



# 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](http://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.

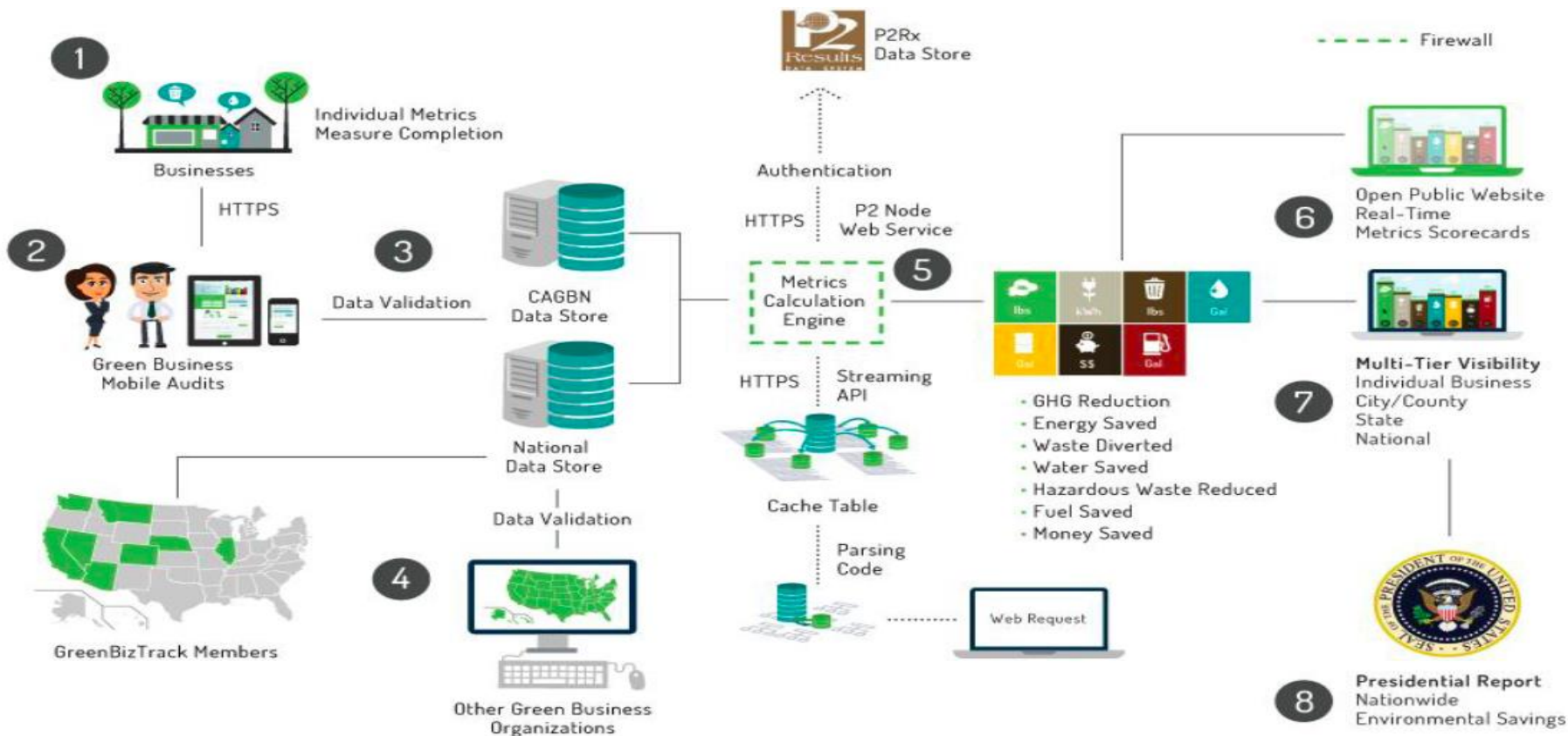


We had a good web-based system.  
We wanted a great system.  
We wanted to share it with other states.

**GREEN**

**CALIFORNIA  
GREEN BUSINESS  
NETWORK**





## 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 CO<sub>2</sub> 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.

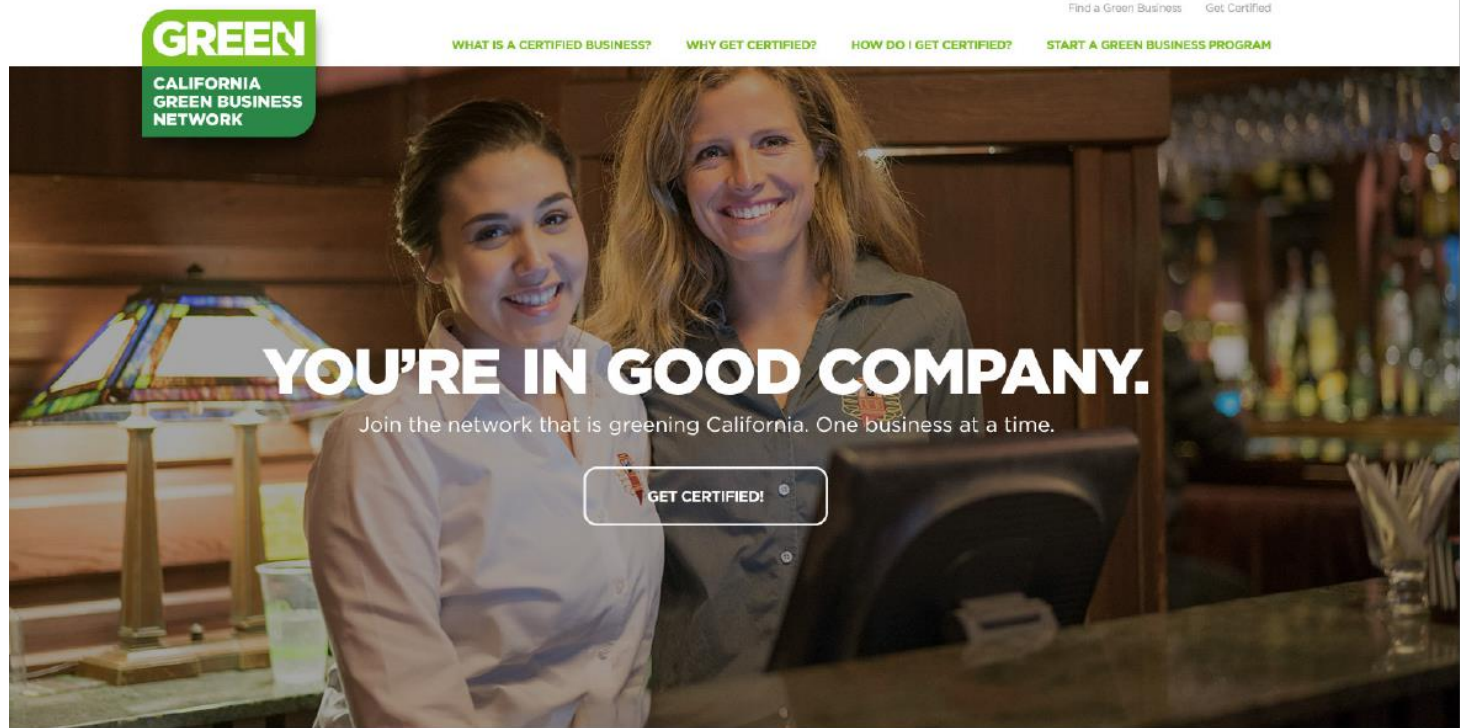
[Login here](#)

[Forgot your password?](#)

Soon to be Old  
Home Page



## New Home Page



[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!](#)

## 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 CO<sub>2</sub>

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 CO<sub>2</sub> \$3,083,277  
total savings

That's the  
equivalent of  
44,160  
acres of forest  
a year for  
the state of  
Washington



[3410] Number of EnviroStars Businesses in Washington Today

## FIND A GREEN BUSINESS

Type of Business City  
View All View All  
Category County  
View All View All  
Business Name, Keyword Zip Code

SEARCH

DOWNLOAD THE APP  
Find EnviroStars Businesses



## 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?

## 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 OR ANNUAL SAVINGS  
FOR ALL BUSINESSES

GREENHOUSE GAS  
EMISSIONS SAVED

835,334  
metric tons of CO<sub>2</sub> \$3,083,277  
total savings



208 Certified Green Businesses in Denver today



## FIND A GREEN BUSINESS

Type of Business Category  
View All View All  
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 BUS



✓ Registration

② Application

③ Review &amp; Submit

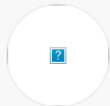
## Registration

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  
NABUSINESS 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

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[anton@pier2m.com](mailto:anton@pier2m.com)

## APPLICATION STATUS

STATUS  
Pending

04/12/2017

CERTIFIED  
0 Times

## 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.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<div>0 of 1 required measures completed</div>
	FLAG			<div>SAVE</div>
	POST			<div>Last saved at (not set)</div>
	HELP			

Upload

ELECTIVE MEASURES	YES	NO	N/A	CATEGORY PROGRESS
Complete at least 0 of the 1 Measures	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<div>you have completed all measures</div>
2. Do business with other green businesses. Find them using the directory at greenbusinessca.org.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<div>SAVE</div>
	FLAG			<div>Last saved at (not set)</div>
	POST			
	HELP			



Dashboard

Programs ▾

Measures ▾

Green Tips ▾

Checklists ▾

Tiers

Users ▾

States

Notification

Reports

Resources

California ▾

HOME &gt; ADMIN DASHBOARD

## FILTER

ALL

60

IN PROCESS

52

RECOGNIZED

4

DECERTIFIED

1

DISQUALIFIED

1

NONRESPONSIVE

0

REQUIRES RENEWAL

2

MOVED/CLOSED

0

NOT SUITABLE

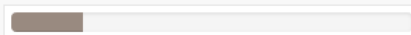
0

## 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

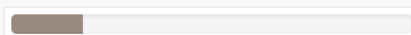
 In progress

## 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 &amp; Food Services

## BUSINESS TYPE

NA

## AUDITS

 In progress

## COMPLIANCE

 In progress

## APPLICATION

 In progressCoordinator  
Dashboard

CREATE NEW MEASURES

## SEARCH FOR MEASURES

## SEARCH BY KEYWORD

SEARCH BY MEASURE  
NUMBER

## FILTER

## FILTER BY STATE

## 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	 	<a href="#">VIEW</a>
366	Use power management software programs to automatically activate power management settings in computers and printers.	Yes ⓘ	active	 	<a href="#">CREATE</a>
367	Insulate all hot water pipes, heaters, tanks and cold suction lines.	Yes ⓘ	active	 	<a href="#">CREATE</a>
368	Use energy efficient exit signs, such as LEDs.	Yes ⓘ	active	 	<a href="#">CREATE</a>
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	 	<a href="#">CREATE</a>
370	Shade sun-exposed windows and walls using awnings, sunscreens, trees or shrubbery and window film.	Yes	active	 	<a href="#">CREATE</a>
371	Use task lighting instead of lighting the entire area.	No	active	 	<a href="#">CREATE</a>
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	 	<a href="#">CREATE</a>

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

Training Videos

GreenBiz Tracker

HomeContactHello Paul

Dashboard

Reports

Notifications

Measures

Checklists

Tiers

Green Tips

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.

✓

✓

✓

4

5

6

7

AUDIT GROUPSAUDIT SUB-GROUPSMEASURESSTATESPROGRAMSBUSINESSESDATE RANGE

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



Several 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

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**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!

**MONTEREY BAY AREA GREEN BUSINESS PROGRAM**

[www.montereybaygreenbusiness.org](http://www.montereybaygreenbusiness.org)