





Key Ideas

- Define your program goals (Just energy? Need metrics? Evolving program?)
- Define your audience (Business only, B2B, Residents)
- Choose preferred methods of communication (flyer, mailer, digital, social, media partnership)
 - Note staff capacity here
- 4. Create a plan (what currently exists, what worked for us, poll other programs)

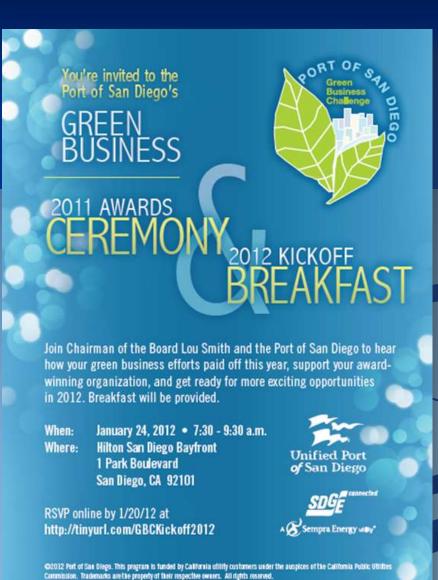
70% of businesses
surveyed said
promotion is the most
valuable resource
offered by the Port of
San Diego's Green
Business Network.

Green Business Challenge Programs

The Port of San Diego





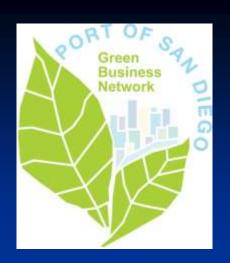




The Port of San Diego

Program components

- Green Business Challenge (2011)
 - 59 businesses, including largest energy users
 - 23 press releases, 16 blog posts, 12 videos through local TV partnership
 - Monthly workshops, peer-to-peer networking
- Green Business Network (2012-present)
 - 70 members and growing
 - Monthly workshops & networking
 - Free energy audits
 - Videos & website highlights







About

Sponsors & Partners

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Calendar

a search...





Green Business Network News

See all News & Updates



SDG&E presents program updates for 2013-2014

Mar 26, 2013

On the morning of March 20, 2013 SDG&E presented program updates to a group of Green Business Network members. In case you missed it, here are some of the major

PREV 1 2 3 4 NEXT



Get Cash Back for Planting WaterSmart Landscapes

Jan 22, 2013



City of San Diego Annual Business Recycling Awards

Dec 19, 2012



Port's Green Business Network Names Top Green Chef

Dec 10, 2012



Port Tenants to Match Up at Top Green Chef Cookoff

Nov 26, 2012

NETWORK MEMBERS

SIGN IN TO THE NETWORK

JOIN THE NETWORK

Green Strategies



Sustainable Business Practices

Waste Reduction

Air Quality

The Port of San Diego



Three Port of San Diego tenant restaurant chefs will square off in this sustainable food cooking challenge. They'll be using the latest energy-efficient equipment in a state-of-the-art commercial test kitchen. Our panel of judges will award the honor of "TOP GREEN CHEF" to the winner.

JUDGES

- Craig Anderson, Director of Environmental & Government Affairs, Solar Turbines
- · Lee Burdick, Port of San Diego Board of Port Commissioners
- Sharon Cloward, President, Port Tenant's Association
- Chef Bernard Guillas, Executive Chef, Marine Room

PARTICIPATING CHEFS

- . Steve Black, Executive Chef, Sheraton San Diego Hotel & Marina
- David Bland, Executive Chef, Peohe's
- Aron Schwartz, Executive Chef, Marina Kitchen Marriott Marquis & Marina
- . Deborah Scott, Executive Chef, C-Level/Island Prime

EVENT LOCATION

SDG&E Energy Innovation Center 4760 Clairemont Mesa Blvd., San Diego, CA 92117

Refreshments will be provided. This event is open to all Port tenants and sub-tenants. RSVP at tiny.cc/greenchef by December 2. GREENPORTNETWORK.ORG

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Unified Port

of San Diego







LIVE GREEN, SHOP GREEN

Support Chula Vista CLEAN Businesses

Green Business Challenge Program

... & was possible thanks to some generous support!





Taking Care of Business















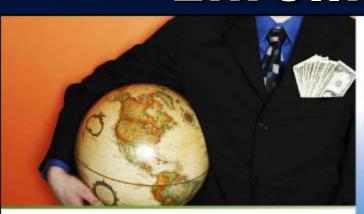
The GBC was designed to help businesses with...

- Cost savings through improved efficiency & waste reduction
- Technical assistance ("Sustainability Coach")
- Office Depot kits
- Community recognition
- Track progress over year





Enrollment Outreach





chula vista

Examples of what a CLEAN Business can do to make a difference:

To conserve energy:

- . Use compact fluorescent light bullis
- . Keep thermostat set at 78 degrees for cooking and 68 degrees for heating.
- . Install and use ceiling fans instead of air conditioning, when possible

- · Adjust landscape impotion timers
- · Install low-flush tailets
- . Have voor water utility perform a water audit at your facility

To prevent pollution: · Chaose non-toxic products

Use dry dearing methods rather than washing potentially harmfull debris down storm drains.

To reduce waste:

- . Buy products made with recycled content
- · Recycle paper, ink and toner cartridges, beverage containers and cardboard
- · Reuse packaging materials

*West requires are just examples. Businesses are escauraged to salopt materialists to soil their indication concretous.



What is a CLEAN business?

A CLEAN business adapts its practices to conserve and use renewable resources, and holds itself accountable for environmental and social impacts. It operates in a responsible manner, protecting the environment whenever possible.

Benefits (It's worth it!)

- FREE advertising and premation for your business may include:
- City Colendar/CLEAN Website - Community Connection Newsletter
- Direct Mollers
- -Nixle Community Messages
- Solid Waste/Recycling Bill Inserts
- -CLEAN Stokeholders Outreach +South Boy Community Events
- Bosiness Networking Events
- Chamber Scene Newdetter
- Moore Theater Advertising - Auropark Sign Advertising
- Chula Vista Chamber of Commerce Email Blass
- Chamber Membership Guide & Directory
- Ads in My Hometown, Union-Tribune, or StarNews

PLUS:

- * FREE assistance in making CLEAN changes to your business.
- . Community recognition of your voluntary efforts to improve our environment
- . Cost sovings through improved efficiency, energy and water conservation, recycling, and waste reduction
- . Helping to light almate change by reducing greenhouse gas emissions.

Join the Green Business Challengel

Businesses are also encouraged to participate in the CLEAN Business Program's "Green Business Challenge" - a year long friendly competition to assist and recognize local businesses for becoming even more CLEAN!

With the assistance of ICLEI - Local Governments for Sustainability and Office Depat, participants in the Green Business Challenge will receive:

- · Sustainability scorecard * Assigned City staff member
- * FREE monthly trainings
- FREE media coverage
- · FREE Office Depot Green Kit
- · FREE assistance with rebates & financing

Enroll in the Green Business Challenge by January 6, 2012!

GREEN BUSINESS

CHALLENGE

WHO WE ARE:

Chula Vista CLEAN Business is a program designed to help businesses become sustainable, or "CLEAN."

The program recognizes and promotes businesses and other organizations that demonstrate environmentally friendly practices and conserve

Participation in the program is voluntary and free.

resources.

Become a CLEAN Business

It's EASY to become a Chula Vista CLEAN Business!

Follow these three simple steps:

APPLICATION. Review the program criteria and checklists. Complete the checklists by indicating the suggested measures/practices your business would like to implement. Once implemented, fill out and submit an application. and your completed checklists

VERIFICATION. Allow program staff to verify the selected measures and track your progress by setting up a site visit at your business. Call (619) 691-5122 and select #6 from the menu to set up a visit. Once verified, your business will be presented with a certificate and window decal.

RECOGNITION. Submit a business description and a picture of your choice. These will be used on the Chula Vista CLEAN Business website to advertise your business-at no cost to you!

MAIL completed application and checklists to: CVCB Group, Public Works Department

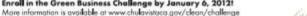
276 Fourth Avenue, Building 300, Chula Vista, CA 91910 or FAX to: (619) 691-5006

or EMAIL to clean@chulavistaca.gov











Media and Personal Outreach





Businesses register for the Challenge and commit to a year-long program where they will receive ongoing training, support, and resources.

At the end of the year, companies that have made the greatest strides in environmental performance will be recognized by the Mayor and through the media for their accomplishments. The Green Business Challenge can help the business community save money, energy and reduce greenhouse gas emissions.

Join Now!

Call (619) 691-5161 or visit www.chulavistaca.gov





Media Partnership

http://www.youtube.com/user/CityofChulaVista



CLEAN BUSINESS CONTEST

Enter to win a Walmart Gift Card plus thousands of dollars in discounts from over 120 Chula Vista CLEAN Businesses!!



LIVE GREEN, SHOP GREEN

Support Chula Vista CLEAN Businesses

CLICK HERE TO ENTER



Business Advertizing





Join the Challenge! This year-long friendly competition will recognize local businesses for becoming more CLEAN— and help them save money through energy and water conservation, pollution prevention, and waste reduction.

Alcala Dental, Inc. Algert Engineering Allied Waste Services American Metal Filter Company Anytime Sign Solutions, Inc. Appletree Market Aqui Es Texcoco ARYA Cleaners Atlantis Laser Tag The Baby Garden Beautiful Image Salon Bellizima Best Buy Bonita Learning Academy Bonita Petroleum, LLC (AM/PM) Bonita Point 76 Border Leather Boys & Girls Clubs of South County C&V Automotive California Medical Injury & Rehabilitation Physicians CH Cigars & More C.V. Chamber of Commerce C.V. Convention & Visitors Bureau Chula Vista Dance Academy U.S. Olympic Training Center Chula Vista Yacht Club Cklass USA Corp. Coldwell Banker Royal Realty Connexion4 Services, Inc. Doctors Express of Bonita

Don Pedro Taco Shop EastLake Tayern + Bowl Eastside Sequel Ecology Auto Parts (2 Locations) El Primero Hotel First Bank Fuller Ford Fun-4-All Garden Retreat Design G-Natura USA, Inc. Good Nite Inn Goodrich Aerostructures High Five Team Sales Hilltop Main Self Storage Living Coast Discovery Center La Quinta Inn Lotus Fitness & Wellness Center Luxury Bath, Kitchen & Door Fixtures M.A.T.S. Corp. Mainline Insurance Services Mangia Italiano Marine Group Boat Works Marauise lewelers Meineke/Econo Lube Mr. Mobile Cellular Repair Nestle Toll House Café New Style Salon Nice & Easy Auto Body & Paint Ocean Bikes Office Depot Optimum Floorcare

Otay Pet Vets Otay Ranch Town Center Otay Water District Pacific Sales Palomar Inn Paredes Insurance Paws & Whiskers Performance Bicycle Pho Convoy Noodle House Pho Vinh Preferred One Insurance Prescott & Associates Insurance Profil Institute, Inc. Pulse Endurance Sports Quality Coast, Inc. Rancho Del Rey Orthodontics Red Lobster REI Chula Vista S.D. Storage (3 Locations) San Diego Gas & Electric San Diego Realty, Inc. Sanchez Corona & Associates Sears The Singing Florist Siry Auto Group Solo Shoes, Inc. South Bay Bicycles, Inc. South Bay Community Services South Bay Family YMCA South Bay Fish & Grill South Bay Health & Insurance Svcs. South Bay Liquor South Bay Pioneers Spirit Graphics & Printing Springleaf Financial Services The Sports Authority Sprouts (2 Locations) Subway (5 Locations) Sweetwater Authority (2 Locations) Third Avenue Village Association Tortillas De Harina Elice Total Physical Therapy ToysAUs Trek Bicycle Superstore Triton Power Wash Union Auto Repair United States University VMG Motoring & Auto Service Walmart (3 Locations) Xpress Liquor





Your Community. Your Environment. Your Choice. For more info, visit www.chulavistaca.gov/clean or call (619) 691-5122



The GBC results... Marketing

- Over 1,400 TV & radio spots
- Over **2,000,000** "impressions"
- Over 500 new Facebook "likes"
- Over 2,000 UT discount participants
- Over 330,000 print readers



The GBC Results Business Achievements

Over 90% improved their sustainability score

57% was average percent improvement in scores

•76% Employee Education

•52% Pollution Prevention

•38% Energy Efficiency

•32% Water Conservation

•60% Waste Reduction

•30% All 5 Categories



The GBC results... Common Improvements

- Assigned a Green Team Leader
- Installed Occupancy Sensors
- Switched to Rechargeable Batteries
- Installed Auto Shut-Off Faucets
- Developed a Recycling Policy









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