

Environmental Information



EN2017

GreenBizTRACKER

Jo Fleming, Executive Director,
California Green Business Network

Kudos Due: Julianne Rhodes, Pier2Marketing, WSPPN, P2Rx

2017 Exchange Network National Meeting

May 15-18, 2017

Sheraton Philadelphia Society Hill Hotel
Philadelphia, Pennsylvania

#EN2017

<http://www.exchangenetwork.net/en2017>

ABSTRACT

GreenBizTRACKER is a web-based and mobile tool used by at least 35 Green Business Programs and six states nationwide. These programs motivate businesses to make voluntary behavior and facility changes that net positive and measurable environmental outcomes. As a business moves through an online checklist of verifiable environmental actions, metrics are calculated. These metrics document key outcomes such as greenhouse gas emissions reduced, energy saved, gallons of water saved, tons of waste diverted from the landfill and hazardous materials reduced. Easy to use resources and tools are provided to the businesses to help them along the way. Once businesses have completed the checklist, they are recognized or certified and added to an online directory. The public can find and patronize these businesses by using the online searchable directory, or a map/application that is soon to launch.



THE
GREEN
ECONOMY

STARTS HERE

Jo Fleming, Executive Director, California Green Business Network
EN2017, May 2017



GREEN
CALIFORNIA
GREEN BUSINESS
NETWORK

Why did you initially seek certification?

To be part of a strong group of local, like-minded businesses.

Santa Clara

The environment. The right thing to do. Inspire others to help prevent climate change by trailblazing.

Sonoma

Simply put?
A point of pride.

Monterey

Company goal, matched the mindset of the owners, to add logo to our collateral.

Alameda

Because we want to do all we can to be sustainable and thought we might learn more.

Marin

SMALL BUSINESS: BIG IMPACT

3,453 BUSINESSES CERTIFIED IN 2016



WHY SMALL AND MEDIUM-SIZED BUSINESSES?



of State
employers



of the
workforce



of the commercial
energy use in CA



by state
and utility programs



You are in good company!

- 26 programs
- 3537 recognized businesses
- ~ 2000 interested businesses
- New programs in the Central Valley, Inland Empire, and Southern California



Our History

- 1995 Sonoma Green (a compliance-plus program) starts and paves the way for the GBP concept
- 1996 First robust and comprehensive GBP starts in Alameda County
- 2004 Monterey Bay Area starts program, **1,000 businesses certified**
- 2007 GBP now in all 9 Bay Area counties
- 2008 First Southern California program launches
- 2009 www.greenbusinessca.org launched to manage certifications and promote businesses
- 2010 **2,000 businesses certified**

- 2011 Formalized as official State of California Program AB 913 (Feuer)
- 2013 Visioning Retreat transforms local network into highly functioning statewide program. Strategic Plan developed
City of Los Angeles launches a program
EPA funds launch of new programs in Disadvantaged Communitys (DACs)
- 2015 First GBP launched in Central Valley
3,000 businesses served
EPA and 5 States pay CAGBP to help start database/programs nationally



Starting New Programs

- Mentorship
- Support
- Our web-based GreenBizTRACKER is a green business program in-a-box
- The factory is built, we are ready to expand.



GREEN

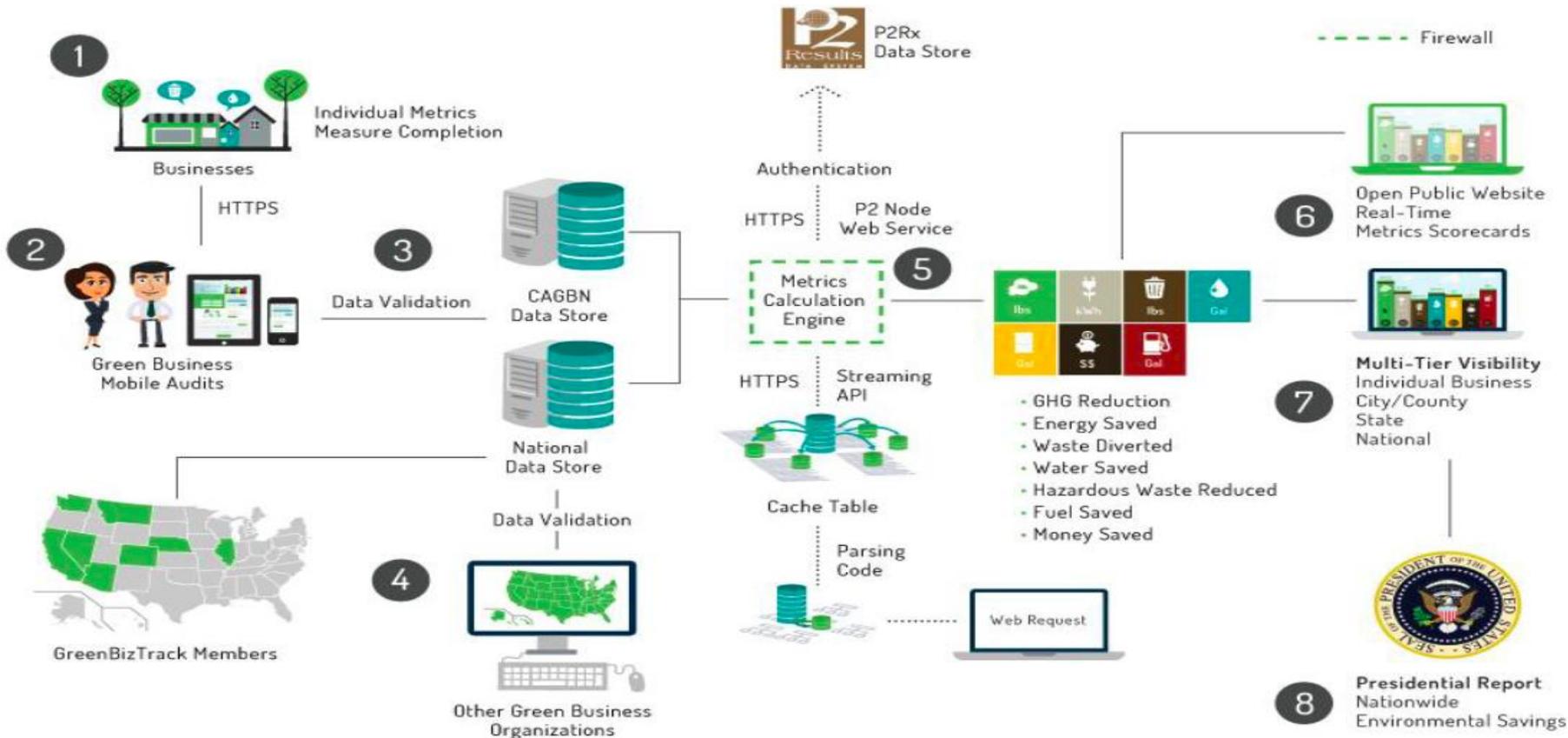
**CALIFORNIA
GREEN BUSINESS
NETWORK**

We had a good web-based system.

We wanted a great system.

We wanted to share it with other states.





Look what we've achieved!

Click on the bars to find out how much we have saved:

Average Annual
Business Savings

or

Annual Savings for
all Businesses

01 Greenhouse Gas Emissions Saved

This year, the California Green Business Program has saved **835,334** metric tons of CO₂ with a total savings of **\$3,083,277**. That's the equivalent of planting **44,161** acres of urban trees a year for ten years.



3 5 5 1

Number of Certified Green Businesses in California today

Find Green Businesses

Looking for efficient businesses that incorporate green practices and consciously conserve resources? Select from the criteria below to find specific Green businesses near you!

Type of Business: All



City: All



County: All



Zip Code

Business Name, Keywords

Search

Apply to Be a Green Business

Grow with us! **Green** business is **smart** business. Find out how to incorporate green practices in to your own business and discover how to conserve resources and become more efficient.

[Apply now to join the program!](#)

Already have an account?

Work on a saved app, view your status, or renew your application.

[Login here](#)

[Forgot your password?](#)

Soon to be Old Home Page

GREEN

CALIFORNIA
GREEN BUSINESS
NETWORK

WHAT IS A CERTIFIED BUSINESS?

WHY GET CERTIFIED?

HOW DO I GET CERTIFIED?

START A GREEN BUSINESS PROGRAM

Find a Green Business Get Certified



YOU'RE IN GOOD COMPANY.

Join the network that is greening California. One business at a time.

GET CERTIFIED!

New Home Page

Join the Green Business Community!

The California Green Business Program leads the state and nation in working with small to medium sized businesses to grow a vibrant and healthy green economy. Led by a coalition of cities and counties, we contribute to more livable communities with healthier environments, while also conserving resources and saving money.



12,744 BUSINESSES
IN 8 STATES
HAVE BEEN GREEN CERTIFIED

FIND A GREEN BUSINESS

DOWNLOAD THE APP:
Find A Green Business Directory



WHO WE ARE

Developed by the California Green Business Network in 2009, GreenBizTracker is a web-based software program that allows programs around the nation to track their Green Businesses and collect metrics. It provides an easy to use framework for a business to become green and a way to add energy, water, waste diversion and other the resource savings. It is supported by the member partners of the California Green Business Network, the Environmental Protection Agency National Environmental Information Network, and the Washington State Department of Ecology. Most importantly, we are businesses that have used this framework to operate more sustainably. We are certified Green Businesses.

CONTACT US MORE ABOUT GBENN

START A PROGRAM
IN YOUR REGION

Are you thinking about starting a Green Business Program in your region or state? You should!

EXPLORE HERE

FIND OUT HOW MUCH
WE'VE SAVED

Together, the Green Businesses participating in partner programs have saved resources.



THE GREEN BUSINESS PROGRAM HAS SAVED

835,334 metric tons of CO₂

VIEW NATIONWIDE REPORTS

FUNDING PROVIDED BY

CAGBN
EPA NEIEN
EnviroSTARS

WATCH THE VIDEO

See how you can get the most out of your Green Business recognition.



GOOD FOR BUSINESS.
GOOD FOR WASHINGTON.

Select which you would like to view

AVERAGE ANNUAL BUSINESS SAVINGS OR ANNUAL SAVINGS FOR ALL BUSINESSES

GREENHOUSE GAS EMISSIONS SAVED

835,334 metric tons of CO₂

\$3,083,277 total savings

That's the equivalent of...

44,166 acres of forest a year for ten years



[3410] Number of EnviroStars Businesses in Washington Today

FIND A GREEN BUSINESS

Type of Business: City:
 Category: County:
 Business Name, Keyword: Zip Code:

SEARCH

APPLY TO BE A GREEN BUSINESS

Find new ways for your business to be efficient, healthy, and attract new customers. Get EnviroStars recognition!

APPLY NOW

Already have an account?

LOGIN HERE

Forgot your password?

DOWNLOAD THE APP
Find EnviroStars Businesses



WATCH THE VIDEO

See how you can get the most out of your Green Business recognition.



FIND REBATES AND RESOURCES

Enter your business address to find help and financial incentives.

SEARCH

Bring EnviroStars to businesses in your city or county

LEARN MORE

LOOK WHAT WE'VE
ACHIEVED

Select which you would like to view

AVERAGE ANNUAL BUSINESS SAVINGS

ANNUAL SAVINGS FOR ALL BUSINESSES

GREENHOUSE GAS EMISSIONS SAVED

835,334 metric tons of CO₂

\$3,083,277 total savings



208 Certified Green Businesses in Denver today

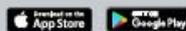


FIND A GREEN BUSINESS

Type of Business: Category:
 Business Name, Keyword: Zip Code:

SEARCH

DOWNLOAD THE APP
Find A Green Business Directory



WATCH THE VIDEO

See how you can get the most out of your Green Business recognition.



GREEN BUSINESS



1 Registration

2 Application

3 Review & Submit

Registration

Tell us a little about your business so that we can get your profile started

CONTACT INFO

BUSINESS INFO

MY COMPANY PROFILE



MUIR LAND OFFICE

[COMPLETE YOUR PROFILE](#)

BUSINESS INFO

123 Rural Route 45
Felton, CA 95018
(123) 456-7890
<https://muirlandoffice.com>

BUSINESS TYPE
NA

BUSINESS CATEGORY
NA

TIER STATUS

TIER

Office / Retail - Tier 1: Apprentice

Lowest tier - no formal recognition

ALERT

Action is required on your application. [Check your application status](#) or [contact us](#) with questions.

CONTACT INFORMATION

Julianne Rhodes
(831) 431-3485
julianner@cruzio.com

Anton Pier2
(111) 111-1111
anton@pier2m.com

APPLICATION STATUS

✓ STATUS Pending 0 CERTIFIED 0 Times

04/12/2017

RECORDS

Created	Updated	Status	Recognition
04/10/2017	04/12/2017	In process	(not set)

COMMUNICATION

Subject	Sent
The Mountains are calling	10 hours ago

Business Dashboard Features

- Profile info is featured prominently
- Tier status and Coordinator contact info is specific to program
- Status of current and past application checklists viewable
- Messaging between Coordinator and Business is viewable
- Business can navigate to other locations associated with that login

Muir Land Office ▾

Muir Land Office
Catalina's Cafe

Muir 2

The Checklist

-  **APPLICATION DETAILS**
-  **GENERAL**
 - Buy Green
 - Education
-  **ENERGY**
-  **POLLUTION PREVENTION**
-  **SOLID WASTE**
-  **TRANSPORTATION**
-  **WASTEWATER**
-  **WATER**
-  **DELETE APPLICATION**
-  **BUSINESS LOGIN**
-  **PRINT APPLICATION**
- Tier 1: Participant**
Invitation to Green Business Events

MEETING THE REQUIREMENTS You have currently completed 5 out of 29 total measures

Buy Green

CORE MEASURES

YES NO N/A

CATEGORY PROGRESS

1. Adopt a written environmentally preferable (or green) purchasing policy. Ask your Green Business Coordinator for templates.

FLAG

POST

HELP

0 of 1 required measures completed

SAVE

Last saved at (not set)

 Upload

ELECTIVE MEASURES

YES NO N/A

CATEGORY PROGRESS

Complete at least 0 of the 1 Measures

2. Do business with other green businesses. Find them using the directory at greenbusinessca.org.

FLAG

POST

HELP

you have completed all measures

SAVE

Last saved at (not set)

Dashboard

Programs ▾

Measures ▾

Green Tips ▾

Checklists ▾

Tiers

Users ▾

States

Notification

Reports

Resources

California ▾

HOME > ADMIN DASHBOARD

FILTER

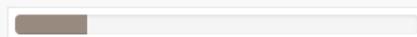
ALL	60
IN PROCESS	52
RECOGNIZED	4
DECERTIFIED	1
DISQUALIFIED	1
NONRESPONSIVE	0
REQUIRES RENEWAL	2
MOVED/CLOSED	0
NOT SUITABLE	0

ADVANCED SEARCH

Dashboard

May 8th

5 / 29 measures completed



STATUS
In process
(not set)

TIER
Tier 1: Participant
In progress

BUSINESS INFO

901 Center Street

BUSINESS SECTOR

Office / Retail

BUSINESS TYPE

NA

BUSINESS CATEGORY

NA

AUDITS

In progress

COMPLIANCE

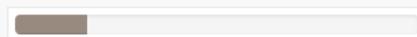
In progress

APPLICATION

In progress

Tom's Great Cafe

3 / 17 measures completed



STATUS
In process
(not set)

TIER
Tier 1: Participant
In progress

BUSINESS INFO

1234 Agate Ave

BUSINESS SECTOR

Restaurant & Food Services

BUSINESS TYPE

NA

AUDITS

In progress

COMPLIANCE

In progress

APPLICATION

In progress

Coordinator
Dashboard

CREATE NEW MEASURES

SEARCH FOR MEASURES

SEARCH BY KEYWORD

SEARCH BY MEASURE NUMBER

Measure Number

FILTER

FILTER BY STATE

California

FILTER BY AUDIT GROUP

FILTER BY AUDIT SUBGROUP

FILTER BY PROGRAM

FILTER BY QUANTITATIVE

Measures

MEASURES					
ID	Description	Quantitative	Status	Actions	Green Tips
365	Use ENERGY STAR office equipment.	Yes	active		VIEW
366	Use power management software programs to automatically activate power management settings in computers and printers.	Yes	active		CREATE
367	Insulate all hot water pipes, heaters, tanks and cold suction lines.	Yes	active		CREATE
368	Use energy efficient exit signs, such as LEDs.	Yes	active		CREATE
369	Use ceiling fans to promote air circulation. High edge of blade must go forward first in winter, forcing air down, reverse in summer.	No	active		CREATE
370	Shade sun-exposed windows and walls using awnings, sunscreens, trees or shrubbery and window film.	Yes	active		CREATE
371	Use task lighting instead of lighting the entire area.	No	active		CREATE
372	Set thermostat to 76F for cooling, 68F for heating and use a 365 day programmable thermostat to control heating and air conditioning.	Yes	active		CREATE

1. Bank of Measures
2. Sector Specific Checklists/templates and
3. Adding “Green Tips”

Training Videos

REPORTS

ENVIRONMENTAL SCORECARD

METRICS

SAVED REPORTS

CLICK TO VIEW REPORT

Saved Report 1

Saved Report 2

POPULAR REPORTS

CLICK TO VIEW REPORT

Key Metrics By Year

Arizona

California

Colorado

Illinois

New Hampshire

Washington

Metrics

CREATE REPORT

INSTRUCTIONS

Follow the step-by-step instructions to select the items you want to include in your report. Once you have made your selections for each step, click Next to move to the next step. Once you have made your selections Click "Run Report" to view the report.



SELECT STATES

Select the State you want to include in your report. Select All or individual States. If you select All States, all programs within those states will be auto-selected.

 ALL STATES (NATIONAL) SELECT AN INDIVIDUAL STATE Arizona Colorado New Hampshire California Illinois Washington

BACK

NEXT STEP

GREEN

CALIFORNIA
GREEN BUSINESS
NETWORKSeveral Ways to
Track Data

GREENHOUSE GAS EMISSIONS SAVED

Green businesses have saved **70,500,812 lbs** of CO2 with a total savings of **\$119,851.38**. That's the equivalent of:

Planting **1,694 Acres** of Urban Trees



(The number of icons in this visualization has been capped to not overload the scorecard)

ENERGY SAVED

Green businesses have saved **77,102,990 kWh** with a total savings of **\$7,812,074.97**. That's the equivalent of:

Powering **7,076 houses** for an entire year



SOLID WASTE DIVERTED FROM LANDFILLS

Green businesses have saved **6,103,999 lbs** of waste with a total savings of **\$409,883.53**. That's the equivalent of:

381 Garbage Trucks Worth of Diverted Waste



(The number of icons in this visualization has been capped to not overload the scorecard)

WATER SAVED

Green businesses have saved **8,547,150 gallons** of water, with a total savings of **\$26,880.79**. That's the equivalent of:

24 bathtubs of fresh drinking water per hour

GREEN

CALIFORNIA GREEN BUSINESS NETWORK

Reports

GREEN

**CALIFORNIA
GREEN BUSINESS
NETWORK**

Live Demo



Contacts

Jo Fleming, Executive Director, CAGBN info@greenbusinessca.org
(831) 706-7384

Courtney Lindberg, Chair CAGBN clindberg@ci.ventura.ca.us
(805) 449-2472



SHOP SMART. SHOP GREEN.

Support your local Monterey Bay Area Certified Green Businesses

Certify YOUR business

Certified Green Businesses are:

- Successful, local businesses
- Reducing pollution, waste, conserving water & energy
- Full of happy employees aligned with your values
- Retail to restaurants, auto repair to custodial and more!

