

**Green California Summit and Expo
March 16, 2010**

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**Real Tools for Small Businesses
Small Business Toolkit Interactive Demonstration**

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Online Resource: CoolCalifornia.org

CoolCalifornia.org

Small
Business
Toolkit

Local
Government
Toolkit

Individual
Tools

The screenshot shows the homepage of CoolCalifornia.org. At the top, the logo "CoolCalifornia.org" is displayed with the tagline "GOVERNMENT • UNIVERSITY • NGO PARTNERSHIP". Navigation links include HOME, INDIVIDUALS, SMALL BUSINESS, LOCAL GOVERNMENT, YOUTH, COMMUNITY ORGANIZATIONS, SCHOOLS, and ABOUT US. A search bar with a "GO" button and "Advanced Search" link is also present. The main content area features a "Most Popular" sidebar with links to "Give us your Feedback", "Reduce Your Climate Impact", "California Success Stories", "Climate Awards", "Money to Get You Started", and "Save Money & the Planet". The central banner reads "TAKE ACTION TO KEEP THE PLANET COOL" and "Make a Change" with a photo of a man on a bicycle. Below the banner, a call to action says "Join millions of Californians already working to reduce Climate Change and keep California Cool." and an "About CoolCalifornia.org" section describes the mission. Social media links for Facebook and YouTube are also visible.

Small Business Toolkit Homepage

CoolCalifornia.org

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HOME

INDIVIDUALS

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LOCAL GOVERNMENT

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SCHOOLS

ABOUT US

Small Business

- + Toolkit Overview
- + Money Saving Actions
- » Calculator
- + California Case Studies
- » Rebates and Incentive\$
- + Business Award
- » Resources and Info

Be featured on our site!

Pilot Test our Toolkit and we'll feature your business.

[LEARN HOW»](#)

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Home > **Small Business**

SMALL BUSINESS

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Save Money

The [Money Saving Actions](#) page directs you to no-cost, low-cost and long term energy saving tips.

1 2 3 4

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

FREE Workshop in Sacramento
March 16, 2010



How does your
business compare?

Money Saving Actions

- Save Energy
- Drive Less & Drive Clean
- Use Green Energy
- Save Water
- Recycle and Cut Waste
- Buy Green
- Be a Green Biz
- Build Green

Home > Small Business > How to Save Money > Drive Less and Drive Cle

DRIVE LESS AND DRIVE CLEAN



Transportation is California's largest source of carbon dioxide gas, the primary contributor to climate change. Cars and trucks that transport goods and people create approximately 38% of total climate change emissions. Driving green saves money and reduces greenhouse gas emissions.

One Way to Save Money – Save Energy

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Home > Small Business > Money Saving Actions > **Save Energy**

Money Saving Actions

- » Save Energy
- » Use Green Energy
- » Save Water
- » Recycle & Cut Waste
- » Drive Less & Drive Clean
- » Buy Green
- » Build Green
- » Be a Green Biz

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SAVE ENERGY



Save money and reduce greenhouse gas emissions by saving energy. Cost-effective energy efficiency projects can reduce annual utility bills by 20% and reduce greenhouse gas emissions.

Resources

Flex your Power is California's statewide energy efficiency marketing and outreach campaign.

- Provides best practice guides that showcase building strategies that owners and managers can use to save energy and money for:
 - **Small Retailers and Offices**
 - **Laundromats**
 - **Restaurants**
 - **Office buildings, hotels, restaurants and processing**

No Cost Steps to Save Energy

- **Change Energy Usage Behavior**
 - Place computers on low-power “sleep mode” when inactive.
 - Turn off equipment on nights, weekends and when not in use.
 - Lower your water heater thermostat.
 - Lower your heater thermostat in the winter.
 - Raise your air conditioner thermostat in the summer.
- **Practice Routine Maintenance**
 - Ensure all automatic controls are set and operating correctly.
 - Clean all filters in your heating and cooling system monthly.
 - Check and regularly clean filters if you use exhaust fans.
 - Caulk or weather-strip any drafty doors or windows.
 - Remove unneeded light bulbs or use lower wattage bulbs.

Need \$ to fund upfront costs?

Home > Small Business > **Money to Get You Started**

MONEY TO GET YOU STARTED

Where can you find money to pay for cost-saving upgrades?

Read below to learn about stimulus funding and currently available rebates, grants, low-interest loans and other services to help finance a strategy that will reduce your costs and your greenhouse gas emissions.

If you know of resources not on this list, email [Kyra Naumoff](#).

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- » [Save Energy](#)
- » [Drive Clean and Drive Less](#)
- » [Use Green Energy](#)
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Who's made the change in CA?

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Save

Home > **Be a green biz**

BE A GREEN BIZ

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Mexican Food Verde

Dos Coyotes Border Café  took steps to save money and reduce greenhouse gas emissions at two locations in Davis, making Dos Coyotes an even more popular place to eat.

Davis owner Bobby Coyote decided to help the environment by changing the way he runs his businesses. Like many small businesses, Dos Coyotes replaced old equipment with newer, more energy efficient appliances. These new appliances save both money and energy.

What Actions Did Dos Coyotes Border Café Take to Cut Waste?
[Read Case Study »](#)



Building a Greener Future

MAK Design+Build, Inc.  is an environmentally conscious business that emphasizes sustainable building practices. The steps MAK has taken to become green significantly reduce their bills and conserve valuable resources.

California Success Story: Bowman Design Group, Signal Hill

- **Business Snapshot:**
 - Design and project management firm
- **Energy-Saving Actions:**
 - Heating and cooling systems upgraded
 - Lighting retrofits
 - Traded in SUV for hybrid
 - Encourages telecommuting and carpools
- **Results**
 - **Yearly Savings: \$5,000**
 - **Yearly GHG Reductions: 6.7 tons CO₂**
 - **65% reduction from baseline**



Can We Feature Your Business?

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Small Business Case Study

Nomad Café, Oakland, California

Waste No Waste

In this small but cozy corner café, drinking coffee is good for both you and the environment.

Nomad's owner, Christopher Waters, set out to create "a community center where people can come together, practice whatever it is that they do" with sustainability as a core value. Since the business opened in May 2003, Nomad implemented environmentally-friendly product and material uses as well as solid waste reduction strategies, energy efficiency measures, operation conservation measures, and vehicle pollution prevention policies.

Nomad literally wastes no waste and has implemented a "zero-waste-over-the-counter" policy. These proactive waste reduction programs save the business over \$12,000 per year.



"Composting, recycling, nontoxic materials, Fair Trade – to some people, these efforts we make may seem insignificant in the grand scheme of global corporate industry, but we're planting seeds for a greener future."

—Christopher Waters
Nomad Café Owner

Photo Credit: Das Magazin

Christopher Waters, Nomad Café owner, encourages customers to be environmentally conscious consumers.

Business Snapshot

825-square foot café offering fair trade coffee and tea, locally-sourced foods and live performances

Actions to Cut Waste & Buy Green

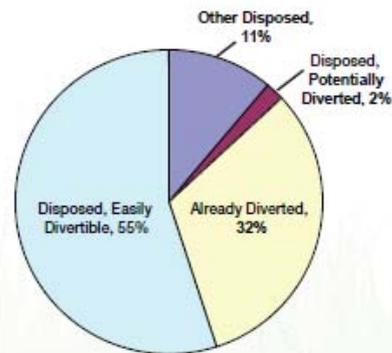
- Packaging and cups for to-go orders are biodegradable
- Surcharges on to-go packaging increase reusable container use
- Non-disposable dishes used in-house
- Printing utilizes 100% post-consumer content recycled paper (30% for colored paper)
- Recycled building materials used where possible
- 95% of waste is composted or recycled

Estimated Yearly

- Cost Savings: \$12,000
- Greenhouse Gas Emission Reductions: 7 tons of CO₂

Oakland Full-Service Restaurants Waste Profile

The Waste Disposal and Diversion Findings for Selected Industry Groups, by Cascadia Consulting Group (2005), found that 55% of waste in Oakland could have been diverted from the landfill.



What Actions Did Nomad Café Take to Cut Waste?

The packaging is manufactured without the use of petroleum products. Nomad replaced "bring-your-own cup or container" discounts with surcharges for purchases when customers require to-go packaging. The surcharges resulted in a noticeable increase in customers' use of their own cups and containers and in both a reduction of Nomad's to-go container costs and the entry of to-go packaging into the waste stream.

What Actions Did Nomad Café Take to Buy Green?

Nomad preferentially orders products containing minimal packaging waste, participates in commercial recycling and composting programs, and consolidates vendors and delivery schedules. They use biodegradable waste receptacle liners and make their coffee grounds available to customers for garden or houseplant use.

What are the Results of Nomad's Actions?

All in all, 95% of Nomad's waste is composted or recycled. As a result, 29 tons of waste are diverted each year from local landfills and 7 tons of carbon dioxide emissions are prevented from entering the atmosphere each year. Additionally, all Nomad Café products are organic and Fair Trade Certified to promote sustainable farming and a healthier planet.

How Have Nomad's Efforts Been Recognized?

The Café has been a winner of the California Integrated Waste Management Board's Waste Reduction Awards Program (WRAP) award for four consecutive years (2004-2007) and was awarded the "WRAP of the Year" award in 2004, (one of only ten businesses statewide to earn this distinction). Nomad Café is also an officially certified Green Business through the County of Alameda's Green Business program, an Oakland City Council "Community Hero," and an Oakland Indie Award "Greenie Award" winner.

Nomad Café has played a big role in turning the north Shattuck corridor into a greener, friendlier, more sustainable, more thriving, and more desirable destination.



"True change begins with a grassroots commitment to make our communities better places to live. The Nomad Café exemplifies sustainable business practices."

—Linda Moulton-Patterson
California Integrated Waste Management Board Member 2004

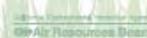


Photo credit: Ian Martin

The Nomad Café is in a mixed use building with 3 residential units above and café space at street level. Neighbors supported this development.

Contact Information
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ORGANIZATIONS INCLUDE:



CALIFORNIA AIR RESOURCES BOARD | LAWRENCE BERKELEY NATIONAL LABORATORY | BERKELEY INSTITUTE OF THE ENVIRONMENT
CALIFORNIA ENERGY COMMISSION | NEXT 10 | CALIFORNIA PUBLIC UTILITIES COMMISSION

Small Business Award Program

- **Award Types**

- CoolCalifornia Excellence Awards
- CoolCalifornia Small Business of the Year

- **Categories**

- Climate-Friendly Management Practices
- Promoting and Communicating Climate- Related Success

- **Scoring**

- Experts from state agencies, industry associations and the public and private sectors will score applications

- **2010 Award Program: Sign-Up for Notification**

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- www.coolcalifornia.org/article/small-business-award-program



Carbon Footprint Calculator for California Small Businesses

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Carbon Footprint Calculator for California Small Businesses



Start with a quick footprint estimate



1. Select nearest location:
2. Sector/Industry:
3. Number of facilities:
4. Number of employees:

Transportation Carbon Footprint Calculator



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Carbon Footprint Calculator

for California Small Businesses

INTRODUCTION | **TRANSPORTATION** | ENERGY | PROCUREMENT | SUMMARY | TAKE ACTION

Transportation



Company motor vehicle fleet:

Vehicle miles/yr: Miles/gallon:

Company air travel:

Miles flown per year Number of one-way flights

Short Flights

Medium Flights

Long Flights

Extra Long Flights

- Fleet Vehicles
- Air Travel
- Public Transit
- Employee Commute

Energy Carbon Footprint Calculator

- Select Utility
- Electricity & Natural Gas
- Annual Usage or \$ per year
- Waste Generation

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Carbon Footprint Calculator for California Small Businesses

INTRODUCTION | TRANSPORTATION | ENERGY | PROCUREMENT | SUMMARY | TAKE ACTION

Energy

 Electricity:

Percent of electricity from clean energy program:

Natural gas:

Other Fuels

Fuel oil (gallons/year):

Procurement Carbon Footprint Calculator

- Optional Category
- Based on Business Industry Sector
- Annual Revenues

The screenshot displays the website interface for the Carbon Footprint Calculator. At the top, the logo for CoolCalifornia.org is visible, along with navigation links for 'Sign In' and 'Sign up', and a search bar. A horizontal menu contains categories: HOME, INDIVIDUALS, SMALL BUSINESS, LOCAL GOVERNMENT, YOUTH, COMMUNITY ORGANIZATIONS, and SCHOOLS. Below this, a 'Carbon Footprint Calculator for California Small Businesses' section features six icons representing different areas: INTRODUCTION, TRANSPORTATION, ENERGY, PROCUREMENT (highlighted in blue), SUMMARY, and TAKE ACTION. The 'Procurement' section is expanded, showing a map of California and a text box stating: 'A typical business in the Office industry, with revenues of \$2968116/yr has a carbon footprint of 121 metric tons of CO₂e per year from supply chains.' Below this text is a dropdown menu with three options: 'Include these emissions' (selected), 'Include these emissions assumptions', and 'Don't include these emissions'. At the bottom, the result is displayed as 'Procurement Footprint: 121 mtCO₂e/yr'.

Summary

Carbon Footprint Calculator

- CO₂ Emissions
- Benchmarks to similar businesses
- Outlines % of total by source



Take Action

Carbon Footprint Calculator

- Calculator Recommends Actions
- Business Makes Pledges
- Develop a Customize Plan
- Save Plan for Future Updates

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Carbon Footprint Calculator

for California Small Businesses

INTRODUCTION

TRANSPORTATION

ENERGY

PROCUREMENT

SUMMARY

TAKE ACTION

Carbon Footprint Summary			Climate Action Plan Summary		
	tCO ₂ e	% of total			
Transportation:	58	21%	MY CURRENT FOOTPRINT	275	100%
Facilities:	133	48%	Pledged reductions	1	0%
Procurement:	84	31%	Offsets/RECs	0	0%
Total:	275	100%	MY NEW FOOTPRINT	274	100%
			financial savings per yr	\$286	
			10 year net savings	\$857	
			payback (years)	7	

Improve fleet fuel efficiency

I will trade in which gets 25 miles per gallon and buy a more fuel efficient model that gets miles per gallon. I will drive this vehicle miles per year. I can sell my current vehicle(s) for \$ and purchase my new vehicle(s) for \$.

Pledge this action?



Footprint Reduction: 286 tCO₂e/yr
Annual Savings: 286 \$/yr
10-yr Savings: \$857

Customized Climate Action Plan Carbon Footprint Calculator

- Pledged Reductions
- New Carbon Footprint
- Annual Cost Savings
- 10 year cost savings
- Payback period

Climate Action Plan Summary		
MY CURRENT FOOTPRINT	275	100%
Pledged reductions	7	3%
Offsets/RECs	0	0%
MY NEW FOOTPRINT	268	97%
financial savings per yr	\$1588	
10 year net savings	\$13865	
payback (years) <input type="button" value="v"/>		1.3



Pilot Test the Small Business Toolkit

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Home > Small Business > Toolkit Overview > Pilot Study Participants

PILOT STUDY SURVEY PARTICIPANTS



- EMAIL THIS
- PRINT THIS
- DOWNLOAD
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Resources

Toolkit Testimonials:

Debbie Sek, T Paul Sek
"Eco-Friendly" Painting
"Other green businesses should know about this [Toolkit], it's great."

Alison Covarrubias, Hatch Network
"This is awesome! I already posted it to our Facebook fan page and our member page. At Hatch Network we teach our entrepreneurial students to always keep in mind the triple bottom line: profit, people and planet, whenever making decisions about their business. It's so important to remember that as business owners, we can help our

Toolkit Overview

» Pilot Study Business Participants

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The following businesses have reviewed the Small Business Toolkit and participated in the pilot testing of the material. To have your business name added to the list, please follow the instructions below and complete the Toolkit Survey. [\[i\]](#)



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Small Business Toolkit

**A one-stop-shop to help small
businesses save money and protect the
climate.**

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Thank you!