

Green Business is a Team Sport!

Cupertino Community Congress

Lisa Rose, County of Santa Clara

Green Business Program

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What Does Green Really Mean?



Bay Area Green Business Program

- The Bay Area Green Business Program is a successful partnership of environmental agencies and utilities that assists, recognizes and promotes businesses and government agencies that volunteer to operate in a more environmentally responsible way.
- We offer motivated businesses and agencies an easy-to-use framework for improving environmental performance.
- All Nine Bay Area Counties participate – Contra Costa, Marin, Alameda, Sonoma, Napa, San Francisco, Santa Clara, San Mateo and Solano.
- Over 2000 businesses and public agencies certified since 1996.
- Over 450 certified in Santa Clara County.



Benefits to the Business

- Builds on company's environmental values
- Cost Savings
- Authorized to use Green Business logo in own promotions
- Positive Recognition/Public Relations
- Roadmap for Environmental Improvements
- Employee Motivation
- Free Audits and Assessments
- Positive Relations with Government
- Gain a Competitive Edge
- Preserve Employee Health
- Listings in regional and local online directories
- Links to Website



Benefits to Environment

- Promotes conservation and protection of our natural resources
- Reduces air pollution
- Reduces water pollution
- Reduces the amount of waste going to the landfill
- Reduces greenhouse gas emissions
- Promotes sustainable communities



Program Elements

Green Businesses must be in compliance with all environmental regulations AND implement a number of specific measures in each of these four areas:

- Energy Conservation
- Water Conservation
- Solid Waste Reduction & Recycling
- Pollution Prevention



Verification of Green Measures

Our environmental regulatory partners verify compliance:

- Hazardous Waste
- Storm water
- Wastewater
- Air Quality

These organizations verify conformity to resource conservation and pollution prevention standards:

- Energy Providers
- Water Purveyors
- Waste Authorities
- Environmental Regulators



17 Industry Specific Checklists

- ✓ Office/Retail
- ✓ Home Office
- ✓ Restaurants
- ✓ Landscapers
- ✓ Dental Office
- ✓ Wineries
- ✓ Printers
- ✓ Hotels
- ✓ Garment Cleaners (WET or CO₂ only)
- ✓ Solar Electric Installers
- ✓ Painting Contractors
- ✓ Auto Repair
- ✓ Small Manufacturers
- ✓ Auto Repair
- ✓ Schools
- ✓ Janitorial
- ✓ Remodeler/Architects



Getting Started

- Form a Green Team!
- Your Team Members are one of your greatest assets, so make the process fun
- Assign team members to various sections – general, water conservation, energy efficiency, pollution prevention and recycling/solid waste
- Hold a contest to see who can come up with the most creative ways to conserve resources



Enrolling in the Program

Go to www.greenbusinessca.org and click on Enroll

About

We are a partnership of environmental agencies, professional associations, waste management agencies, utilities and a concerned public.

We are working together to recognize and assist businesses that operate in an environmentally friendly manner.

Enroll

To enroll in the program, please complete [this form](#).

Find

Coming Soon...

Contact

Please contact your county's program directly with questions.

Bay Area

www.greenbiz.ca.gov



The Bay Area Green Business Program verifies that businesses meet higher standards of environmental performance. Our partnership of government agencies and utilities helps local businesses comply with all environmental regulations and take actions to conserve resources, prevent pollution, and minimize waste. We offer motivated businesses and agencies an easy-to-use framework for improving environmental performance. Since 1997 thousands of businesses and public agencies have been certified.

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Green Business Enrollment Form

Complete the application, choose the appropriate checklist, fill it out as best you can and click submit!



Enrollment Form

Instructions: To begin the certification process to become a California Green Business, you must first complete and submit the form below. After you submit this form, you will be taken to your application. You will also receive an email providing your unique URL for your application. Please bookmark this page so you can return there in the future. The next step will be to coordinate with the program staff for your county and to complete your checklist.

* Indicates a Required Field

Contact Information (for program use only)

Business Name*:	
Address of Facility to be Recognized*:	
City*:	
County*:	
State*:	California
Zip Code*:	
Business Phone number*:	
Fax Number:	
Contact Name*:	
Title:	
Contact Phone Number*:	
Contact Email Address*:	

(If your county is not listed, it does not participate in the Green Business Certification Program. Please contact your county directly for more information.)



General Measures

As part of their certification, all businesses are required to:

- Adopt the Green Business Pledge
- Educate employees about the process and encourage their participation in implementing measures
- Tell your customers what you are doing to green your operations



Solid Waste Reduction and Recycling

Certified businesses are required to:

- Recycle *everything* including all paper, cardboard, beverage containers
- Adopt an Environmental Purchasing Policy
- Purchasing recycled-content paper that is at least 30% pcw
- Eliminate single-serve water bottles
- Implement double-sided printing and draft paper

A business may also elect to:

- Have a free audit done by your city rep or waste hauler
- Purchase recycled content products such as copy paper, toilet tissue, printer cartridges, etc.
- Eliminate disposables by using permanent ware



Energy Conservation

To become certified a business must:

- Replace incandescent bulbs with compact fluorescents or replace T12 lamps with T8 or T5 lamps
- Install LED exit signs
- Regular maintenance on HVAC systems

To increase energy efficiencies a business may choose to:

- Have an energy audit done by your energy provider
- Install timers or occupancy sensors in rooms
- Use EnergyStar® office equipment
- Turn off lights in rooms when not in use
- Install programmable thermostats
- Perform regular maintenance on all systems



Water Conservation

To become certified a business must:

- Replace older toilets with high efficiency models (1.6 gpf or less)
- Regularly check for and repair leaks
- Install low-flow aerators on faucets
- Install low-flow showerheads (where applicable)



To conserve water a business may choose to:

- Have a free water audit done by the Santa Clara Valley Water District or water retailer
- Use reclaimed water for irrigation
- Remove lawns and install hardscape
- Plant native and/or drought tolerant landscaping



Pollution Prevention

To meet the P2 requirements a business must:

- Join the Spare the Air Program
- Connect with 511.org Rideshare Program
- Stop using antibacterial soaps containing Triclosan
- Work with janitorial company to reduce chemical use in cleaning and other areas
- Implement Integrated Pest Management practices – look for companies that are Eco-Wise certified

To further prevent pollution a business may choose to:

- Use low-mercury fluorescent lamps
- Stencil “No Dumping, Flows to Bay” on all your storm drains
- Use the least toxic cleaning products available – look for GreenSeal certified products or other comparably rated products
- Purchase recycled toner cartridges



Recertification

- Businesses are recertified every three years
- GBP staff verifies compliance again
- Business must demonstrate continuous improvement
- Recertification is required when ownership changes or if the location of a business changes

Revocation

Certification can be revoked if a business is no longer in compliance and fails to regain compliance status within a reasonable amount of time.



Recognition



Annual Recognition event with
County Board of Supervisors

Certificate

Proclamation

Online listing in statewide directory

Window Decals

Use of Green Business Logo
for all your Promotional Materials



Bay Area Green Business Program

**Bay Area Green Business Program**
Environmental Values at Work

About / Contact



[Find a Business](#) [Green Your Business](#) [Marketing Toolkit](#) [Resources](#)

Working Together

The Bay Area Green Business Program distinguishes small businesses that protect, preserve and sustain our environment.

Our partnership of environmental agencies and utilities assists, offers incentives, and verifies that participating businesses conserve energy and water, minimize waste, prevent pollution, and shrink their carbon footprints.

Businesses that meet our standards are officially recognized as Bay Area Green Businesses.



Search our Listings and look for this logo when you shop.

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