

2009 CoolCalifornia Small Business Award Program

General Instructions

Two categories of CoolCalifornia awards for application:

- **CoolCalifornia Excellence Awards**
Businesses from across the state will be evaluated individually, based upon their own accomplishments (up to 20 awards).
- **CoolCalifornia Small Business of the Year**
Approximately five 'Small Business of the Year' awards will be awarded to businesses from across the state that demonstrate exceptional climate change management practices and climate change communication.

What you need to submit/upload:

- A 200-word executive summary highlighting the main elements of your application.
- An electronic or written copy (Word or WordPerfect) of your application (6 page maximum, 12 point font)
- At least one recommendation letter
- Optional:
Upload up to 5 pages of supplemental documents such as utility bills (i.e. documentation of energy and/or water savings), photos, pamphlets, copies of advertisement, videos, audio files, etc., with your application as PDF files where possible (each file must be less than 12 MB). If necessary, you can mail hard copies of supplemental material (address below).

When you need to submit it:

- A complete application must be **submitted by September 3, 2009**. There are two options for submitting the application provided below. The California Air Resources Board (CARB) will not accept any applications or materials uploaded/postmarked after this date.
- Any collateral material that is mailed must be **postmarked no later than September 3, 2009**.

How you need to submit:

- All applications can be electronically submitted by either:
 - Completing the online application form at http://www.surveymonkey.com/s.aspx?sm=clycVclM2a8zySRdLKW7OA_3d_3d or
 - Uploading your completed application and supporting documents to the following Drop Box: <http://dropbox.yousendit.com/HeatherChoi704974>.
- If you do not have internet access, one hard copy of the application and supporting documents should be mailed to the address below.

- Any supplemental material that cannot be submitted electronically should be sent to the address listed below.

Via US Postal Service or Overnight Delivery Service:

Heather Choi
CoolCalifornia.org Small Business Award Program
California Air Resources Board
1001 I Street
Sacramento, CA 95812
Phone: (916) 322-3893

What to expect after you submit:

- **Confirmation of Receipt:** You will receive email confirmation within 48 hours of any materials submitted electronically. CARB will confirm receipt of hard copy collateral materials by email or phone within a few days. If you do not receive confirmation within 48 hours for electronic submissions or one week for hard copy materials, please contact the CoolCalifornia Awards Coordinator, Heather Choi, at (916) 322-3893 or email at hchoi@arb.ca.gov.
- **Notification:** You will be notified by October 8, 2009, on the status of your application.

Additional information:

- The CoolCalifornia Awards Ceremony will be held November 2009 in Sacramento, CA. The winners will be recognized by a California Air Resources Board resolution as well as a press release and a featured story on CoolCalifornia.org. Award winners may receive additional exposure through media coverage of the awards ceremony. Award winners receive authorization to use the CoolCalifornia winner logo in their window as well as with their products, advertising, and business websites to publicize their achievements. Award winners will be responsible for their own transportation to and from the Awards Ceremony.
- All award winners will be subject to a routine background environmental enforcement check.
- Due to the volume of material that will be received, CARB will not be able to return any materials or promotional pieces.

CoolCalifornia Excellence and Small Business of the Year Award Application

Eligibility: California small businesses (100 or fewer employees) that can demonstrate climate leadership through a commitment to implementing and promoting climate-friendly practices.

Description: This award recognizes businesses that demonstrate their commitment to implementing and promoting climate-friendly practices and integrate the use of CoolCalifornia tools and resources where appropriate (specific details on page 4 and 5). Winning applications will clearly demonstrate the organization's commitment to reducing greenhouse gas emissions¹. Refer to the CoolCalifornia Small Business Toolkit (<http://coolcalifornia.org/small-business>) for a "one-stop-shop" of guidance and resources to help small businesses reduce greenhouse gas emissions and save money.

Criteria: The 2009 CoolCalifornia Excellence and Small Business of the Year awards will be based on work completed and greenhouse gas emissions reductions demonstrated **during the 2008 calendar year**. Accomplishments outside of this time period may be mentioned for reference and to demonstrate continuous improvement.

Application:

- 1) The application must be no longer than **6 pages** in 12 point font (Arial preferred). Pages that exceed the limit will not be evaluated.
- 2) Include a 200-word **executive summary** highlighting the main elements of your application. The executive summary will **not** count toward the 6-page limit.
- 3) Include at least one letter of recommendation for the business being nominated. References must be current, knowledgeable and familiar with this nomination. External endorsements **must be specific** and include contact information.
- 4) Applicants are encouraged to submit supplemental materials that support the application as they are clearly referenced within the application. Supplemental materials will **not** count toward the 6-page limit, but **must be directly relevant to climate-friendly management practices and/or communicating climate-related success**.

Scoring: The application is scored on a 100-point scale and the weight of each section is provided. Experts from state agencies, industry associations and the public and private sectors will score all applications received and determine the award winners.

¹Greenhouse gas emission reductions are not required to be quantified this year, but will likely be in the future.

Award Applicant Information

Contact Name:
Contact E-mail:
Contact phone:
Company Name:
Address:
City/State/Zip:
Website:

Section 1 – Climate Friendly Management Practices

60 points

This section of the application focuses on practices used at your business that reduce greenhouse gas emissions. This includes any practices implemented to improve energy efficiency and conservation; green your transportation; use renewable energy; improve water conservation; increase recycling and waste reduction; purchase environmentally friendly products; follow green building practices; and/or any other strategies. All questions must be answered.

1. Describe the actions your business has implemented to reduce greenhouse gas emissions. Where applicable, discuss how you implemented actions described in the [CoolCalifornia Small Business Toolkit](http://coolcalifornia.org/small-business) (<http://coolcalifornia.org/small-business>). Quantify your actions where possible.
2. Discuss key projects, strategies, and/or tools that enabled your business to implement greenhouse gas reduction strategies. Include information about the criteria you use to assess a strategy's effectiveness. Highlight CoolCalifornia.org tools and resources utilized and integrated into your program where possible.
3. Include information on your business's achievements and future plans, and express the value of achievements, where possible, in environmental, financial, and business equivalents relevant to your business (e.g., savings equivalent to hiring XX full time staffs, purchasing X, lighting our headquarters for X years).
4. Specifically address efforts to integrate practices that address climate change (or environmental values more generally) into management decisions, practices and policies.
5. Confirm that your business has had a clear environmental record (no violations or pending enforcement actions) for the last five years. If you have had a violation within the last five years, provide an explanation.

Section 2 – Promoting and Communicating Climate-Related Success

30 points

This section of the application focuses on your business's internal and external communication efforts regarding climate change.

1. Provide examples that clearly show how your organization has:
 - communicated the value of reducing greenhouse gas emissions both internally and externally;
 - raised awareness of strategies to reduce greenhouse gas emissions in your organization and in your community; and
 - shared these achievements with staff and stakeholders.

2. Provide examples of relevant materials created for these communications efforts (e.g. newsletters, posters, giveaways, and/or other printed promotional materials) or events held to recognize and promote these activities.

Section 3 – Letter of Recommendation(s)**10 points**

Include with your application package at least one (and up to three) letter of recommendation of the business being nominated. References must be current, knowledgeable and familiar with the nomination. Letters should specifically state why the business is deserving of a CoolCalifornia Small Business Award and include contact information.

Other**up to 15 additional points**

Use this section to describe any of the following, if not covered elsewhere in this application, and include any print outs or examples of associated materials created:

1. Programs established to recognize outstanding achievements by employees to reduce greenhouse gas emissions
2. Participation in industry association “green” programs
3. Participation in independent third-party or government-sponsored certification programs (e.g. green business programs)
4. Documentation of previous awards and/or recognition received