



GreenBiz Cupertino Replication Workshop:

*A How-to Guide for Launching a
Local Green Business Program in
Your Community!*

www.cupertino.org/greenbiz



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MOUNTAIN VIEW



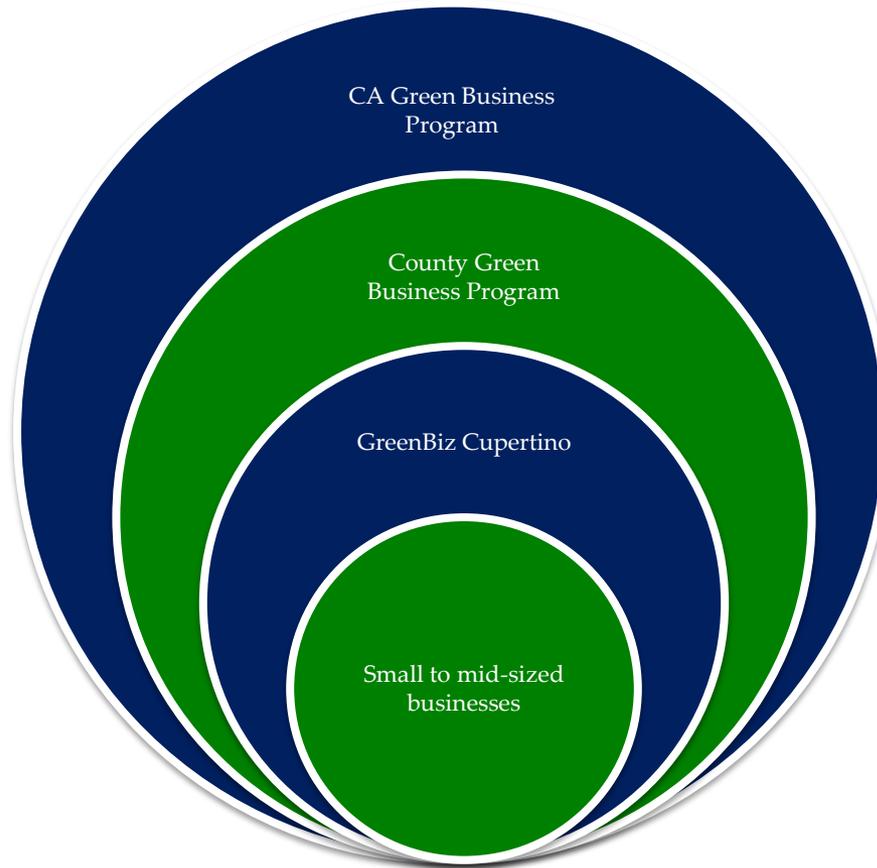
GreenBiz Team & Partners



Agenda

- What is GreenBiz Cupertino?
 - How does it differ from the statewide program?
 - What are the steps involved?
 - Who are our program partners?
- How can my agency start a local program?
 1. Assess: Is there demand?
 2. Determine: What steps are involved?
 3. Research: What funding exists?
 4. Leverage: What resources are already available?

What is GreenBiz Cupertino?



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What is GreenBiz Cupertino?

Unique from Statewide Program

GreenBiz Cupertino

- Launched in 2010 to expand SCC Program participation to:
 - Distinguish environmental leaders
 - Build business capacity
 - Address need among businesses wanting to “do the right thing”
 - Acting as a liaison between the County and its utility partners
 - Offering trainings and peer-to-peer networking opportunities

County Program

- Launched in Bay Area in 1996
- Free, voluntary program offering technical assistance and recognizing business that:
 - Demonstrate compliance with applicable environmental regulations
 - Conserve energy, water, resources
 - Implement sound practices that reduce waste and prevent pollution
- 2800 Certified Businesses in the state



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What is GreenBiz Cupertino?

Unique from Statewide Program

- Award-winning City service to support local small to mid-sized businesses go above and beyond environmental compliance.
- Scaffolds the existing Bay Area Green Business program. Offering hands-on support to the business community.
- Creates customized plans and resources for each business, providing a streamlined path to a green business certification.



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What is GreenBiz Cupertino?

Steps Involved

Streamlining the Certification Process

		Timeline (Weeks)								Implementation Details			
Green Biz Certification Steps	Step	1	2	3	4	5	6	7	8	Lead Agency	Business Time	City Support Time	
	1	Receive Informational Call	■								City of Cupertino	5 min	5 min
	2	Host Introductory Meeting & Enroll in the Program		■							City of Cupertino	15 min	2 hr
	3	Conduct Facility Assessment			■						City of Cupertino	2 hr	2 hr
	4	Customize Action Plan				■					City of Cupertino	--	6 hr
	5	Host Utility/ Partner Audit					■				City of Cupertino	1-2 hr	3 hr
	6	Access Grants & Rebates						■			City of Cupertino	--	2 hr
	7	Implement Action Plan						■	■		City of Cupertino	TBD	TBD
	8	Verify Assessment Findings & Regulatory Compliance							■	■	Santa Clara County	2 hr	6 hr
	9	Receive Certification								■	Santa Clara County	--	--
10	Attend Recognition Event									City of Cupertino & Santa Clara County	1 hr	3 hr	
TOTAL TIME COMMITMENT											~ 7.5 hr	24+ hr	



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What is **GreenBiz** Cupertino?

Steps Involved

- **Unique Checklists**

Uses the Bay Area program's industry specific checklists as a baseline with the addition of a Health & Wellness section

- **Initial Assessment**

Establishes a baseline of sustainable business practices already implemented

- **Action Item Plan**

Provides detailed reports of remaining sustainable business practices required for certification

What is GreenBiz Cupertino?

Resources Available

Cupertino.org/
greenbiz

Required Actions

Additional Measures

General/Staff
Education

Solid
Waste

Energy
Conservation

Water
Conservation

Pollution
Prevention

Wastewater

Health &
Wellness

Working Partners:



Office/Retail Program Standards

This document serves to provide business owners with a hard copy of the check and balances required in order to become a certified green business in the City of Cupertino. This checklist is for review purposes only. Please contact erinc@cupertino.org when you are ready to apply.

General/Staff Education

General Standards for All Businesses

Required

- Inform your customers about your business environmental efforts and what you are doing to meet the green business standards. For example: Post the Green Business logo, certification and pledge in a visible location; Post reminders listing steps you are taking to be a Green Business; Offer tours that highlight your Green Business successes; Offer customers green service or amenities options; Highlight your Green Business efforts and/or certification on your website, and link it to the GBP home page.
- Adopt a written environmentally preferable (or green) purchasing policy. Ask your Green Business Coordinator for templates.
- Establish a 'green team' that can help guide efforts to green your business.

Solid Waste

Purchase with Recycled Content

Required

- Paper towels with 35% post-consumer waste
- Purchase copier/printer paper with at least 30% post consumer waste

Purchase with Recycled Content

Complete at least 3

- Purchase office/copier paper with 100% post consumer waste
- Purchase copy, computer and fax paper with minimum 50% post consumer waste
- Purchase letterhead with the highest recycled content available
- Purchase envelopes with the highest recycled content available.
- Purchase toilet seat covers and toilet paper with recycled content.



Greenbiz Cupertino Helps Your Business

- Access technical and financial assistance through the certification process.
- Ensure compliance with environmental regulations.
- Connect you with ~50 local certified businesses.



How it Works

GreenBiz benchmarks business' environmental practices in a variety of categories. Program certification is achieved by implementing a specific quantity of measures in each category below (note: criteria may vary by business type). GreenBiz allows flexibility to meet program measures through many of your current business practices.



Shop greener with Cupertino's Certified Green Businesses! These businesses have gone above and beyond to incorporate sustainability into their operations. Support your green businesses and receive these great promotions!

For more information:
408.777.7603 GreenBiz@cupertino.org
www.cupertino.org/greenbiz

What is GreenBiz Cupertino?

Resources Available

- Financial Guidebook
 - Roadmap for sourcing additional funding opportunities in PG&E territory
- Property Manager Guidebook
 - Assisting PMs on creating sustainable spaces and engage their tenants
- Connecting businesses with services
 - Expert technical assistance
 - Rebate assistance
 - Resource audits
- Building B2B partnerships & network



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What is **GreenBiz** Cupertino?

Resources Available – Our Partners

- Support Service & Rebate Partners:
 - PG&E
 - Right Lights/Ecology Action
 - Santa Clara Valley Water District
 - San Jose Water Company
 - Recology
- Program Evaluation, Certification & Recognition:
 - City of Cupertino
 - Santa Clara County
 - Cupertino Chamber of Commerce
 - De Anza College and local universities



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What is GreenBiz Cupertino?

Results: Overall



2,849,207 lbs. CO₂



1,069,259 kWh



\$350,918



2,476,216 gal water

315+ Business Engaged

44 Business Certified

20 Business Enrolled



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Who is GreenBiz Cupertino?

Results: Participants



Acadia



RIO ADOBE



BITTER + SWEET



De Anza Veterinary Clinic

What is GreenBiz Cupertino?

Enhanced Post-Certification Engagement

- Keep businesses active in the community
- Get the most out of their Green Business Certification
- Act as business ambassadors

City & County Green Business Certification Recognition Events



Quarterly Green Business Networking Events



GreenBiz Discount Cards



What is GreenBiz Cupertino?

Partners in Action



Lisa Rose – Santa Clara County
Lisa.Rose@aem.sccgov.org



Oscar Garcia - Mountain View
Chamber of Commerce
ogarcia@chambermv.org



What is GreenBiz Cupertino?

Partners in Action: Santa Clara County



Lisa Rose – Santa Clara
County

Lisa.Rose@aem.sccgov.org

- Direct engagement with businesses
- Ability to market their services
- Identify target businesses
- Assess business' readiness to move forward with certification
- Recognition at public events
- More networking opportunities



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What is GreenBiz Cupertino?

Partners in Action: MV Chamber



Oscar Garcia Mountain View
Chamber of Commerce

ogarcia@chambermv.org

- An innovative partnership
- Added benefit for members
- Benefit for MV Chamber as a unique offering to members
- Chamber members are the leaders of the local business community, and is a perfect fit for a local green business program



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How to Start a Local Program?

1.

- **Assess:** Is there demand?

2.

- **Determine:** What steps are involved?

3.

- **Research:** What funding exists?

4.

- **Leverage:** What resources are already available?



How to Start a Local Program?

Step 1: Assess Demand

- **OPower** “Small to mid-sized businesses account for 50% of energy usage and use 5x more than a typical home”
 - As OPower continues to collect data to help inform utility customers about their energy use, they have learned that businesses want more information.
- **UL Environment (Ecologo)** “71% of retailers surveyed report that they use sustainability activities to enhance brand and mitigate risk”
- **American Sustainable Business Council** “Most business owners are concerned about climate change, regardless of whether the issue is characterized as “carbon pollution” or “climate change”. Majorities of business owners said they were concerned about “carbon pollution” (57%) and “climate change” (53%).”



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How to Start a Local Program?

Step 1: Assess Demand

- Demand due to popularity of consumers searching for “green” labeling, market competition, and potential for savings/benefits
- Waiting lists: Demand outstripped staffing resources:
 - San Francisco Green Business Program
 - 170 active awarded businesses
 - Actively working with 175 businesses
 - ~100 on waiting list (of unserved business sectors)
 - Alameda County Green Business Program
 - 450 current Certified Green Businesses
 - 200 new applications per year

(Adapted from previous California Green Business Network Webinars)



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How to Start a Local Program?

Step 2: Determine Steps Involved

- A. Walk the Talk
- B. Determine Program Goals
- C. Survey Tools Available
- D. Establish Partnerships
- E. Create Target Participants List
- F. Develop Outreach Campaigns
- G. Utilize CRM/Business Development Tools
- H. Celebrate Biz Action + *Your* Success
- I. Identify Outstanding Program Needs



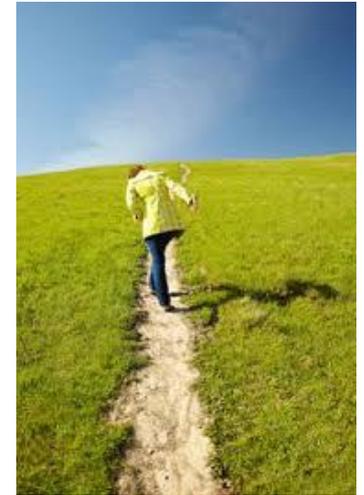
Via:
<http://pragmaticarchitect.files.wordpress.com/2011/03/roadmap2.png>



How to Start a Local Program?

Step 2: Determine Steps Involved

- A. Walk the Talk
 - Pilot your program by certifying your own facilities **FIRST!**
 - Legitimizing the program & building credibility
- B. Determine Program Goals
 - What is the end goal driving your green business program?
 - Achieve CAP measures?
 - Engaging specific business sectors?
 - Strengthening the local business community?



Via: www.planatwork.com



Via: <http://nessara.org/displayJpg.php?id=254>



How to Start a Local Program?

Step 2: Determine Steps Involved

- C. Survey Tools Available
 - Adapt to match your program goals & branding
 - FREE resources grow your program & compliance!
 - EPA - Energy Star Portfolio Manager & Food Recovery Challenge
 - PG&E - Business Tools & Leafully
 - ICLEI - Green Business Challenge
 - ABAG - California Green Business Program

Via: <http://blog.greenhouse.io/recruiting-tools-10-candidate-sourcing-tools-you-may-not-be-using/>



How to Start a Local Program?

Step 2: Determine Steps Involved

- D. Establish Partnerships
 - Find program partners to legitimize your Green Business Program, and elevate your existing services
 - Role of program partners:
 - Compliance inspections (county/city), audits (utilities), technical assistance (community organizations, utilities), provide referrals, funding, become a green certified business!
 - Expand services offered by your local green business program, by seeking program partners to fill in the gaps



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How to Start a Local Program?

Step 2: Determine Partners Involved

Establish Partnerships

- County & City Government (\$\$\$)
- Regional Planning Agencies
- Special Districts
- Utilities
- Nonprofits
- Universities/Schools

- **Program Evaluation, Certification & Recognition:**
 - City of Cupertino
 - Santa Clara County
 - Chamber of Commerce
 - Kirsch Center @ De Anza College, Cal
- **Support Service & Rebate Partners:**
 - PG&E
 - Right Lights
 - Santa Clara Valley Water District
 - Recology
 - Silicon Valley Energy Watch



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How to Start a Local Program?

Step 2: Bring Steps into Action

- E. Create Target Participant Lists
 - Research Leaders & Needers
 - Utilize resources available
- F. Develop Outreach Campaigns
 - List target audiences
 - Leverage your partnerships and existing networks to market the green business program:
 - Civic media assets
 - GIS-based canvassing maps
 - Partner newsletters



Via: <http://www.andyhanselman.com/wp-content/uploads/2013/01/KPI-Targets.jpg>

How to Start a Local Program?

Step 2: Bring Steps into Action

- G. Utilize CRM/Business Development Tools
 - “Lead” Tracking:
 - [Free CRM Tools](#)
 - Salesforce
 - Project Management:
 - BaseCamp
 - MS Project or Excel
 - Engagement:
 - WebEx
 - MailChimp
 - Survey Monkey



How to Start a Local Program?

Step 2: Bring Steps into Action

- H: Celebrate Biz Action + *Your* Success

The screenshot shows the EPA Pacific Southwest Region 9 website. The header includes the EPA logo and navigation links: 'LEARN THE ISSUES | SCIENCE & TECHNOLOGY | LAWS & REGULATIONS | ABOUT EPA'. The main content area features a large image with three panels: a compost pile, a close-up of food waste, and a person working with a compost bin. Below the image is a blue banner with the text 'Reducing Food Waste in Cupertino' in yellow. At the bottom of the banner is a white box with the text 'Photos on this Page | Event Photos | Project Description'.



GREEN BUSINESS CHALLENGE



AN ICLEI USA PROGRAM

How to Start a Local Program?

Step 2: Bring Steps into Action

- I. Identify outstanding program needs (EM&V)
 - New ways to support participants?
 - Cupertino Examples:
 - Green Restaurant/Catering Guide
 - StoryMap (GIS-based GreenBiz walking map)
 - Financial Guidebook
 - Adjust to stay current
 - Compliance is key; next generation is great too!
 - Update checklists, “refresh” marketing docs, guides



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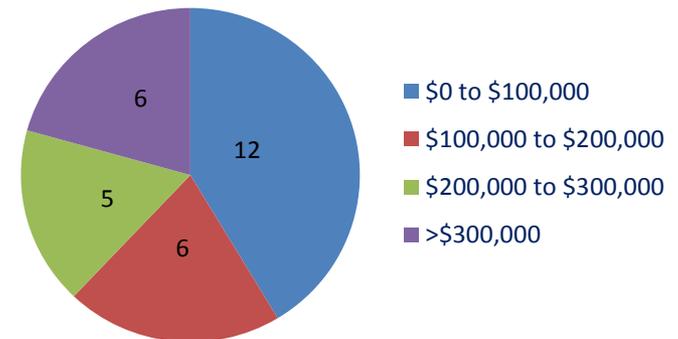
How to Start a Local Program?

Step 3: Finding the Funds

Green Business Program Findings

- 45 programs surveyed
- 29 responses
- Survey reported a variety of funding structures
- Majority of programs offer free participation

Program Budgets



Adapted from a Green Business Engagement National Network Survey

How to Start a Local Program?

Step 3: Finding Creative Funds

Via <http://www.sezen.nl/wp-content/uploads/2011/12/Show-me-the-money.jpg>

- Build cadre of support
 - Volunteer interns, in-kind donations
 - Regional programs: Climate Corps Bay Area, Civic Spark, etc.
- Search for sponsorships
 - Find common ground with local businesses
- Use Local Government Funding
 - CAP, Resource Recovery, Revolving Funds
- Access grants
 - Regional/state grants, Energy Watch



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How to Start a Local Program?

Step 4: Leveraging Existing Resources

- [EPA Region 9 Green Business Resources](#)
- [Western Sustainability & Pollution Prevention Network \(WSPPN\)](#)
- [California Green Business Network \(CAGBN\)](#)
- [Bay Area Green Business Program](#)
- [Green Business Engagement National Network \(GBENN\)](#) Email caroline.teng@iclei.org to participate
- [ICLEI USA Green Business Challenge](#)
- [Energy Star Portfolio Manager](#)
- Your local utility/water/waste management
- [GreenBiz Cupertino, SF Green Business](#)



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How to Start a Local Program?

Step 4: Leveraging GreenBiz Resources

Cupertino.org/
greenbiz

Required Actions

Additional Measures



Working Partners:



Office/Retail Program Standards

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How to Start a Local Program?

Let's get started!

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GreenBiz How-To Guide

Q&A



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