

28 August 2015

Ms. Mary Nichols, Chairperson
California Air Resources Board
P.O. Box 2815
Sacramento, CA 95812

RE: Support of SME category and funding in GGRF Investment Plan

Ms. Nichols,

I am a Sustainability practitioner that has been working with businesses, public agencies and communities in California for nearly nine years to improve the environmental and social impacts of economic activities. One of the most important objectives of this work has been to target the reduction of GHG emissions by small and medium sized enterprises (SME's). SME's have often been overlooked in the design and targeting of programs and incentives from public and community agencies and can bring a great deal of value and results to the reduction of GHG's and to California's overall sustainability goals.

I am writing to request that CARB and the GGRF Boards allocate significant funding from the GGRF to support California's small and medium-sized enterprises to participate in sustainability education, training and demonstration programs that will help them design and implement initiatives that result in greenhouse gas emission reduction for California. The GHG's locked up in SME's are enormous. The challenge has been that this sector is referred to as "the hard to reach" sector for good reason.

Organizations in California that are demonstrating an ability to reach SME's and should be eligible for this funding include companies, public agencies and not-for-profit entities that have been working diligently to embed best practices for environmental and social performance into SME business and organizational cultures. Currently, REV Sustainability and the CA Green Business Network are key organizations involved in educating SME's about their options in this arena and are helping them make a real difference in reducing energy, water and waste, as well as GHG emissions, statewide. Some of the tools that have proven to be most effective in meeting this mission are: action planning, change leadership training, and use of key resources, including: energy utility programs and incentives, water program technical assistance, zero waste training and associated techniques and benefits, procurement and supply chain education and sustainability initiative toolkits and coaching assistance.

I strongly encourage your Board, the Governor's office, and the State Legislature to include SME funding in the Investment Plan to reach this difficult-to-reach and potentially very valuable sector and enlist them in deeper GHG reduction efforts.

Thank you for your time and consideration,

Mr. Thomas L. Rosenberg, MS, MBA
Sustainability Strategy and Innovation Specialist
REV!