



SFEnvironment

Our home. Our city. Our planet.

A Department of the City and County of San Francisco

The San Francisco Green Business Program

Creating Access to Environmental
Recognition



Overview



The San Francisco Green Business Program certifies businesses for meeting high environmental standards

Green Business Main Areas



- Pollution Prevention
- Zero Waste
- Energy Conservation
- Water Conservation
- Transportation
- Employee Education



Register.

Let us show you
how to become
a green business.

Navigate to: greenbusinessca.org



Completing the Sector Specific Checklist



GreenBiz Tracker

[Dashboard](#) [Sector](#) [Measures](#) [Green Tips](#) [Checklists](#) [Tier](#) [Notification](#) [Users](#) [Reports](#) [Video Tutorials](#) [Prefer program](#)

APPLICATION DETAILS

GENERAL

ENERGY

POLLUTION PREVENTION

SOLID WASTE

TRANSPORTATION

WASTEWATER

WATER

DELETE APPLICATION

BUSINESS LOGIN

PRINT PARTICIPANT

PRINT CERTIFIED

PRINT INNOVATOR

TIER PROGRESS

Participant

PARTICIPANT REQUIRED MEASURES

3 of 20 measures completed

Certified

CERTIFIED REQUIRED MEASURES

8 of 56 measures completed

Innovator

INNOVATOR REQUIRED MEASURES

BUSINESS INFO

RECORDS

COMMUNICATION

BUSINESS PROFILE

Bi-Rite Market

In process

RECOGNITION DATE

SAVE

BUSINESS INFO

3639 18th Street

San Francisco, CA 94110

(415) 241-9760

caitlin@biritemarket.com

Restaurant

Upload

Contact info

CONTACT NAME

Patrick Mills

PHONE NUMBER

(415) 241-9760

EMAIL

patrick@biritemarket.com

MANAGE CONTACTS

TIER STATUS

Participant

IN PROCESS

Certified

NOT APPLICABLE

Innovator

NOT APPLICABLE

TIER PROMOTIONS

No Tier Promotions

PARTICIPANT

CERTIFIED

INNOVATOR

APPLICATION

SEND SUMMARY OF FLAGGED MEASURES

Pending

PHONE CONSULT

Pending

COMPLIANCE CHECKS

Pending

ADD DETAILS

SITE VISIT

Pending

ADD DETAILS

AUDITS

Pending

ADD DETAILS

RECOGNITION TASKS

Pending

CATEGORY	STATUS	AUDIT
GENERAL		
ENERGY		
POLLUTION PREVENTION		
SOLID WASTE		
TRANSPORTATION		
WASTEWATER		
WATER		



Some Examples of the Requirements

- Purchase low toxic cleaning products (Green Seal)
- Create waste stations with clear signage
- Utilize energy efficient lighting
- Install .5 gallon per minute aerators on all bathroom sinks
- Have a Commuter Benefits Program
- Inform employees about the City's Emergency Ride Home Program

Business Benefits



SAN FRANCISCO
GREEN
BUSINESS

Business Benefits



Tiered Certification



There were many reasons to explore the tiered certification model...

Examining SF Green Business Program in 2016



SF Green Business Program had the most stringent standards

Examining SF Green Business Program in 2016



In 2016, 83% of businesses in the program were in our 'Office' sector

Examining SF Green Business Program in 2016



Working with businesses that were already 'Green'. 18/27 businesses in 2016 had sustainability built in their mission

Examining SF Green Business Program in 2016



Binary recognition. Businesses that completed 90% of the process were penalized while businesses had little incentives to continue the sustainability journey after certification

Examining SF Green Business Program in 2016



Other states with Green Business Programs were adopting tiered certification models



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[FIND A GREEN BUSINESS](#) [APPLY TO BE A GREEN BUSINESS](#)





Examining Tiered Certification

How many tiers?

- Participant, Certified and Innovator

Would it water down the program?

- Businesses would only be certified at the 2nd tier

Why tiered certification?

- 'Access' & 'Process Improvement'

Establishing Tiered Certification Standards



Participant level

- 17 measures

Certified level

- 45 measures

Innovator level

- 50 measures

Tiered Certification Successes



Participant level

- WuYee Children's Services got their foot in the door

Certified level

- WovenProsperity going from 'Participant' to 'Certified'

Innovator level

- Heath Ceramics became 'Super Green' customers

CA Green Business Programs



Our success

- 29 programs
- Over 3600 recognized businesses
- ~ 2000 interested businesses
- New programs in the Central Valley, Inland Empire, and Southern California



Other States



- Washington
- Colorado
- New Hampshire
- Illinois
- Arizona

Influx of State Funding

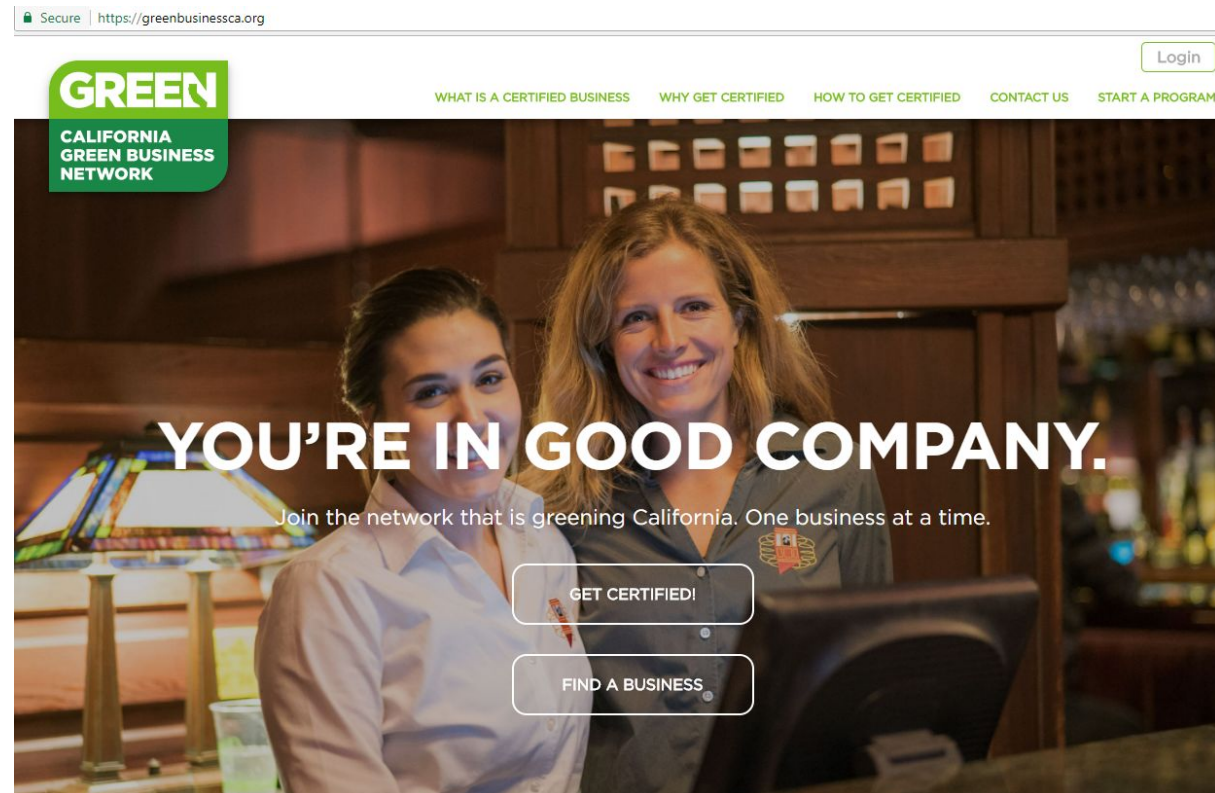


- Now have a marketing budget and active marketing committee
- Program support funding
- CA goal to Certify 1000 business this year

Starting New Programs



- Support to start new programs
- Our web-based GreenBizTRACKER is a Green Business Program in-a-box



Ask for this Audience



- Refer businesses to become certified!
- Start a Green Business Program!

Thank you!



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