



## THE CALIFORNIA GREEN BUSINESS NETWORK



Verifies on-the-ground changes that have reduced 835,334 metric tons of GHG emissions



17% of business served are in disadvantaged communities



Helped business green their practices that save over \$33 Million in utility bills and rebates annually



150 million gallons of water saved per year and other environmental co-benefits



Serves over 50% of the state's population with 24 locally run programs



Secured legislative authorization as the state green business program model (AB 913, Feuer)



Leverages over \$13 million annually in local agency and utility funding to deliver the program and incentives



**California Green Business Network**

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

- 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 SF Bay Area
- 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 program EPA to DACs in California
- 2015 First GBP launched in Central Valley **3,000 businesses served**  
EPA and 5 States pay CAGBP to help start database/programs nationally
- 2016 Launch the program in 5 new communities.
- 2020 Projected 6,000 businesses certified

We believe that California can have a healthy economy that also protects people and the planet that we developed a roadmap to get there. Read onto the next page to learn how you can join us in making that vision a reality

# STRATEGIES

## STRATEGIES TO SAVE BUSINESSES MONEY

To mainstream green, we need to engage the “early adopter” businesses, after which the “early majority” follows. With additional state and local investment, the California Green Business Network can achieve its goal of, serving 20,000 small and medium businesses by 2040 and 40,000 businesses by 2050.

### INVEST IN WHAT WORKS:

Add staffing to successful programs. Start new programs in underserved areas of the state and in disadvantaged communities. Implement greenhouse gas reduction projects at businesses through incentives and direct installation of key measures.

\$8,323,000

### TELL THE STORY:

Brand the state program and implement statewide marketing plan. Help consumers “shop green” with marketing and map and phone apps. Increase metrics captured by the program to show true impact of certifications.

\$438,000

### LEVEL THE PLAYING FIELD:

Build bridges between existing programs and disadvantaged community groups. Develop multilingual program materials and web interface. Provide additional assistance to establish new programs in disadvantaged communities.

\$650,000

\$9,411,000

Total Investment Need for 2016 - 2018

## SMALL BUSINESSES = BIG IMPACT

Delivering our current level of assistance to 40,000 businesses results in a verifiable :

10,969,030

metric tons net annual decrease in greenhouse gas emissions

Enough drinking water for the entire United States for one day

1.6 BILLION GALLONS ANNUALLY

\$390 MILLION

in estimated utility savings and rebates for participating businesses