STATEWIDE ENERGY EFFICIENCY COLLABORATIVE - FORUM

City of Huntington Beach
Sustainable Business Certification Program
Antonia Graham
Sustainable Business

• Sustainable business, or green business, is an enterprise that has minimal negative impact on the global or local environment, community, society, or economy—a business that strives to meet the triple bottom line.
Program Background

• Began with a series of workshops in the Summer 2015

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<thead>
<tr>
<th>REF #</th>
<th>COMPLIANCE CHECKS</th>
<th>REQUIREMENT</th>
<th>Y</th>
<th>N</th>
<th>X</th>
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<tbody>
<tr>
<td>1</td>
<td>Business has no significant health violations (Environmental Health Services)</td>
<td>Essential</td>
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<td>2</td>
<td>Business has met compliance with stormwater related requirements</td>
<td>Essential</td>
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<td>3</td>
<td>Business has achieved compliance with Fire Department regulations</td>
<td>Essential</td>
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<td>4</td>
<td>Provide ongoing incentives or trainings to encourage company participation</td>
<td>Essential</td>
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<td>5</td>
<td>Inform customers about SBCP efforts</td>
<td>Essential</td>
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<td>6</td>
<td>Adopt a written environmental policy statement</td>
<td>Essential</td>
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<td>7</td>
<td>Establish a “green team” that meets regularly to monitor/expand programs</td>
<td>Essential</td>
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<td>8</td>
<td>Provide 12 months of energy, gas, and water usage</td>
<td>Essential</td>
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<td>9</td>
<td>Attend 3 Chamber of Commerce’s Sustainable Surf Committee mtgs per year</td>
<td>Essential</td>
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Target Sectors
Main Focus Areas

- Waste Reduction
- Pollution Prevention
- Energy Efficiency
- Water
Certification Process

Become a Green Business in 4 Easy Steps

01 Get Started
First thing's first: Register here to tell us a little bit about your business.

02 Fill Out Application
There is no obligation to finish this step all at once. You can save and continue at any time.

03 Evaluation
As we review your application and do onsite assessments, view your status to see where you are in the process.

04 Complete & Finish
When you become a Green Business, fill out your Company Profile so customers can find you.

Get Started
My Application
My Status
My Company Profile
Why a Sustainable Business Certification Program

- Reduce operational costs
- Compliance with environmental regulations
- Competitive advantage
- Millennial Age Group – willing to pay more for sustainable products
- Another tool to help your business community
- Live up to corporate social responsibility and sustainability values
Challenges

Convincing businesses to devote their time to go through the certification process

In some instances increased costs

Misconceptions about sustainability
Funding
Disadvantaged Business Certification Program

- Oak View neighborhood – 10,000 residents in one square mile
- Oak View Renewal Partnership
- CIELO – Golden West College
Integration of City Incentives

- Recycling Market Development Zone
- Business Advocate Program
- Business Attraction and Retention Program
Questions?

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