

# **Facilitating Cooperative Green Business Incentives**

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June 5th, 2018

Provost's Sustainability Internship Program

The County's Green Business Program

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## **Abstract**

My project is to facilitate the County's Green Business Program and build consistency between UCSC and the County's green business program. My initial project was to create a checklist that integrated both the Green Business and the Sustainability Office's Green Office measures to streamline the certification process and create consistency between the programs. Both programs certify small/medium businesses. As my primary focus, the Green Business Program is a free, voluntary program for businesses that care about sustainability. Our approach is to encourage environmental incentives to help local businesses operate in an environmentally responsible manner.

## **Problem Background**

The issue addressed by my project is the absence of communal green incentives and building transparency between my program and UCSC's Green Office. The Monterey Bay Green Business is controlled by the County and the Department of Toxic Substance Control (DTSC) (County of Sonoma, 2018). Their green network opens multiple opportunities for Santa Cruz businesses to become green certified. To be certified, a business must meet core and elective requirements. Another part of the process is to have a Green Business specialist pass audits and walkthroughs to assure the business meets our checklist. Businesses that receive a green certification guarantee their commitment to sustainable incentives. Anyone who can supply enough resources to sustain themselves without harming the environment in the process can categorize themselves as sustainable. To be sustainable requires commitment, self and/or communal awareness and green incentives. Even if one is environmentally aware taking the next steps to become sustainable requires an altruistic commitment. Surprisingly, many already

possess the qualities to meet sustainable appraisal (UCOP, 2015).

For instance, my internship supplies the tools to help businesses pursue green incentives through a certification process. Our commitment is to practice what we preach. As a sustainable leading business run by the County, we commit to sustainability by lowering energy costs, conserving water and using biodegradable products (County of Sonoma, 2018). We are a partnership of environmental agencies geared to manufacture a collaborative green community. Our sustainable incentives lower our local businesses' carbon footprint by offering assistance programs to reduce pollution, save water, conserve energy and minimize waste(County of Sonoma, 2018).

In 1996, the Bay Area Green Business Program was cultivated by local governments in San Francisco Area in collaboration with US EPA and Cal EPA Department of Toxic Substances Control and other businesses (California Green Business Network, 2017). Over the course of twelve years, the San Francisco Bay Program and the Monterey Bay Program have expanded throughout 7 participating counties who have certified over 300 businesses (California Green Business Network, 2017). Cities and counties in northern California were the first to join the network and later expanded into southern California. Many other Green Business programs have expanded across the country including Arizona and Hawaii.

The network first targeted automobile repair shops and printing companies. Now they are more than a 120 categories of businesses part of the program and over 2600 have earned their seal of green certification (California Green Business Network, 2017). The California Green Business Network exemplifies green incentives and profitable marketing opportunities for businesses.

## **Project Description**

My project entails putting together a new checklist that addresses sustainable measures: certifying businesses, lowering energy costs, marketing communal green incentives, saving water and cultivating green awareness (UCOP, 2015).

I worked on multiple projects to gain hands on experience learning about green businesses and how to market a product to appeal to prospective certifiers. This pushed me to create consistency between the programs, assist businesses through the certification process, receive real world experience dealing with environmental impact and develop professional skills based on core levels of growth. This shifted my goal to understand the certification process, encourage sustainability incentives and provide input on different ways to certify more businesses/departments/offices.

I intended to pursue a set of goals to build a checklist that would not only intrigue prospective green certified offices/ businesses, but open opportunities for small businesses striving for sustainability. Such that these businesses could reach green certified status under both programs. I was motivated to develop a list of businesses within Santa Cruz County that would be a good potential fit for recruitment and find a contact name and email address for all of them. I gained a deeper understanding of the certification and recruitment process that is used for the Green Business Program. As well, I worked on creative art designs for events such as the Green Business Mixer and a couple lunch and learn events. None of this would've been possible without the help of The Monterey Bay Green Business program.

The Monterey Bay Green Business program benefits an array of environmental social and

economic benefits for aspiring businesses willing to uplift sustainable communities. The dual Green Business and Green Office checklist encompasses multiple categories that are found on the project clearinghouse website such as waste & recycling, water, energy conservation and buildings and facilities development.

### **Project Timeline**

#### **Fall:**

- Meet with Shawn every other week to assure dual checklist meets Shawn's requirements.
- Create a sample spreadsheet for dual checklist and group the checklist by category
- Look on the web and make a list of any cafes, dining halls, bookstore and SUA (event planners) that are certified or could be certified through dual checklist

#### **Winter:**

- Meeting with Liv and Shawn to finalize checklist and ask any inquiries
- Set a date to present dual checklist. Email on campus experts about GB measures that possibly overlap GO requirements. Email Shauna about how to get departments on board and what are the requirements
- Make graphics for lunch n learn event cards draft due Jan 24th. By the 18th talk to on campus businesses to attend event to get departments on board to get certified

#### **Spring:**

- Plan and attend green business mixer. Greet green certified business representatives
- Schedule facebook posts every week to publicize facebook page
- Make a spreadsheet with all non-certified businesses in Aptos, Soquel and downtown Santa Cruz

-Use outreach spreadsheet to contact businesses

-Test website's resource tab and take note of any possible glitches and how to improve them

### **Project Stakeholders, Students and Mentor Roles**

The Provost's Sustainability Internship matches mentors from various UCSC departments with student interns and off campus offices to develop and carry out a project, driving sustainability within the department. Shawn Orgel-Olson is my mentor for the Provost Sustainability Internship with the County's Green Business Network. UCSC's Sustainability Office and the statewide Green Business Network will benefit from the project because the department will have more consistency, transparency and cohesiveness. While building the dual checklist, we contacted Erik Eriksen, an energy specialist on campus who manages that department. His expertises consolidated a few inquiries we had. Many other specialists on campus have provided impervious feedback to refine the dual checklist.

### **Measurable Results**

The Monterey Bay Green Business Network's ultimate result is to get as many businesses as possible certified and provide authentic, versatile opportunities for businesses that currently do not meet checklist requirements. We want to provide input on different ways to encourage more businesses/departments/offices to get certified. For instance, building partnership and leadership skills and learning sustainability strategies by working through the checklist with a variety of parties can influence a business's willingness to certify. For businesses, making the switch to green can mean big savings in energy, water, and waste hauling. Since then, we have reduced over 800,000 metrics of greenhouse gas emissions; which is the equivalent of planting

over 40,000 acres of trees a year for ten years and over 28,000 gallons of hazardous waste eliminated (California Green Business Network, 2017). Most importantly, we've saved over 124 million gallons of water (California Green Business Network, 2017). The seal of green certification can give companies a competitive edge as more consumers are looking to do business with vendors who are certified green. For cities and counties, the California Green Business Program fits perfectly the core objective of local government- to encourage and develop green initiatives within their communities for improving the quality of life.

## References

California Green Business Network. (2017). *Greening California One Business At a Time*.

<https://greenbusinessca.org/about-us/>

“Campus Sustainability Plan”(2013) *University of California, Santa Cruz*.

County of Sonoma. (2018). Green Business Program. *General Services/ Energy and*

*Sustainability*. [http://sonomacounty.ca.gov/\\_templates\\_portal/Service.aspx?id=2147532](http://sonomacounty.ca.gov/_templates_portal/Service.aspx?id=2147532)

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UCOP (2015). “Sustainable Practices” Energy and Sustainability.

## Appendices



### Checklist Setup

Showing 1-20 of 23 items.

ID	Program ↓↑	Sector ↓↑	Checklist or Tier	Version status	Updated	Actions
3273	City of Santa Cruz	Auto Body	Certified	Published	01/03/2018	
3274	City of Santa Cruz	Auto Repair	Certified	Published	01/03/2018	
3467	City of Santa Cruz	Brewery	Certified	Published	01/16/2018	
3353	City of Santa Cruz	Construction / Remodel	Certified	Published	01/03/2018	
3365	City of Santa Cruz	Dental Services	Certified	Published	01/03/2018	
3822	City of Santa Cruz	Food Manufacturers	Certified	Published	04/23/2018	
3355	City of Santa Cruz	Garment Cleaning	Certified	Published	01/03/2018	
3354	City of Santa Cruz	Home Office	Certified	Published	01/03/2018	
3361	City of Santa Cruz	Janitorial Services	Certified	Published	01/03/2018	
3351	City of Santa Cruz	Landscape Services	Certified	Published	01/03/2018	



## Measures

MEASURES					
ID	Description	Quantitative	Status	Actions	Green Tips
6450	Learn how to read your water meter. Use the water meter to check for leaks.	No	active		<a href="#">CREATE</a>
6451	Insulate all hot water lines.	No	active		<a href="#">CREATE</a>
6452	Comply with all state and local water regulations as summarized here: <a href="http://waterwisesb.org/drought.wwsb">http://waterwisesb.org/drought.wwsb</a>	No	active		<a href="#">CREATE</a>
6453	Keep receiving docks, loading docks, dumpster and parking areas free of litter, oil drips and debris without using a hose or water for cleaning. Use dry methods for spill clean-up including mop/bucket.	No	active		<a href="#">CREATE</a>
365	For new office equipment, purchase Energy Star printers, copiers, servers, refrigerators, and dishwashers. For computers, laptops, TVs and monitors, purchase EPEAT registered products ( <a href="http://www.EPEAT.net">www.EPEAT.net</a> ).	Yes ⓘ	active		<a href="#">CREATE</a>
366	Set computer and laptop monitor settings to turn off after 10 minutes of inactivity and go into a sleep mode after 15 minutes of inactivity.	Yes ⓘ	active		<a href="#">CREATE</a>