current search: Search found 43 items

Retain current filters

Name	Agency	Category	Data Type	User Rating
CalRecycle Recycling and Waste Management ...	CalRecycle	Energy and Utilities	Applications	0
Legislative Counsel Statutes ...	Legislative Counsel		Applications	0
Legislative Counsel Legislation ...	Legislative Counsel	Business Enterprise	Applications	0
Department of Consumer Affairs Professional Licenses ...	Department of Consumer Affairs	Licenses	Applications	0
CA.gov Public Records Searches ...	CA.gov	Information and Communications	Applications	0
Department of Toxic Substances Control EnviroStor ...	Department of Toxic Substances Control	Geography and Environment	Applications	0
Legislative Counsel California Constitution ...	Legislative Counsel	Law Enforcement, Courts and Prisons	Applications	0
Legislative Counsel Bill Information ...	Legislative Counsel	Bill Information	Applications	0
Department of Finance Exports and imports through California ports ...	Department of Finance	Wholesale and Retail Trade	Raw Data	0
California Highway Patrol	California	Transportation	Raw Data	0

Filter by Agency

- Department of Finance (12)
- CA.gov (5)
- California Postsecondary Education Commission (4)
- Legislative Counsel (4)
- Department of Industrial Relations (3)
- Employment Development Department (3)
- Air Resources Board (2)
- Department of Toxic Substances Control (2)
- Alcoholic Beverage Control (1)
- CalRecycle (1)

Filter by Category

- Labor Force, Employment and Earnings (12)
- Education (5)
- Population (5)
- Geography and Environment (4)
- Information and Communications (2)
- Wholesale and Retail Trade (2)
- Alcoholic Beverage Licenses (1)
- Bill Information (1)

- **Hard Copies to be distributed**
- **Agencies and businesses will continue to submit information**
- **Updates will be performed every 6 months**
- **Include Federal and Local resources**

Awards/Recognition

- CoolCalifornia.org Small Business Awards
- Governor's Economic and Environmental Leadership Awards (GEELA)
- California Certified Green Business Awards



Contact Information

Johnnie Raymond
California Air Resources Board
jraymond@arb.ca.gov

Jerry Hart
California Air Resources Board
ghart@arb.ca.gov

Mitzi Magtoto
California Workforce Investment Board
Mitzi.magtoto@cwib.ca.gov

Questions?

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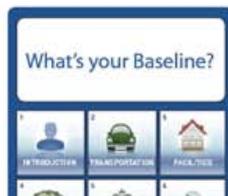
SCHOOLS

ABOUT US

Small Business

- + Toolkit Overview
- + Money Saving Actions
- » Calculator
- » Rebate\$ and Incentive\$
- + Small Business Case Studies
- » Energy Makeover
- + Business Award
- » Resources and Info
- » Climate Actions Widget

Calculate your Impact



Home > **Small Business**

SMALL BUSINESS

EMAIL THIS SHARE THIS



Case Studies

View [case studies](#) of California businesses that have taken steps to reduce greenhouse gas emissions!

1 2 3

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