

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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Cool Tip

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](#)
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- [Community Challenge](#)

Small Business Toolkit

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

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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

Home > **Small Business**

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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 | CLEANER | TAKE ACTION
Step 1: Estimate the carbon footprint
Step 2: Research energy saving opportunities
Step 3: Research the business energy usage
Step 4: Reduce emissions based on energy
Step 5: Compare your emissions to industry
Step 6: Develop action plan and setting the goals

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 >

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

California's Business Services Resource Catalog

Initial Partnership:



*California Workforce Investment
Board*



*California Air Resources
Board*



*California Energy
Commission*

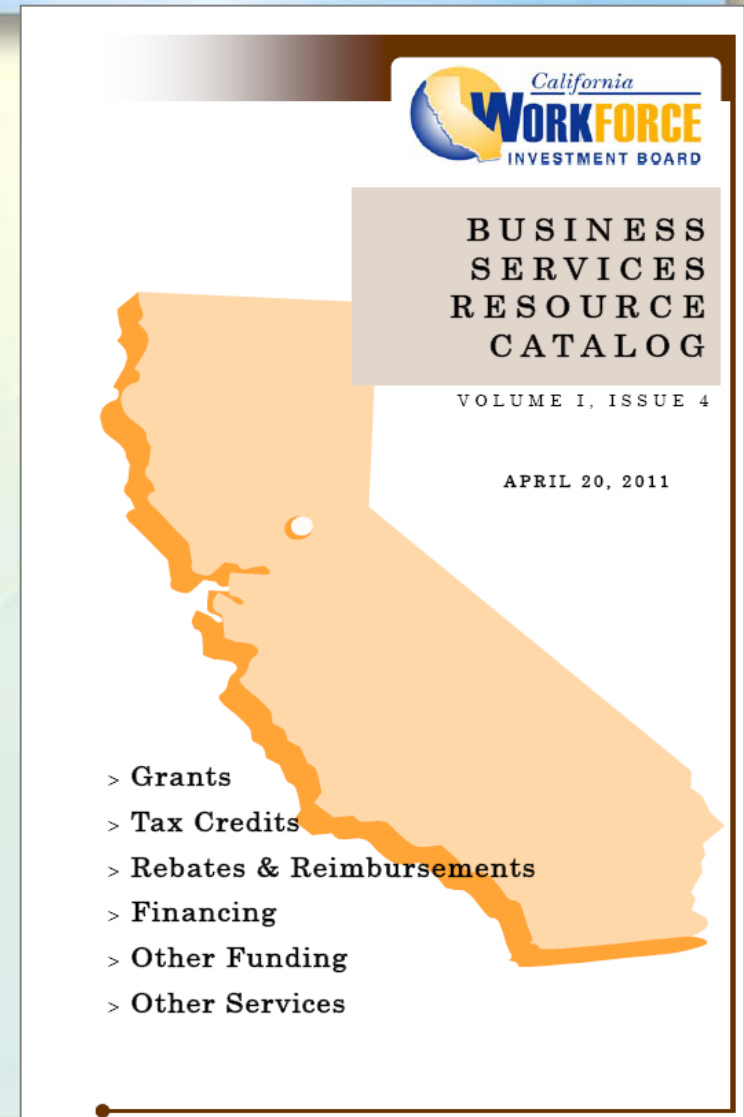


*Governor's Office of Economic
Development*

California's Business Services Resource Catalog

Overview:

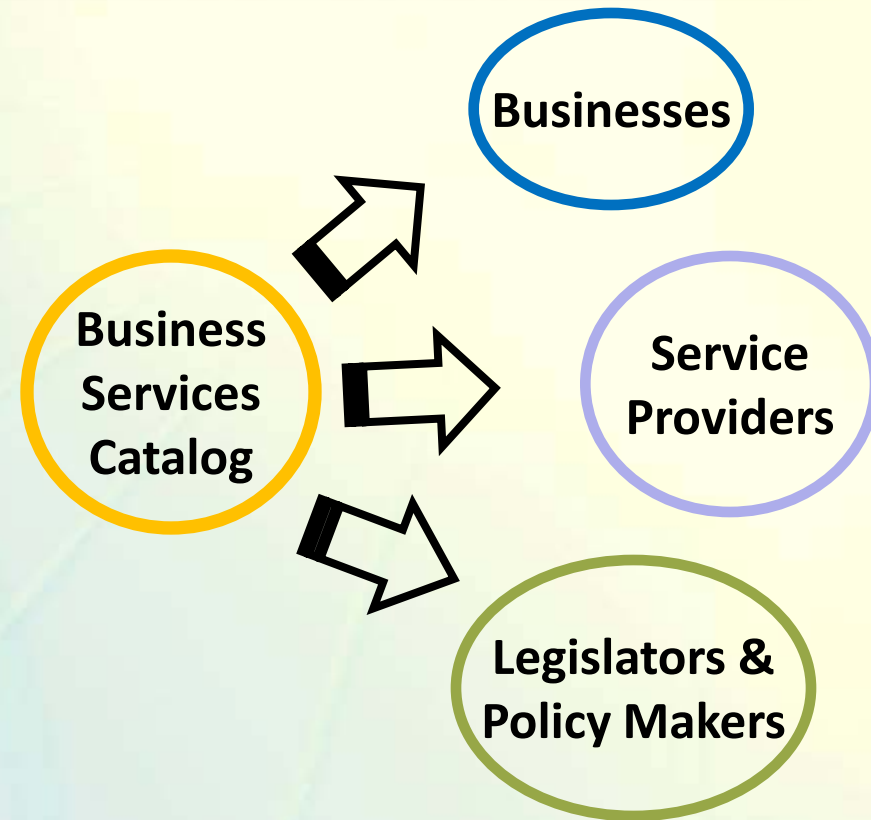
- Grants
- Tax Credits
- Rebates/Reimbursements
- Financing/Funding
- Services/Resources/Assistance



California's Business Services Resource Catalog

Primary Purpose:

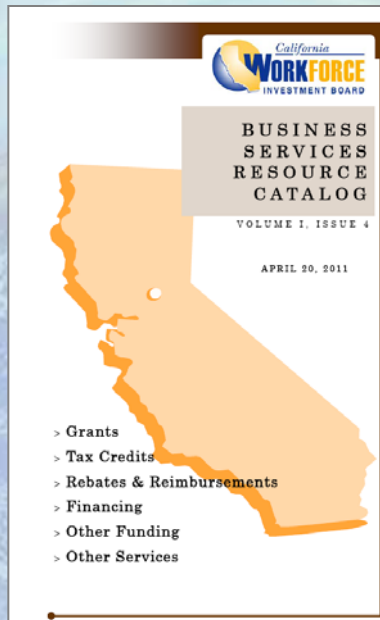
- **Inform Businesses of State Funding**
- **Provide a tool for Business Service Representatives to engage employers**
- **Inform legislators of the resources available and the gaps that exist**



California's Business Services Resource Catalog

Moving Forward:

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



- ***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

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Questions?

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Case Studies

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

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