

go green!



ENVIRONMENTAL
INNOVATIONS

**Business and Government working
together for a better environment**

[Environmental Innovations](#)
[County of Santa Cruz](#)

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Jo.fleming@envirocentives.com

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Money,
Save
Time,
Increase
Business.



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What Do We Do?

- ❑ Recognize and promote businesses that volunteer to operate in a more environmentally responsible way
- ❑ Offer an easy-to-use framework for improving environmental performance
- ❑ Provide outreach, education and technical assistance for ongoing success

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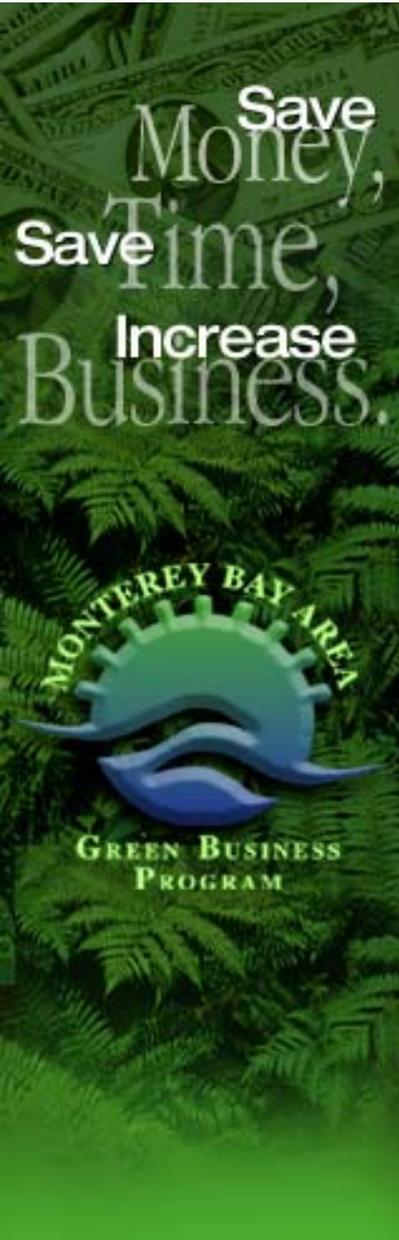
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Program Areas

The Green Business Program includes criteria components in each of these areas:

- ❖ Water Conservation
- ❖ Energy Conservation
- ❖ Solid Waste Reduction
- ❖ Pollution Prevention

The Green Business Program Coordinator will assist your business in each of these areas.



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Certification Process Elements

- ❑ Business adopts Green Business Pledge, or an Environmental Policy
- ❑ Completes application online
- ❑ Program coordinator arranges business assessments
- ❑ Business meets program criteria – or receives technical assistance to implement measures
- ❑ Assessors verify business has met standards
- ❑ Business receives certification for 3 years

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Example Environmental Measures

Standards Area	MUST do	MAY Do
Solid Waste Reduction and Recycling	Purchase recycled content products such as copy paper, toilet tissue, printer cartridges, etc.	Use double-sided printing and draft paper
Energy Conservation	Replace incandescent bulbs with CFLs or replace T12 lamps with T8 or T5 lamps	Install timers or occupancy sensors in rooms
Water Conservation	Replace older toilets with high efficiency models	Use reclaimed water for irrigation
Pollution Prevention	Use less toxic cleaning products	Stencil "No Dumping, Flows to Bay" on all your storm drains

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CA Green Business Programs

- Why was this program started?
 - Improve environmental performance of businesses
 - Motivate and assist businesses to comply with regulation
 - Go “Beyond Compliance” (P2 and RC)
 - Help the public “buy green”
 - Give tools to enforcement staff to promote P2 and RC
- Bay Area program began in Alameda County in 1997
- California Green Business Network formed in 2005-2006
- Now 12+ Programs, over 2,000 businesses certified

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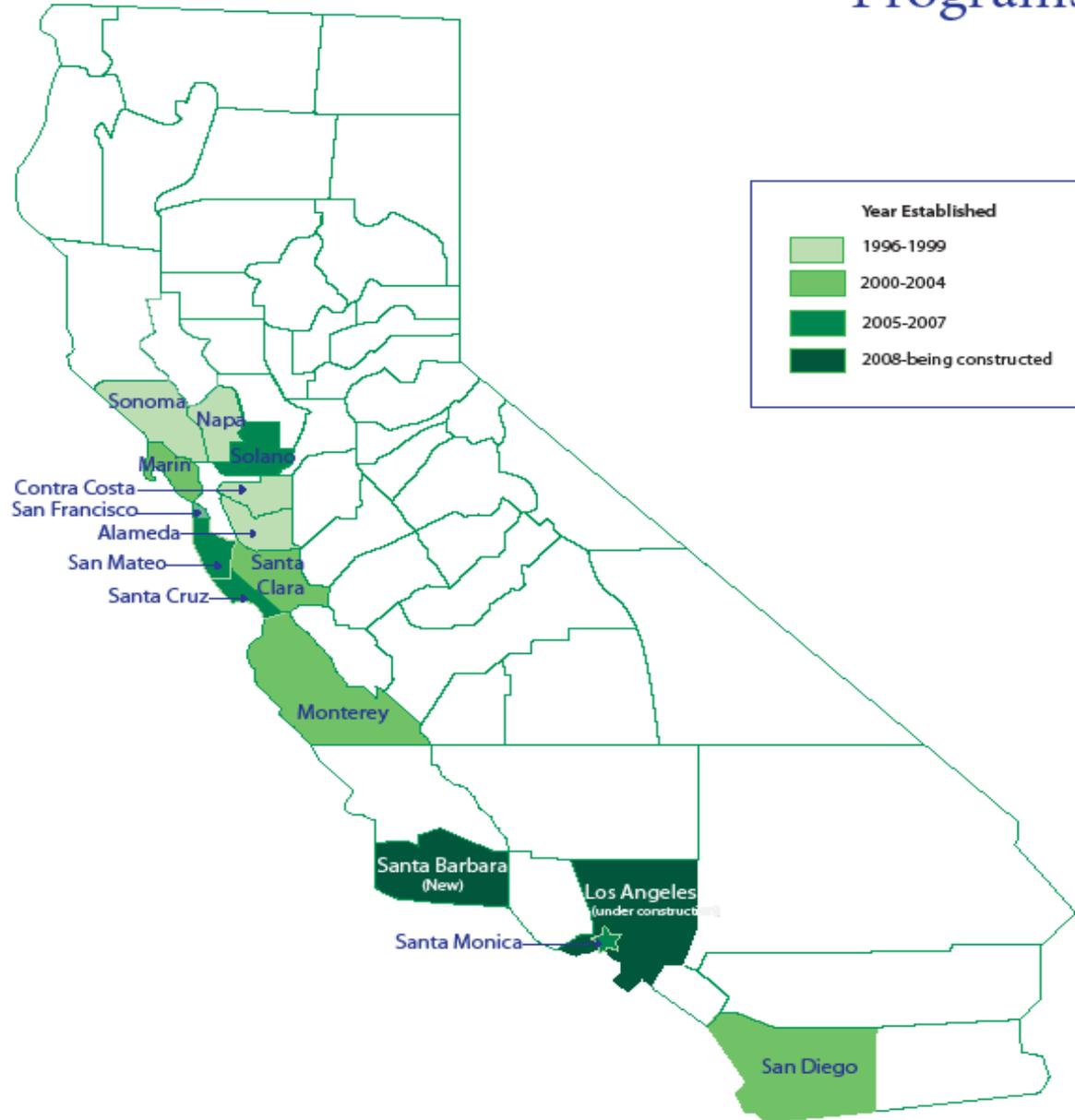


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Establishment of California Green Business Programs



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Most GBPs certified:

- Auto Shops
- Auto Body
- Architects/Remodelers
- Dental Practices
- Garment Cleaners
- Hotel/Hospitality
- Janitorial Services
- Landscapers
- Office/Retail
- Printers
- Restaurants
- Schools
- Solar Electric
- Wineries

Other categories

- Labs
- Laundromats
- Medical Facilities
- Painters
- Plumbers
- Salon/Beauty Shops

New standards in progress:

- Property Managers, Multi-Family Dwellings and Commercial Buildings

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Promote Green Business



Look for the
Green Business
Logo!

For more information about
the Monterey Bay Area Green
Business Program, contact
your local Santa Cruz County
Coordinator

(831) 477-3976

the City of Santa Cruz
Coordinator

(831) 420-5131

or your local San Benito
County Coordinator

(831) 636-4110

FUNDED BY THE
COUNTY OF SANTA CRUZ,
CITY OF SANTA CRUZ,
& SAN BENITO COUNTY
INTEGRATED WASTE
MANAGEMENT.

shop

Green

Support your local
Certified Green Businesses



GREEN HOTELS/ HOSPITALITY

Best Western, Capitola
1435 41st Avenue
Capitola
(831) 477-0607

Seascape Resort
One Seascape Resort Drive
Aptos
1-800-929-7727

Chaminade
1 Chaminade Lane
Santa Cruz
(800) 283-6569

YMCA Camp Campbell
16275 Highway 9
Boulder Creek
(831) 338-2128

Land of Medicine Buddha
5800 Prescott Road
Soquel
(831) 476-0865

What is a Certified Green Business?

Green Businesses meet or exceed all environmental regulations. Green Businesses implement specific practices to reduce pollution and save water, energy and other natural resources. Green Businesses are audited by inspectors before receiving certification.

Look for our ad next month featuring a new industry sector.
Visit the website for more details and a complete list of all Green Businesses!

www.montereybaygreenbusiness.org/

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Annual Environmental Benefits

Waste Diverted from Landfill (cu. Ft.)	120,000 or 180 Refuse Trucks
Air Pollution Prevented (lbs)	300,000
Gallon of Water Conserved (gal)	14 million
Haz. Materials / Wastes Reduced (lbs)	11,000
kWh Reduced	2.8 million
kW Reduced	489
Dollars Saved	\$223,970
CO ₂ Saved (lbs./yr)	3.1 million
Trips to LA in a hybrid sedan	5000

* estimates taken as average business per industry type

** P= 103, N=9

*** Measurements taken Q3_2008

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Metrics Database

- Cal EPA DTSC provided funding
- San Francisco Department of Environment has led the project
- CAGBN members participated in design, programming, metrics collection and funding
- Online system now available to CAGBN programs at www.greenbusinessca.org.

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Satellite Telework Network

6265 Highway 9 Felton



"Being certified green is a key part of our philosophy and our business - reducing the number of people driving to work by allowing them to work close to home. Being green is key to sustainability and our commitment to improving the environment."

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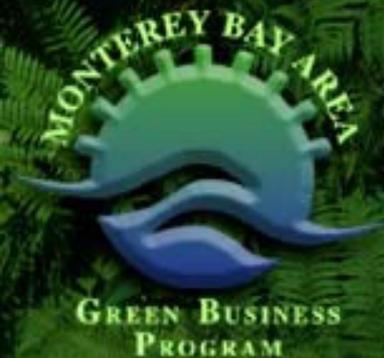
Santa Cruz Community Credit Union

324 Front Street



We are delighted to be a certified green business. We support sustainability through our own policies and through our Get Green personal and business loan program.

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Cruz Carwash

- **Certified Green Business**
- **Jeremy Lezin, Owner**
- **Assist other Green Businesses with vehicle washing needs**
- **Green Economy**



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Bay Building Janitorial and Bee Clene Carpet Cleaning

- Certified Green Businesses
- Juan, Patty, Owners
- Assist other Green Businesses with custodial needs
- Green Economy



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Chaminade Hotel

- **Certified Green Business**
- **First Green Hotel**
- **Took advantage of Green Visitor's Guide**
- **Green Economy**



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GBP Resources

- California Green Business Network:
www.greenbusinessca.org
- Cal EPA – DTSC – Statewide assistance for new and established Green Business Programs:
www.dtsc.ca.gov
- WSPPN Website lists Green Business initiatives nationally: <http://wsppn.org/resources.cfm>

Speaker Contact:

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