

Get Your Consultancy Certified as a Green Business

Arthur Keller, Minerva Consulting

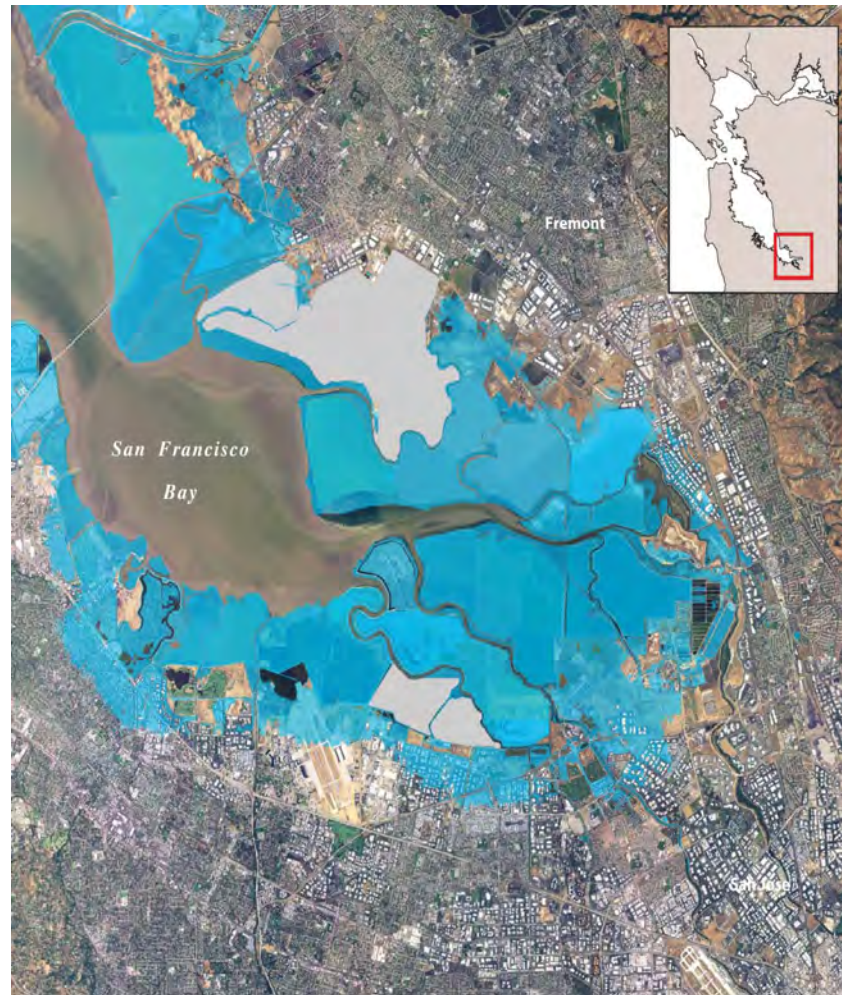
Lisa Rose, Santa Clara County Green Business Program

Presentation to IEEE-CNSV

February 16, 2010



16-inch Sea Level Rise by Mid Century



Source: BCDC



Limited Space for Our Waste



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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



The Certification Process

- Apply to the Green Business Program (GBP) at www.cagreenbusiness.org and select the appropriate checklist
- Fill out online checklist and submit when complete
- GBP staff reviews checklist and sets up a site visit
- During site visit, staff verifies measures selected on checklist
- GBP staff verifies compliance with regulatory agencies
- GBP sets up water, energy and solid waste assessors
- Once the business becomes certified they receive a framed certificate, window decal, use of Green Business logo, placement in regional online directories and public recognition



General Measures

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

- Adopt the Green Business Pledge –
We believe a successful business is dependent upon a healthy environment. We are actively working to show our environmental responsibility to our community by committing to the following objectives:
 - *To comply with all applicable environmental regulations and strive to exceed compliance.*
 - *To conserve energy, water and other natural resources.*
 - *To develop and implement practices that prevent pollution and waste.*
 - *To be an environmentally responsible business within our community.*
- Educate employees about the process and encourage their participation in implementing measures
- Tell their customers they are greening their 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 (mugs, dishes, utensils, towels/rags, coffee filters, etc.) and using refillable containers of sugar, salt & pepper, etc. to avoid individual condiment packets.



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
- Install window film to reduce heat loss
- Reduce air conditioning by using fans



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.



California Green Business Program

www.greenbusinessca.org

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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Contra Costa County Claudia Pingatore
925-646-2286
cpingatore@hcd.cccounty.us

Santa Clara County Lisa Rose
408-282-3186
lisa.rose@aem.sccgov.org



Online Green Business Enrollment Form



Green Business Program

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*

Zip Code*

Business Phone number*

Fax Number:

Contact Name*

Title:

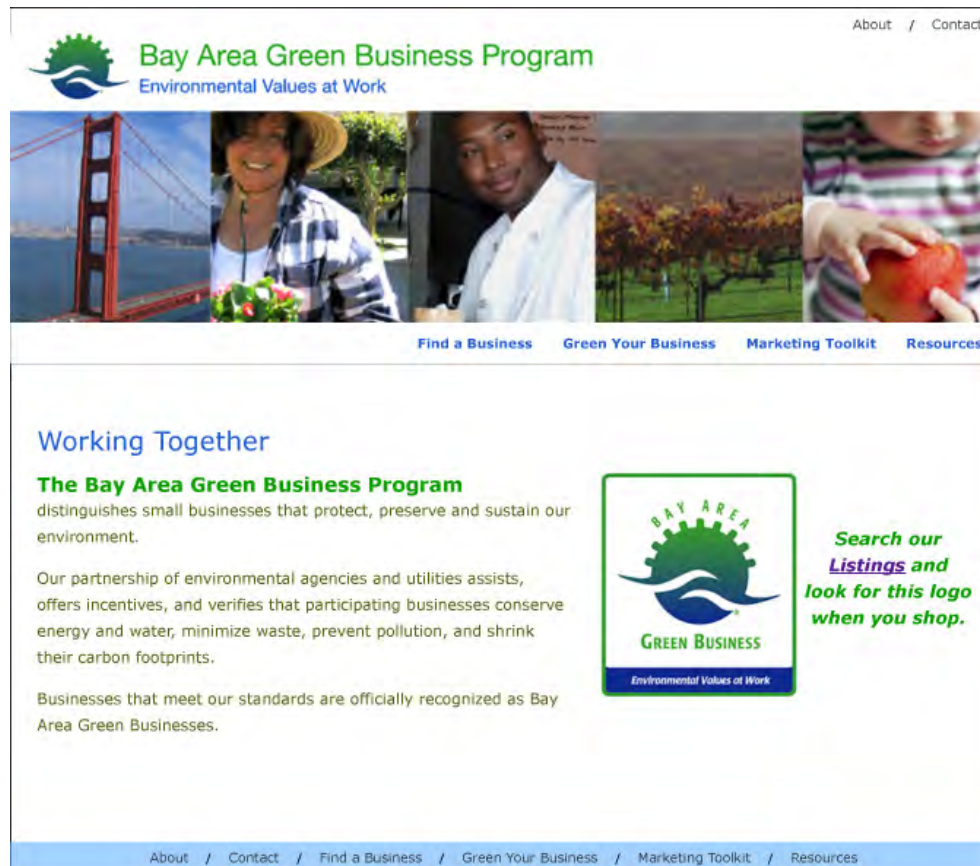
Contact Phone Number*

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.)



Bay Area Green Business Program



The screenshot shows the website's header with the logo and tagline 'Environmental Values at Work'. Below the header is a navigation bar with links: 'Find a Business', 'Green Your Business', 'Marketing Toolkit', and 'Resources'. The main content area features a section titled 'Working Together' with a paragraph about the program's goals and a smaller version of the logo. To the right of the logo is a call to action: 'Search our Listings and look for this logo when you shop.' The footer contains a secondary navigation bar with the same links as the main navigation bar.

About / Contact

Bay Area Green Business Program
Environmental Values at Work

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.

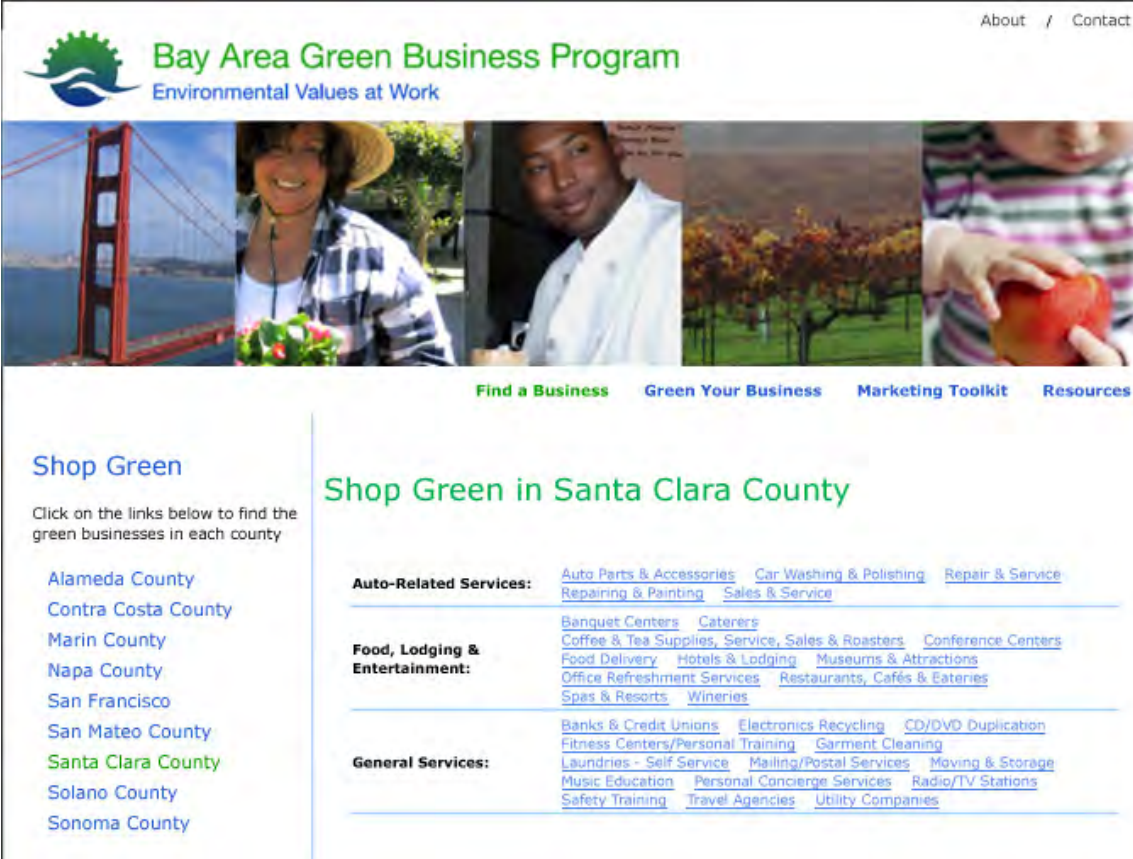


Search our Listings and look for this logo when you shop.

About / Contact / Find a Business / Green Your Business / Marketing Toolkit / Resources



Green Businesses in Santa Clara County



Bay Area Green Business Program
Environmental Values at Work

About / Contact

Find a Business Green Your Business Marketing Toolkit Resources

Shop Green

Click on the links below to find the green businesses in each county

- [Alameda County](#)
- [Contra Costa County](#)
- [Marin County](#)
- [Napa County](#)
- [San Francisco](#)
- [San Mateo County](#)
- [Santa Clara County](#)
- [Solano County](#)
- [Sonoma County](#)

Shop Green in Santa Clara County

Auto-Related Services: [Auto Parts & Accessories](#) [Car Washing & Polishing](#) [Repair & Service](#)
[Repairing & Painting](#) [Sales & Service](#)

Food, Lodging & Entertainment: [Banquet Centers](#) [Caterers](#)
[Coffee & Tea Supplies, Service, Sales & Roasters](#) [Conference Centers](#)
[Food Delivery](#) [Hotels & Lodging](#) [Museums & Attractions](#)
[Office Refreshment Services](#) [Restaurants, Cafés & Eateries](#)
[Spas & Resorts](#) [Wineries](#)

General Services: [Banks & Credit Unions](#) [Electronics Recycling](#) [CD/DVD Duplication](#)
[Fitness Centers/Personal Training](#) [Garment Cleaning](#)
[Laundries - Self Service](#) [Mailing/Postal Services](#) [Moving & Storage](#)
[Music Education](#) [Personal Concierge Services](#) [Radio/TV Stations](#)
[Safety Training](#) [Travel Agencies](#) [Utility Companies](#)



Links to Green Businesses

Business Services

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Los Altos

[Timan Consulting](#)

www.timanconsulting.com

415/596-1033

Los Gatos

[C Kirby Consulting](#)

www.ckirbyconsulting.com

408/354-7149

Mountain View

[Accretive Solutions](#)

800 W. El Camino Real, Ste. 320

415/593-6722

Palo Alto

[Minerva Consulting](#)

3881 Conna Way

650/424-0202

San Jose

[Genesis Engineering Services, Inc.](#)

1911 Lundy Ave.

408/527-0705

Santa Clara County Controller Treasurer
Department

70 W. Hedding St. E. 2nd Floor

408/287-7629

Santa Clara

[Karen Mathews & Associates](#)

4701 Patrick Henry, Ste. 701

408/988-2361



Potential Customers

Technology		Back to Top	
Campbell			
Groupware Technology, Inc.	511 Division Street	408/540-0090	11 Great Oaks Blvd.
You Send It, Inc.	1919 Bascom Avenue, Floor 3	408/626-1262	1735 Lundy Ave.
Morgan Hill			
Arimba Company	490 Jarvis Drive	408/778-2000	650 Harry Road
ITT Corporation Morgan Hill	18705 Madrone Pkwy.	408/201-6736	408/927-2190
Mountain View			
Caspio, Inc.	485 N. Whisman Rd #200	650/691-0900	4340 Stevens Creek Blvd., Suite 170
Direct Networks	825 East Middlefield Rd.	650/623-1418	408/689-0288
Flashbay, Inc.	569 Clyde Ave, Unit 500	650/938-3500	675 N. First St., Ste 790
Hula Networks	340 East Middlefield Rd.	650/625-4106	541 E. Trimble Rd.
Mind Source, Inc.	555 Clyde Avenue, Suite 100	650/314-6400	408/952-2400
Red Hat, Inc.	444 Castro St., Ste. 1200	650/254-4202	
Vello Corporation	191 Castro St., #200	877/698-3556	
Palo Alto			
Palo Alto Research Center (PARC)	3333 Coyote Hill Rd.	650/812-4048	
Telosa Software	610 Cowper St.	800/750-6418	
San Jose			
Adobe Systems Incorporated	345 Park Ave.	408/536-4426	
Altera Corporation	101 Innovation Drive	408/544-7692	
C.H. Reynolds Electric, Inc.	1281 Wayne Ave.	408/436-9280	
Canon USA, Inc. - San Jose	3300 N. First Street	408/468-2001	
Connectors Unlimited, Inc. dba DF Sales Company	690 Quinn Avenue	408/287-6041	
Cyber Switching, Inc.	1281 Wayne Ave.	408/436-9830	
			Equinix - SV1
			Equinix - SV3
			IBM Almaden Research Center (IT Research & Development)
			MidTech Software Solutions, Inc.
			U'N'Anne IT Solutions, Inc.
			LGC Wireless, An ADC Company
			Santa Clara
			Adient Technologies
			Equinix, Inc. SV2
			GE Capital Solutions Global Electronics Services
			Luvacis, Inc.
			NEC Electronics America, Inc./Headquarters
			NVIDIA Corporation
			Silicon Valley Microelectronics
			Sunnyvale
			Akrya
			Equinix, Inc. SV1
			Juniper Networks
			LABCYTE, INC.
			NetApp, Inc.
			Palm, Inc.
			Ultimodis, Inc.
			2701 San Tomas Expressway
			2985 Kifer Road
			408/486-2000
			408/844-7157
			840 W. California Ave. #220
			255 Caspian Way
			1194 N. Mathilda Ave.
			1190 Borregas Ave.
			495 East Java Drive
			950 West Maude
			556 E. Weddell Drive
			408/907-6421
			408/360-5250
			866/298-6428
			408/747-2000
			408/822-6000
			408/617-7000
			408/734-2300



More Potential Customers

Attorneys

[Back to Top](#)

Mountain View

[Farrwick & West LLP](#)

801 California St.

650/988-8500

[Merit Law Group PC](#)

201 San Antonio Circle, Ste. 105

650/941-2300

Palo Alto

[Gibson, Dunn & Crutcher LLP](#)

1881 Page Mill Rd.

650/849-5300

Kasler Law, FLC

Serving the South Bay

650/559-9124

[Squire, Sanders & Demsey LLP](#)

600 Hansen Way

650/843-3396

Legal Services

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Mountain View

[Stratify](#)

501 Ellis St.

650/210-2758

San Jose

[Kevyat & Kenyon LLP](#)

333 W. San Carlos St., Ste. 600

650/975-7500

[McManis Faulkner](#)

50 W. San Fernando St., 10th Floor

408/279-8700



Lisa Rose

Santa Clara County
Green Business Program

Arthur Keller

Minerva Consulting
(certified Green Business since 2006)

www.greenbusinessca.org

