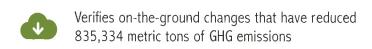


## THE CALIFORNIA GREEN BUSINESS NETWORK



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

Sonoma Green (a compliance-plus program) starts and paves the way for the GBP concept

First robust and comprehensive GBP starts in Alameda County

Monterey Bay Area starts program, 1,000 businesses certified

♦ 2007 GBP now in all 9 SF Bay Area

First Southern California program launches

www.greenbusinessca.org launched to manage certifications and promote businesses

2,000 businesses certified

Formalized as official State of California Program AB 913 (Feuer)

Visioning Retreat transforms local network into highly functioning statewide program. Strategic Plan developed

City of Los Angeles launches program EPA to DACs in California

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

# 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 :



