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

After spending 15 years in corporate finance and accounting, I shifted to a career as a Sustainability Consultant. For the last two years, I have been working with businesses, public agencies and communities in California to reduce the environmental and social impacts of their economic activities. One of the most important objectives of this work has been to target the reduction of greenhouse gas (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 aimed at reducing GHGs.

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. SMEs generally do not have the human or financial capital to develop their own plans and programs to effectively reduce their environmental impacts. They need some of the GGRF funding directed to programs that are designed to support SMEs.

Organizations in California that are demonstrating the ability to reach SME's should be eligible for this funding including companies, public agencies, and not-for-profit entities who can teach SMEs how to embed best practices for environmental and social performance into their business operations. 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 the most effective in meeting these goals are coaching assistance aimed at action planning, change leadership training, and how to utilize existing key resources such as: energy utility programs and incentives, water program technical assistance, zero waste training, and procurement and supply chain education.

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.

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