

A photograph of two women standing behind a computer monitor in a wood-paneled room. The woman on the left is wearing a white button-down shirt and has her hair pulled back. The woman on the right is wearing a grey button-down shirt with a logo on the chest and has long blonde hair. They are both smiling warmly at the camera. The background features wood paneling, a stained glass lamp, and a grid-patterned wall.

**- WELCOME TO THE NETWORK -**

**GREEN**

**CALIFORNIA  
GREEN BUSINESS  
NETWORK**

# Green Business and RMDZ

## Green Business Program Basics:

- Incentive based program
- Recognizes and promotes environmental leaders, best Green Business practices
- Provides education and technical assistance to all applicants

## Synergies - RMDZ - CAGBN

- Both contact businesses
- Both promote recycled content in CA
- Both provide incentives and technical assistance
- Opportunity to cross-reference and share lists of businesses
- Opportunity to jointly recruit businesses
- Possible funding from CAGBN and CalRecycle to implement both programs
- Efficiency in not duplicating efforts



# Why Start a GBP and Join CAGBN?

- Meet City/County sustainability goals through GHG reductions, resource conservation
- Better environmental compliance: Businesses adopt more "beyond compliance" measures
- Better stakeholder relationships: public, business, utilities, agencies
- Mentorship, Resources & Support
- GreenBizTRACKER is a GBP in-a-box  
[www.greenbusinessca.org](http://www.greenbusinessca.org)
- The factory is built, we are ready to crank out Green Businesses!



# How Does CAGBN Work?

- 501.c.3, grant funding and contributions from local programs.
- By-laws ensure program consistency while allowing local approach.
- Adoption of Essential Criteria (standards)
- Pool experience, knowledge, resources and fundraising efforts.
- Meet biannually, several active committees.
- Basecamp Collaboration - Online Tool

# 5 Basic Steps to Business Certification

1. Business enrolls/registers
2. Business completes online checklist
3. Coordinator reviews checklist and coordinates assistance visits with experts, as well as compliance checks
4. Business completes final tasks
5. Coordinator verifies, certifies and then re-certifies after 3-4 years



# Directory Listing for Businesses and a Phone Application

Login

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WHAT IS A CERTIFIED BUSINESS

WHY GET CERTIFIED

HOW TO GET CERTIFIED

CONTACT US

START A PROGRAM

## BUSINESS TYPE

Transportation Sales & Services

## BUSINESS CATEGORY

Auto Repair



## A+ AUTO GLASS

We have provided auto glass repair and replacement since 1971. Thanks to our Loyal Customers, we have several locations and provide mobile auto glass replacements all over the Greater Bay Area and East Bay. We provide chip repairs, windshield, door, quarter, vent and back glass replacements. We also repair windows that no longer function and sell auto glass cleaner which does not deplete the ozone layer.

[READ MORE](#)

2218 Old Middlefield Way, Suite I  
Palo Alto California 94043  
(650) 320-9022

[www.aplusglasspro.com](http://www.aplusglasspro.com)

## BUSINESS TYPE

Transportation Sales & Services

## BUSINESS CATEGORY



Auto Repair

## A+ JAPANESE AUTO REPAIR INC.

A+ Japanese Auto Repair has been a certified green business since San Mateo county started its green business program. We provide green auto repair and service for clients from Belmont, San Carlos, Redwood Shores, Redwood City, San Mateo, and surrounding areas. We specialize in Honda repair, Acura repair, Toyota repair, Lexus repair, Nissan repair, infiniti repair, Mazda repair, and Subaru repair.

[READ MORE](#)

780 Industrial Road  
San Carlos California 94070  
(650) 595-2277

[www.aplusjapaneseautorepair.com/](http://www.aplusjapaneseautorepair.com/)

## BUSINESS TYPE

Transportation Sales & Services

## BUSINESS CATEGORY

Auto Repair

## A-1 BRAKE & TIRE

[READ MORE](#)

2008 Mt. Diablo Blvd.  
Walnut Creek California 94596  
(925) 934-7227

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# 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](http://greenbusinessca.org)



# Green Business Main Areas of Focus

- Materials Management (solid waste and recycling)
- Environmental Regulatory Compliance
- Pollution Prevention
- Energy conservation
- Water conservation
- Transportation
- Employee Awareness





# Solid Waste | Solid Waste Introduction

- Purpose: Reduce solid waste to landfills
  - Reduce paper use and packaging
  - Reuse and recycle
  - Purchase products with recycled content

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# The Checklist

-  SOLID WASTE
  - Diversion & Reuse
  - General
  - Source Reduction

## TRANSPORTATION

## WASTEWATER

## WATER

## DELETE APPLICATION

## BUSINESS LOGIN

## PRINT CERTIFIED

### TIER PROGRESS

Certified

CERTIFIED REQUIRED MEASURES

24 of 71 measures completed

## CORE MEASURES

YES NO N/A

CATEGORY PROGRESS

1. Comply with state and local requirements by composting all organics, including food discards, compostable paper such as paper towels, and plant debris from landscapes.

FLAG

POST

HELP

0 of 5 required measures completed

GREEN TIPS

### Measure 3

Green Note: Waste haulers dispose of black/opaque bags in the landfill so they should \*not\* be used for recyclables.

 Upload

2. Recycling, garbage and organics containers: Provide information describing how to properly use these containers at least annually to employees, and if appropriate, to tenants and contractors.

FLAG

POST

HELP

 Upload

3. Place clearly labeled recycling bins, and compost bins where appropriate, next to all trash bins. Deskside recycling bins (usually containing dry recyclables) should be unlined. Kitchen/break room recycling bins (containing cans, bottles, rinsed containers), should be lined with clear plastic bags. If using bags for compost bins, they must be BPI certified. Bins should be made with recycled content. Green Note: Waste haulers dispose of black/opaque bags in the landfill so they should \*not\* be used for recyclables.

FLAG

POST

HELP

 Upload

4. Recycle all cardboard, glass, metal, paper, paperboard, hard plastics. Compost all food scraps, food-soiled paper, compostable bags, compostable utensils, and green waste accepted in your area. Provide zero waste staff training to employees.

FLAG

POST

HELP

> Do you pay your own garbage bill (yes or no)? [\[Detailed\]](#)

# Specific Sector Overlap

- Food Manufacturers
- Small Manufacturers

## Dan Haifley, Our Ocean Backyard: Watsonville's Sambrailo Packaging replacing plastic with cardboard



ReadyCycle being packed at JSM Organics. (Sambrailo Packaging/Contributed)

By [Dan Haifley](#), *Our Ocean Backyard*

POSTED: 05/05/18, 8:00 PM PDT | UPDATED: 1 WEEK, 4 DAYS AGO

# COMMENTS

Sambrailo Packaging of Watsonville, which pioneered the plastic “clamshell” containers for berries, is now offering an alternative way to package fruits and vegetables using recyclable cardboard for presentation to consumers in markets.

Plastic can wind up in the ocean after a single use, contributing to pollution that according to one 2014 study by [5Gyres.org](#) includes 5.25 trillion pieces of plastic throughout the depths of the ocean’s habitats, and recent reports indicate the problem has grown in the years since.

Through the process of photo-degradation, plastic breaks down into smaller pieces but remain as synthetic polymers as they are ingested by marine life, often carrying toxins with them as they move through the food web.

One of the leading organizations in the fight against this problem is the Plastic Pollution Coalition. This past March, the coalition posted a blog about [Sambrailo’s venture into alternative packaging](#).

Sambrailo executive Tom Taggart developed a product to hold produce using corrugated cardboard, which can be recycled. The product, called ReadyCycle, is a practical alternative to plastic.

The market for recycled materials has dropped this year, which means that those who pick up your recycled materials, including cities and counties or the waste haulers they have under contract, are now having a more difficult time finding buyers for those materials.

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Start Recording



**CAGBN MARKETING**

# Ads

## Full-Page Ads

Use these ad templates as a general guideline when creating advertising materials. Consider a high-quality image, a short headline, and succinct body copy that compels the reader to take action.



# GO GREEN.

**Become a Certified Green Business Today!**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse.

Learn more at [greenbusinessca.org](http://greenbusinessca.org)



# GO GREEN.

Join the Green Business Program today!



WHAT IS IT?	WHY GO GREEN?	WHAT'S IN IT FOR ME?
A Green Business voluntarily implements environmentally sustainable practices in areas like water conservation, waste reduction, energy efficiency and pollution prevention.	It's free and you get on-site assistance, marketing benefits, and cost savings, all while meeting customer demand for green practices and environmental stewardship.	Get local and statewide recognition for your business by participating in the Monterey Bay Green Business Program

**Congratulations to our recently certified Green Businesses!**



More details at: [montereybaygreenbusiness.org](http://montereybaygreenbusiness.org)  
Ad funded by City and County of Santa Cruz

# Social Media

facebook

Email or Phone

Password

Log In

[Forgot account?](#)



Monterey Bay Area  
Green Business  
Program  
[@MontereyBayGreenBusiness](#)

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Organization





## Businesses Continue To Get Certified

Nearly 85 new businesses have become green business certified over the last year! There are now 375 certified businesses in the Monterey Bay Area with this number climbing every week. One of the most effective ways to continue recruiting new businesses to the program is to have those of you that are certified reach out to new businesses and let them know about the program.

## Profile of a Recruitment Champion



If you've attended any Green Business events over the years, you've likely had the pleasure of meeting Gino from Gino's Carco Santa Cruz. It's hard not to feel inspired by Gino's passion for the Green Business Program. Just in the last couple of months, Gino has helped recruit 5 businesses to the program! Gino recently shared his recommendations for other business owners to help encourage others to join. [Here's what he had to say.](#)

## Opportunities to Participate: Share and Win a Free Massage!

We are on a mission to certify more businesses in 2018 and provide fun opportunities for our certified businesses to network with each other and get recognized for becoming certified.

# Printed Collateral

**SAVE MONEY.  
BE A GREEN LEADER.  
INCREASE BUSINESS.**

Become a Green Business!



[greenbusinessca.org](http://greenbusinessca.org)

# 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](http://greenbusinessca.org)

**Support your local  
Green Businesses.**

[montereybaygreenbusiness.org](http://montereybaygreenbusiness.org)





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A photograph of three women sitting at a wooden table in a cafe or office setting, laughing and talking. The woman on the left has curly hair and is wearing a light-colored blazer. The woman in the middle has blonde hair and glasses, also wearing a light-colored blazer. The woman on the right is partially visible, wearing a dark blazer. On the table are coffee cups, a smartphone, and some papers. The background shows a bar area with bottles and a lamp.

**RECRUITMENT**

# Recruitment | Consumer Awareness

- Adds value to business participation
- News: online and print
- Social media
- Movie preview screens
- Buses
- Events- Earth Day, Chamber Events, Small Business Fairs
- Phone App

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# Recruitment | Door-to-Door

- By shopping district
- Downtown association meetings
- Use volunteers
- Out and about strategy
- Tell them their customers or inspectors recommended them.

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# Recruitment | B2B

- Essential criteria to include the measure on recruiting another business
- Refer a Business Incentives
- Watsonville model where businesses recruit other businesses



California Green Business Network shared Monterey Bay Area Green Business Program's post.

Published by Jo Fleming [?] · February 7 ·

Not only did Totlcom get certified green but they are helping teach other businesses about the benefits of going green alongside another business leader at Gino's Carco.



Monterey Bay Area Green Business Program

Published by Emily Gomez [?] · February 1 ·

Congratulations to Totlcom for becoming our newest certified green business in Watsonville, Totlcom has been a leading business partner for the Monterey Bay Area Green Business Network. See More



# 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](#)



APR 11 **Spring Green Business Mixer**

Wed 5:30 PM · Cruzio Internet · Santa Cruz

Tickets available · Networking · 52 people

✓ Interested ▾

- Green Business Mixers, Lunch and Learns, Academies Award Ceremonies
- Business Association Events, Chamber Events, Economic Development

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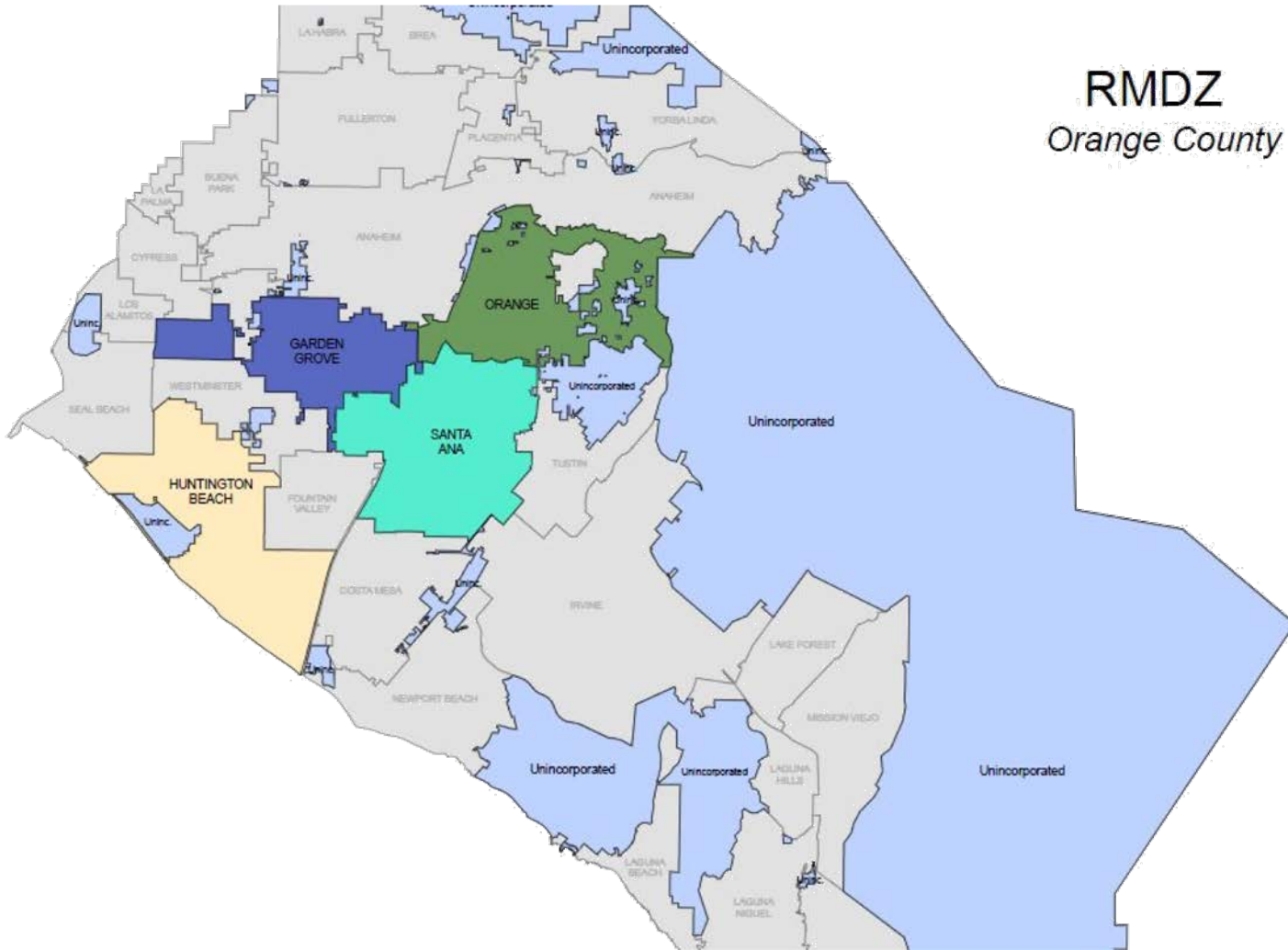
# INTEGRATION OF CITY INCENTIVES WITH THE RECYCLING MARKET DEVELOPMENT ZONE

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Antonia Graham, Assistant to the City Manager/Energy and Sustainability  
Manager



# RMDZ Orange County





# Sustainable Business

- Sustainable business, or green business, is an enterprise that has minimal negative impact on the global or local environment, community, society, or economy—a business that strives to meet the triple bottom line.



# Primal Elements



# Primal Elements

- According to Primal Elements, the Sustainable Business Certification has helped with business.

*"Our customers love hearing we are environmentally friendly and conscious. Our sales have increased because we think that our customers like seeing we care about our world. The City has really helped us on this one."*

- Discover more about Primal Elements and their products at: [www.primalelements.com](http://www.primalelements.com)

# Integration of City Incentives

Recycling Market Development Zone

Business Advocate Program

Business Attraction and Retention Program

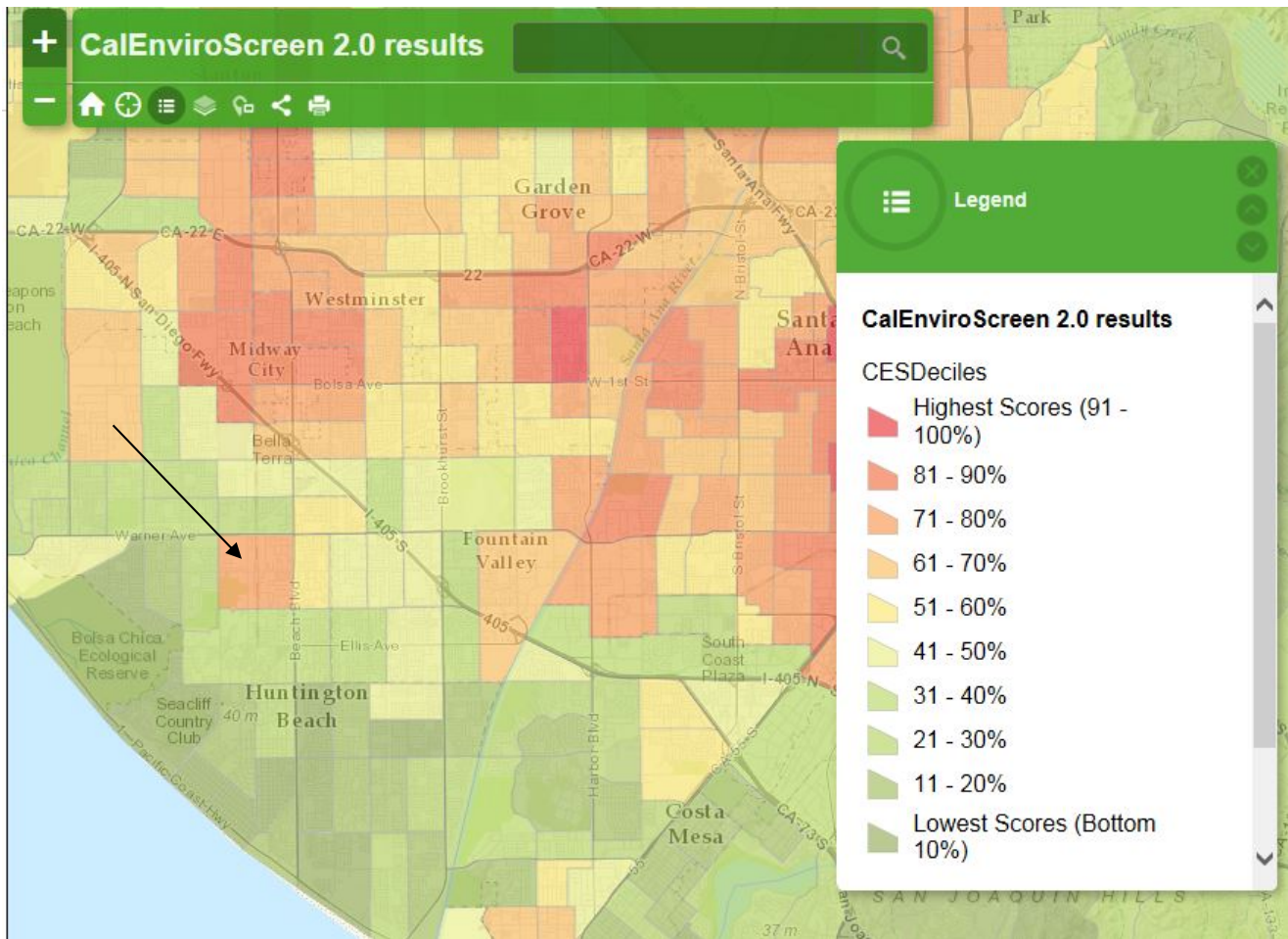
# Disadvantaged Business Certification Program

- Oak View neighborhood – 10,000 residents in one square mile
- Oak View Renewal Partnership
- CIELO – Golden West College

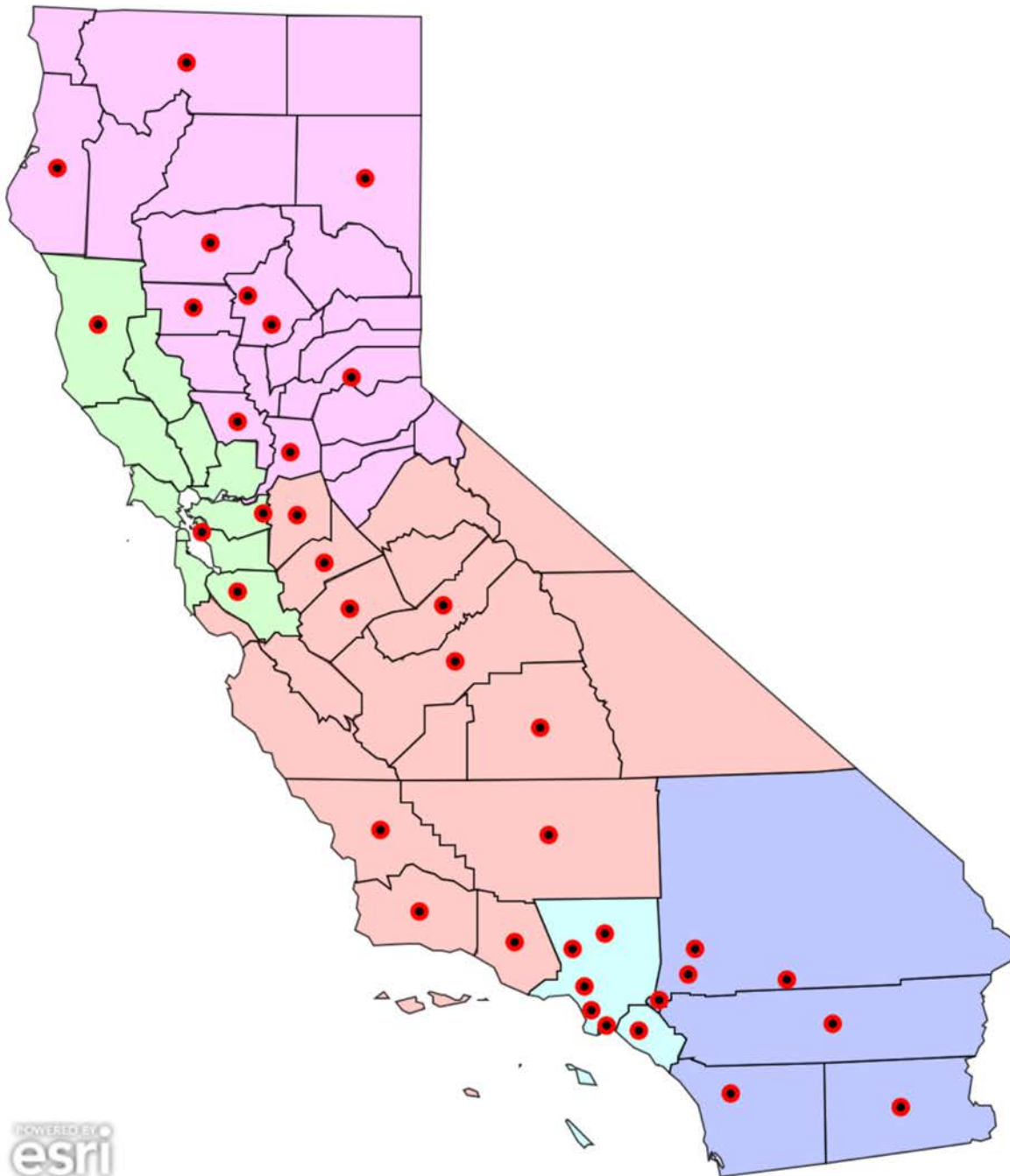


**CIELO** | The Sky's the Limit









### North Area

- [Chico/Northern Butte](#)
- [City of Oroville](#)
- [El Dorado County](#)
- [Glenn County](#)
- [North Coast](#)
- [Northeastern California](#)
- [Placer County](#)
- [Sacramento](#)
- [Siskiyou County](#)
- [Tehama County](#)
- [Yolo](#)

### Los Angeles Orange

- [City of Hawthorne](#)
- [City of Los Angeles](#)
- [City of Santa Clarita](#)
- [Long Beach](#)
- [Los Angeles County](#)
- [Orange County](#)

### Bay Area

- [Contra Costa](#)
- [Oakland/Berkeley](#)
- [San Jose](#)
- [Solano County](#)
- [Sonoma/Mendocino/Lake Counties](#)

### Southern Area (Except LA Orange)

- [Chino Valley](#)
- [City of Hesperia](#)
- [High Desert](#)
- [North San Diego County](#)
- [Riverside County](#)
- [San Bernardino County](#)
- [South San Diego/Imperial Co.](#)

### Central Area

- [Central Coast](#)
- [Fresno County](#)
- [Greater So. San Joaquin Valley](#)



# YOU ARE IN GOOD COMPANY

- 35 programs
- 3000+ recognized businesses
- 2000+ interested businesses
- New programs in the Central Valley and Southern California



An aerial photograph of a red building with a grey metal roof. A large array of solar panels is installed on the roof. The building has a patio area with wooden benches and tables, and a sign that says "TAP ROOM". There are stacks of lumber in the background and a parking lot in the foreground with a "no parking" sign and a wheelchair symbol.

# Questions and Ideas for Collaboration?

California Green Business Network

# CONTACTS

**Jo Fleming, Executive Director, CAGBN**  
**[info@greenbusinessca.org](mailto:info@greenbusinessca.org)**

**Julianne Rhodes, Technology Director, CAGBN**  
**[jrhodes@environmentalin.com](mailto:jrhodes@environmentalin.com)**

**Shawn Orgel-Olson, Marketing and Performance  
Standards Director,**  
**[sorgelolson@environmentalin.com](mailto:sorgelolson@environmentalin.com)**

**Courtney Lindberg, Chair of the Board of Directors**  
**[clindberg@ci.ventura.ca.us](mailto:clindberg@ci.ventura.ca.us)**

