

WHY SMALL AND MEDIUM-SIZED BUSINESSES?



of State employers



of the workforce



of the commercial energy use in CA



by state and utility programs



3,002 BUSINESSES CERTIFIED IN 2015









<u>California Green Business Network Members</u>

Our success

- 25 programs
- Over 3400 recognized businesses
- ~ 2000 interested businesses
- New programs in the Central Valley, Inland Empire, and Southern California





THE CALIFORNIA GREEN BUSINESS NETWORK



Verifies on-the-ground changes that have reduced 835,334 metric tons of GHG emissions



17% of business served are in disadvantaged communities



Helped business green their practices that save over \$33 Million in utility bills and rebates annually



150 million gallons of water saved per year and other environmental co-benefits



Serves over 50% of the state's population with 24 locally run programs



Secured legislative authorization as the state green business program model (AB 913, Feuer)



Leverages over \$13 million annually in local agency and utility funding to deliver the program and incentives



California Green Business Network

www.greenbusinessca.org

1995	Sonoma Green (a compliance-plus program) starts
1111	and paves the way for the GBP concept

First robust and comprehensive GBP starts in Alameda County

Monterey Bay Area starts program, 1,000 businesses certified

2007 GBP now in all 9 SF Bay Area

2001 First Southern California program launches

www.greenbusinessca.org launched to manage certifications and promote businesses

2010 2,000 businesses certified

Program AB 913 (Feuer)

Formalized as official State of California Program

2013 Visioning Retreat transforms local network into highly functioning statewide program. Strategic Plan developed

City of Los Angeles launches program EPA to DACs in California

2015 First GBP launched in Central Valley

3,000 businesses served

EPA and 5 States pay CAGBP to help start database/programs nationally

Launch the program in 5 new communities.

2020 Projected 6,000 businesses certified



To mainstream green, we need to engage the 5% of businesses that are "early adopters", after which the "early majority" follows. With additional state and local investment, the California Green Business Program can achieve that, serving 20,000 small and medium businesses by 2040 and 40,000 businesses by 2050.

SMALL BUSINESSES = BIG IMPACT

Delivering our current level of assistance to 40,000 businesses results in a verifiable:





California Green Business Program

Staff login



HOME

FIND GREEN BUSINESSES

APPLY TO BE A GREEN BUSINESS

Start a program

Resources & FAOs

Green Tips

About Us

Contact Us

Look what we've achieved!

Click on the bars to find out how much we have saved:

Average Annual Business Savings

- 4

or

Annual Savings for all Businesses

01

Greenhouse Gas Emissions Saved

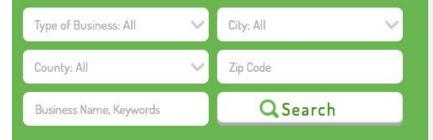
This year, the California Green Business Program has saved 822,677 metric tons of CO₂ with a total savings of \$3,083,277.

That's the equivalent of planting **43,583** acres of urban trees a year for ten years.



Find Green Businesses

Looking for efficient businesses that incorporate green practices and consciously conserve resources? Select from the criteria below to find specific Green businesses near you!



Apply to Be a Green Business

Grow with us! **Green** business is **smart** business. Find out how to incorporate green practices in to your own business and discover how to conserve resources and become more efficient.

Apply now to join the program!

Already have an account?

Work on a saved app, view your status, or renew your application.

Login here

Forgot your password?

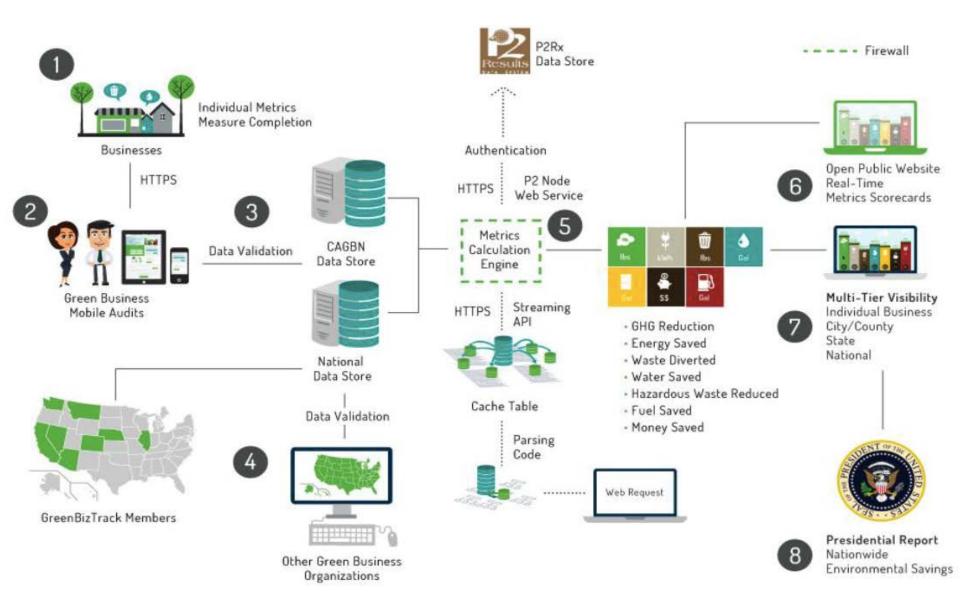


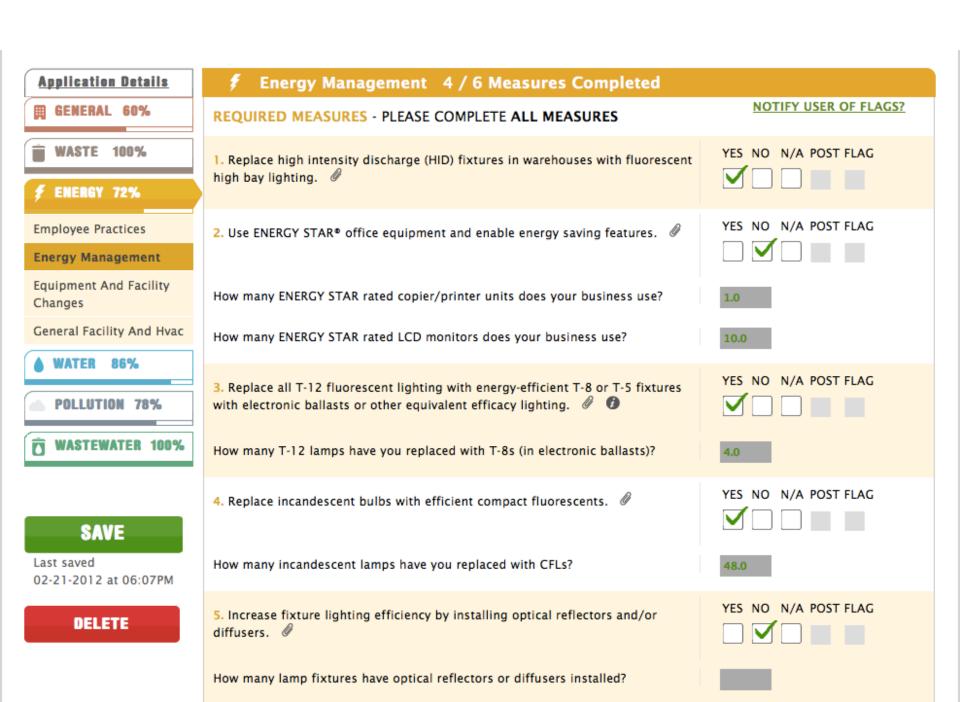


Start a Program









California Green Business Progra

Bottles/Cans

0.9

Application Number: 6414
Registered: 11-15-2011

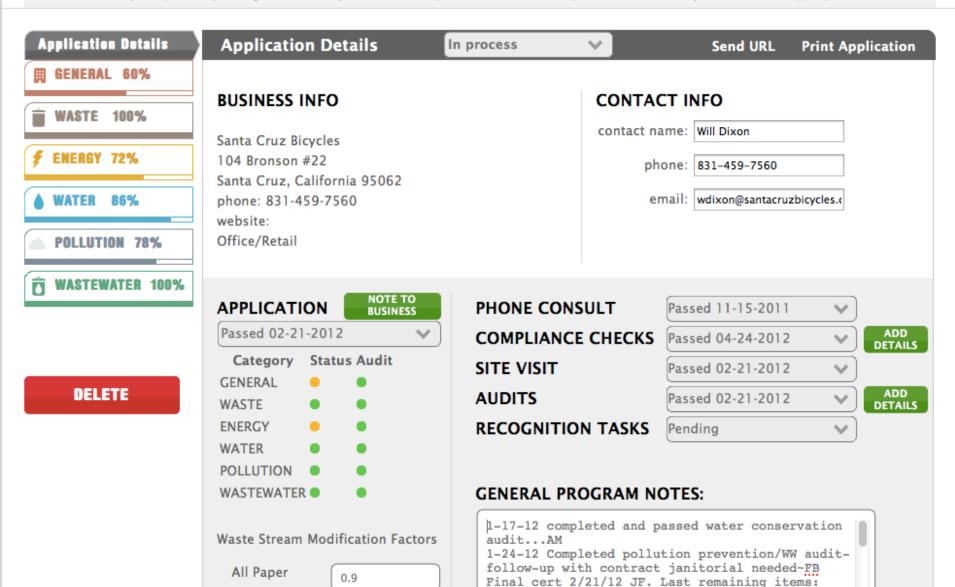
Recognized: NA

signed and scheduled RL upgrade. GHG

Directory Info Report Card View Status History

Green Notes

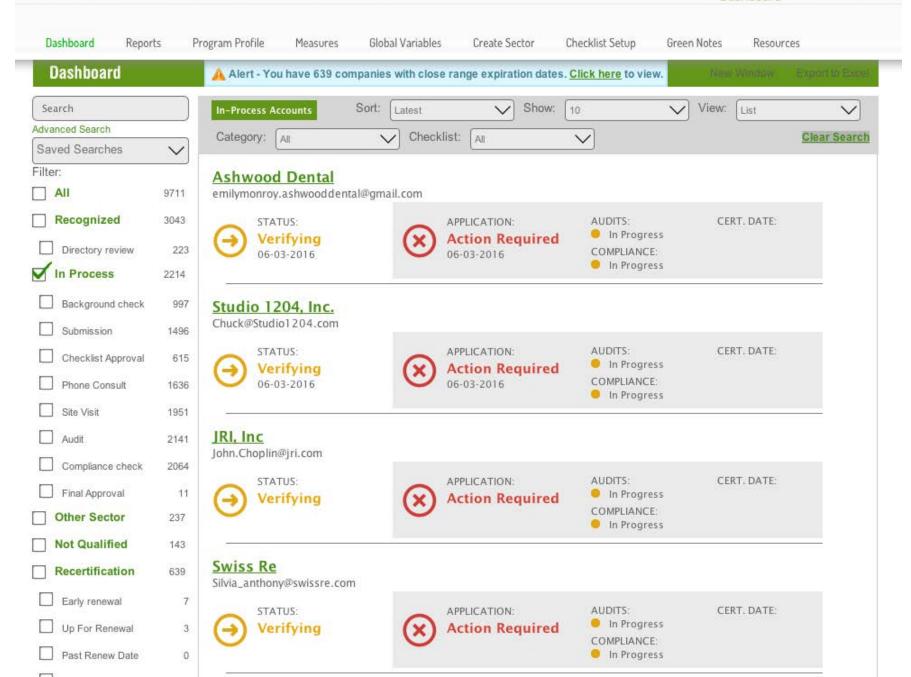
Dashboard Reports Program Profile Measures Global Variables Create Sector Checklist Setup



California Green Business Program

logout Dashboard





Business Benefits



Pier 9. Suite 105 San Francisco, California 94111 MAP

415-546-0450 www.450architects.com









450 ARCHITECTS, INC.

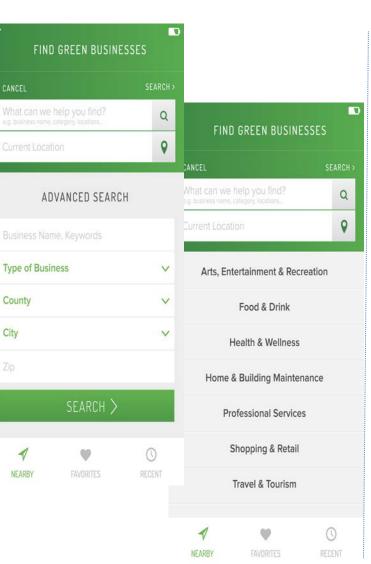
Advocate. Educate. Design. Sustain. These powerful words guide 450 architects. 450 architects are committed to environmentally conscious designs that are beautiful and soulful. They constantly work to educate clients and the broader public about environmentally preferable products and technologies as well as the costs and benefits of building green.

HOW WE ARE GREEN

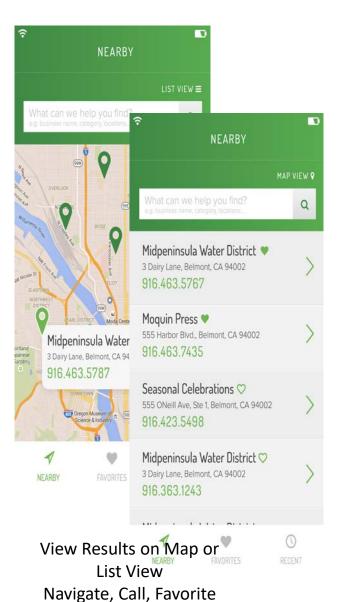
450 architects completed the first permitted domestic rainwater harvesting system in Marin County. They wrote the San Mateo County Green Building Guidelines and Checklist to facilitate the coordination of residential and commercial green building construction for their twenty-one municipalities. They provide LEED consulting services for contractors, architects, institutions etc.

TESTIMONIALS

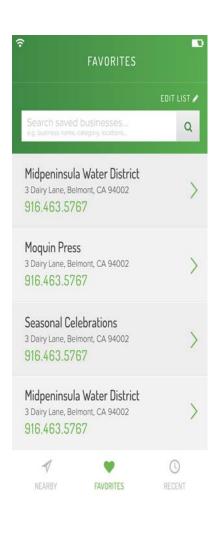
National Find a Green Business Mobile Application (Built for GreenBizTRACKER2.0) Apple IOS & Google Android



National: Find a Green Business in your Area



Business



Store Your Favorite Green Businesses

Metric Outcomes

Greenhouse Gas Emissions Saved

Green businesses have saved 1,860,989,666 lbs of CO2 with a total savings of \$3,163,682.43. Thats the equivalent of:

Planting 44,720 Acres of urban trees

(The number of icons in this visualization has been capped to not overload the scorecard)



Solid Waste Diverted From Landfills

Green businesses have saved 856,959,188 lbs of waste with a total savings of \$57,544,809.45. Thats the equivalent of:

53,560 Garbage Trucks Worth of Diverted Waste

(The number of icons in this visualization has been capped to not overload the scorecard)



How do we measure?



Green Your Business

Purchase copy, computer and fax paper with minimum 50% post consumer waste (recommended 100%).

- Savings: GHG reductions
- Inputs: Reams of paper purchased/yr, PCW content

Calculation

Total GHG reduced = no. of paper reams X 5 lbs/ream X GHG reduction (lbs CO2/lbs paper)

Assumption/Conversion:

GHG factors are 6.2 (100%), 2.91 (50%), 1.6 (30%) from EPA's Recon

Green Your Business

Retrofit toilets flushing at higher than 1.6 gallons with high efficiency toilets (1.28 gallons or less per flush).

- Savings: gal of water, GHG reductions, cost savings
- Inputs: # of employees, # visitors, # customers, flush volume

Calculation

gal/yr = # of employees x 2 flush/day x (248 days/yr) x (old toilet flush volume - new toilet flush volume) + # of visitors x $0.5 \times (0 + 10^{10} \text{ m})$ x $0.5 \times (0.5 \times (0 + 10^{10} \text{$

kwh/yr = gal/yr [X 0.007153 kWh]; GHG reduction =kwh/yr X 0.85318794 lbs CO2/kwh. Cost Savings = gallons saved * \$0.002.

Assumption/Conversion:

- Asks flush of old toilet and new toilet.
- 2 Flush per person average.
- Visitors utilize bathroom facilities 0.5 times a day, and retail customers utilize bathroom facilities 0.2 per day (LEED standards).
- It takes 0.007153 kWh to pump a gallon of water.
- Cost saving calculator from Black and Veatch study of California water supply cited by CARB

Sources: LEED - EB, CalGreen, ICLEI Software, GreenPoint Rated Climate Calculator, Version 2 and CARB



Use a low flow pre-rinse nozzle for dish scraping and pre-cleaning. (Saves both heating and water costs).



Calculation

gal/yr is no. of units X 122640 gal/unit/yr kwh/Yr is no. of units X 15711 kwh/unit/yr

Assumption/Conversion:

Used default setting in FSTC's calculator with exceptions for operating hours per day (4) and old device water flow rate (3.0gal/min). Annual savings number calculated by subtracting new device's annual water consumption from old devices i.e. subtract new nozzle 1.6 gal/min from old nozzle 3.0 gal/min.

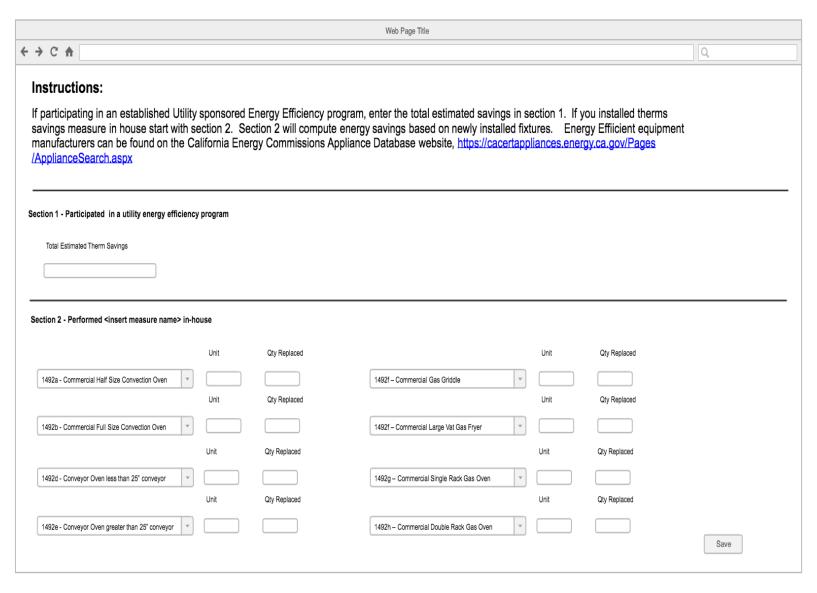
Source:

(http://www.fishnick.com/tools/watercost/)

Newer Metrics for Utilities kWh

			Web Page	Title		
← → C ♠						Q
Instructions:						
You have indicated that your be Efficiency Program, enter the to compute energy savings based quantity. The Existing Fixture I installed in an outdoor area.	otal estimated say d on newly installed be automatically s	vings in section 1. If the li ed fixtures and your select selected by the system. N	ghtning retrofits ted building type lext enter the ne	s were performed e. Start my enter umber of fixtures	in-house start with section in the fixture you are ins	on 2. Section 2 will stalling and the
Section 1 - Participated in a utility energy Total Estimated Energy Savings in kWh	r efficiency program					
Section 2 - Performed lighting retrofits in	-house					
Facility Building Type						
Replacement Fixture	Replacement Fixture Quantity	Existing Fixture	Existing Fixture Quantity		Estimated Hours of Operation	Savings due to Reduced HVAC Load
				Exterior		
Replacement Fixture	Replacement Fixture Quantity	Existing Fixture	Existing Fixture Quantity		Estimated Hours of Operation	Savings due to Reduced HVAC Load
				Exterior		
> New Row						

New Therm Savings





GreenBizTRACKER Our Shiny, Brand New System going live 2017

What's new? Early demos of User Interface

https://vimeo.com/183560466/03ad116b35

Business Flow:

http://gb-html.pier2marketing.com/

Coordinator Flow: http://gb-

html.pier2marketing.com/dashboard.html



NEIEN Grant

- National Environmental Information Exchange Network (EPA)
- IT only grant
- Currently Supports Denver, Illinois,
 Washington, Arizona, and New Hampshire
 to start using GreenBizTRACKER
- Pursuing the next round of funding where we hope to add more states
- Who is interested?

Next?

- Marketing and Branding
- Food Processors
- Adding more states to GreenBizTRACKER

Look what we've achieved! Click on the bars to find out how much we have saved: Average Annual Annual Savings for or **Business Savings** all Businesses Greenhouse Gas Emissions Saved This year, the California Green Business Program has saved 835,334 metric tons of CO₂ with a total savings of \$3,083,277. That's the equivalent of planting 44,161 acres of urban trees a year for ten years.

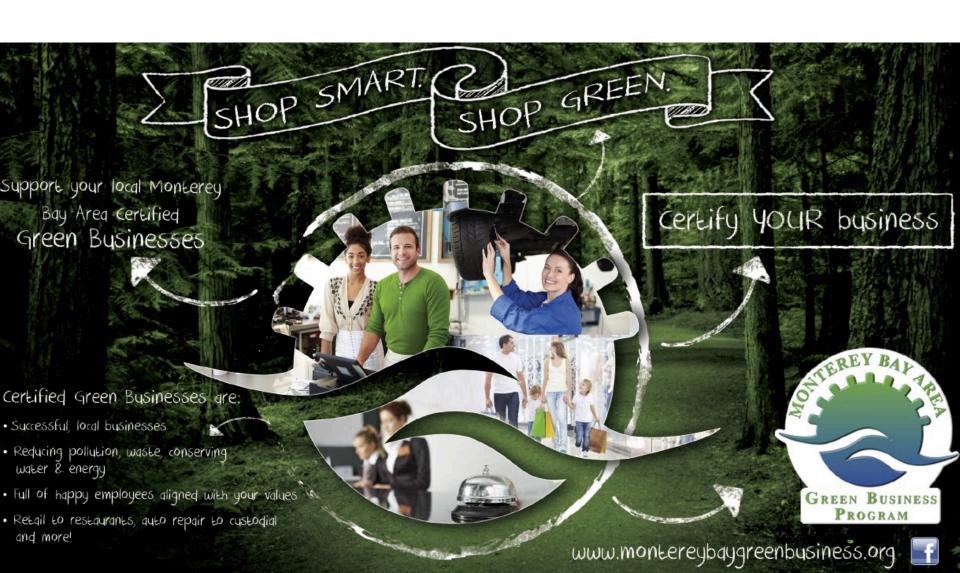
How Does CAGBN Work?

- 501.c.3, supported by grant and utility funding and contributions from local programs.
- By-laws to ensure programs have similarities while allowing customization.
- Essential Criteria, while building framework for tiers
- Very local-specific programs with basic similarities state-wide
- Basecamp Collaboration
- Meet quarterly to every 2 months, several active committees
- Pool together resources and fundraise together

Contacts

Jo Fleming, Executive Director, CAGBN <u>Jo.fleming@envirocentives.com</u> (831) 706-7384

John Brooks, Chair CAGBN JBrooks@toaks.org (805) 449-2472



Dashboard

Business Info

My Checklist

My Status

My Company Profile

My Report Card

Communication



VIEW CHECKLIST



MY COMPANY PROFILE



PIER 2 MARKETING OF CALIFORNIA

PROFILE STATUS



BUSINESS INFO

38 Keyes Ave, Ste. 119 San Francisco, CA 94129

415-992-5501

pier2marketing.com

BUSINESS TYPE

Media & Communications

BUSINESS CATEGORY

Marketing, Advertising & Public Relation



▲ TIER STATUS

TIER

Tier 1: Bronze

Tier level description. Lorem ipsum dolor sit amet, te quo dicant numquam, partiendo splendide constituto mei ea, harum neglegentur et eam.

CERTIFICATION DATE: 12-21-2015 RECERTIFICATION DATE: 12-21-2016

TIER PROMOTIONAL BENEFITS

BENEFIT 1

Benefit description text goes here Received: 12-21-2015

BENEFIT 2

Benefit description text goes here Received: 04-12-2016



CONTACT INFORMATION

Anna Frankel, Green Business Coordinator anna.frankel@sfgov.org, 415-355-3778

Sarah Koplowicz, Green Business Associate sarah.koplowicz@sfgov.org, 415-355-3770

Keith Dews, Green Business Aide Landale Alexander Control Control

A ALERT

Action is required on your application. Check your application status or contact us with questions.



APPLICATION STATUS





CERTIFIED 5 Times

RECORDS

Created	Last Modified	Status	Recognition
04/16/16	04/25/16	Pending	
02/11/16	02/13/16	Archived	02/31/16
03/12/16	12/22/15	Archived	01/31/16
11/24/15	12/28/15	Archived	01/15/16

Subject Sent

Dashboard

Business Info

My Checklist

My Status

My Company Profile

My Report Card

Communication

MY REPORT CARD

REPORT

VISUAL SCOREBOARD

Congratulations!

By participating in the Green Business certification program, you have had a positive effect on the environment. Your environmental benefits are displayed below.

ENVIRONMENTAL BENEFITS

These environmental benefits are calculated from certain quantitative measures that you completed when filling out your checklist. The column titled Per Year savings show the environmental outcomes each year that the measures are implemented and the column titled Since Enrollment shows the total environmental outcomes since your enrollment.

REPORT FOR PIER2 MARKETING OF CALIFORNIA

Program	Sector	Enrollment Date
San Francisco	Office/Retail	04/09/2010

Resource	Per Year	Since Enrollment	Total Cost Savings Since Enrollment
Greenhouse Gas Emissions Saved	70,500,812 lbs of CO2	28,363,073 lbs of CO2	\$48,217.22
Recycling and Composting	2,211,962 lbs of CO2	890,235 lbs of CO2	\$1,513.40
All other measures	68,288,850 lbs of CO2	27,472,838 lbs of CO2	\$46,703.82
Energy Saved	77,102,990 kWh	31,014,399 kWh	\$3,142,378.95
Solid Waste Diverted from Landfill	6,103,999 lbs	2,456,640 lbs	\$164,963.39
Water Saved	8,547,150 gallons of water	3,439,125 gallons of water	\$6,878.25
Fuel Saved	5,690 gallons	2,289 gallons	\$8,791.30
Hazardous Waste Reduced (gallons)	782 gallons	315 gallons	\$200.67
Mercury Reduced	627 mgs	252 mgs	\$0.59
Grease Recycled	3,816 gallons	1,536 gallons	\$

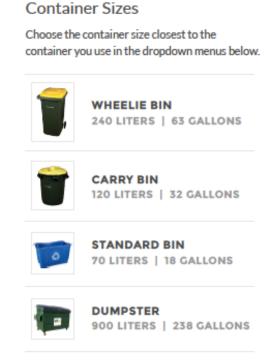
Waste Diversion

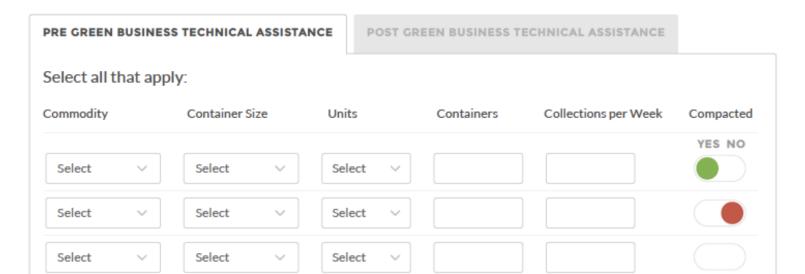
Instructions

You have indicated that your business has an account with a garbage service provider, therefore please review your garbage bill or talk with your garbage service provider to complete this Solid Waste Input form. This form will identify

- > The commodities, including garbage, picked up from your business,
- > The quantity of each commodity picked up based on container size and number of containers used, and
- > The frequency of pick-up for every commodity.

Please use the latest information reflected on your garbage bill or given by your garbage service provider after Green Business enrollment. Click the Save button at the bottom to save your changes and close the window when done.





GreenBiz Tracker

Home Contact

Hello Paul ~

