



# Green Business Challenge Programs

# Key Ideas

1. Define your program goals (Just energy? Need metrics? Evolving program?)
2. Define your audience (Business only, B2B, Residents)
3. 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.*

# The Port of San Diego



You're invited to the  
Port of San Diego's  
**GREEN BUSINESS**

**2011 AWARDS CEREMONY** & **2012 KICKOFF BREAKFAST**

Join Chairman of the Board Lou Smith and the Port of San Diego to hear how your green business efforts paid off this year, support your award-winning organization, and get ready for more exciting opportunities in 2012. Breakfast will be provided.

**When:** January 24, 2012 • 7:30 - 9:30 a.m.  
**Where:** Hilton San Diego Bayfront  
1 Park Boulevard  
San Diego, CA 92101

**Unified Port of San Diego**

**SDGE** connected  
A **Sempra Energy** utility

RSVP online by 1/20/12 at  
<http://tinyurl.com/GBCKickoff2012>

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# 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







search...

Marine Group Boat Works is a South Bay leader in the Green Business Network. Watch the video now...



## Green Business Network News

See all News & Updates

PREV 1 2 3 4 NEXT



### 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 highlights...



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

- Energy Efficiency
- Sustainable Business Practices
- Waste Reduction
- Air Quality

# The Port of San Diego

YOU'RE  
**INVITED**

12/3/2012 5:30 - 7:30 p.m.



## PORT OF SAN DIEGO'S **TOP GREEN CHEF**

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



Unified Port  
of San Diego



A Sempra Energy utility

### 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](http://tiny.cc/greenchef) by December 2.

[GREENPORTNETWORK.ORG](http://GREENPORTNETWORK.ORG)





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**CLEAN**  
**BUSINESS**

**GREEN BUSINESS  
CHALLENGE**



AN ICLEI **USA** PROGRAM

**LIVE GREEN, SHOP GREEN**

*Support Chula Vista CLEAN Businesses*

**Green Business Challenge Program**

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





# 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



## 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 promotion for your business may include:

- City Calendar/CLEAN Website
- Community Connection Newsletter
- Direct Mailing
- Neighborhood Messages
- Solid Waste/Recycling Bill Inserts
- CLEAN Stakeholders Outreach
- South Bay Community Events
- Business Networking Events
- Chamber Scene Newsletter
- Movie Theater Advertising
- Airport Sign Advertising
- Chula Vista Chamber of Commerce Email Blast
- 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 savings through improved efficiency, energy and water conservation, recycling, and waste reduction
- Helping to fight climate change by reducing greenhouse gas emissions.

## Join the Green Business Challenge!

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 Depot, 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!**

More information is available at [www.chulavistaca.gov/clean/challenge](http://www.chulavistaca.gov/clean/challenge)

### GREEN BUSINESS CHALLENGE



(over)

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### 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 resources.

Participation in the program is voluntary and free.

*Become a  
CLEAN  
Business  
today!*



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

### To conserve energy:

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



### To conserve water:

- Adjust landscape irrigation timers
- Install low-flow toilets
- Have your water utility perform a water audit at your facility

### To prevent pollution:

- Choose non-toxic products
- Use dry cleaning methods rather than washing potentially harmful 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



\*These measures are just examples. Businesses are encouraged to adopt measures to suit their individual operations.

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

Follow these three simple steps:

**1 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 for review.

**2 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.

**3 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](mailto: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](http://www.chulavistaca.gov)

SPONSORED BY:



NEW YEAR,  
NEW CHALLENGE

## You're invited!

GREEN BUSINESS  
CHALLENGE



*CLEAN Business / Green Business Challenge*

### Special Event

In partnership  
with:



January 26, 2012

5:30 - 7:30 pm

EastLake Tavern & Bowl  
81 Showroom Place #100, Chula Vista

*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.*

*For more info or to RSVP, call (619) 409-1975.*

**RSVP by January 13, 2012!**

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# Media Partnership

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

MEMBER CENTER: Create Account | Log In

SITE SEARCH WEB SEARCH BY Google

KFMB STATIONS: CBS 8 | 100.7 Jack FM | 760 KFMB AM

**KFMB-TV**  
HD  
CBS 8 - SAN DIEGO, CALIFORNIA

CBS8.COM NEWS VIDEO WEATHER SPORTS SPECIAL FEATURES COMMUNITY CONTESTS LIFESTYLE TV SCHEDULE KFMB INFO

**LIVE GREEN, SHOP GREEN** Support Chula Vista CLEAN Businesses • Click here to find out more!

**HOT MUTTON** LIVE WITH KELLY IN HAWAII: Enter to win a trip to Aulani, a Disney Resort and Spa in Ko Olina, Hawaii and be part of the Live with Kelly audience! [CLICK HERE](#) for all the details.

TRAFFIC NEWS

**TODAY'S TOP STORIES** Monday - January 30th, 2012

**Pilot killed in propeller accident at Gillespie Field**  
Updated: Jan 30, 2012 1:18 PM PST

A private pilot died Monday after the moving propeller of a light plane hit him in the head at Gillespie Field.

**HEALTH CONNECTIONS**

**SPOTLIGHT ON**

**TOP VIDEOS** more videos >

Microclimate: Rise, Driest Twinkles

MoreClimate Weather... 01:54

Italy will access it... 01:49

## 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

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GREEN BUSINESS CHALLENGE



*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  
 Ckclass USA Corp.  
 Coldwell Banker Royal Realty  
 Connexion4 Services, Inc.  
 Doctors Express of Bonita

Don Pedro Taco Shop  
 EastLake Tavern + 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  
 Marquise Jewelers  
 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  
 ToysRUs  
 Trek Bicycle Superstore  
 Triton Power Wash  
 Union Auto Repair  
 United States University  
 VMG Motoring & Auto Service  
 Walmart (3 Locations)  
 Xpress Liquor



CITY OF CHULA VISTA



CHULA VISTA CHAMBER OF COMMERCE



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

Your Community. Your Environment. **Your Choice.** | [www.chulavistaca.gov/clean](http://www.chulavistaca.gov/clean)



# 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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