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
Getting Started

Register.
Let us show you how to become a green business.

Navigate to: greenbusinessca.org
Completing the Sector Specific Checklist
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
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
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.
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.
Examining Tiered Certification

How many tiers?
• Participant, Certified and Innovator

Would it water down the program?
• Businesses would only be certified at the 2\textsuperscript{nd} 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!

Kevin Kumataka  
Green Business Coordinator  
SF Department of the Environment  
(415) 355-3700  
Kevin.Kumataka@sfgov.org