



Green is Good

→ for Business

This day and age, “green business” means more than recycling...

When you started your business, you probably based many of your initial decisions on a dream. A dream of possibility and unlimited success based on an idea that came to you about how to create your place in the world.

As the dream evolved - so did your business. Chances are that your brainchild is still in a state of metamorphosis. What steps are you taking to enhance this evolution as the world we live in is experiencing its own state of change?

The environment that we all share is in a perpetual race to outrun the impact that our existence has on its natural state. As more and more people become aware of this reality - the way we do business is changing - and in this case, change is very good.



The Green Business Program of Santa Barbara County is a movement that has been building momentum for nearly 15 years. The Central Coast’s business community has

recognized that environmental responsibility and green practices not only benefit our surroundings – they support the possibility of unlimited success and dreams come true.

The Green Business Program of Santa Barbara County (GBPSBC) aims to recognize, through certification, businesses that go above and beyond required measures to serve as models of sustainable business.

BENEFITS

To Certified Green Businesses

- Save money by reducing use of energy, water and other resources.
- Differentiate from competitors.
- Leverage free promotion.
- Create a healthier and more comfortable workplace.
- Evolve your business for a changing economic environment.

To The Public

- Find and support businesses that care for our environment.
- Easily find environmental information and interact with experts.

To The Environment

- Build a cleaner, healthier environment and community.
- Provide a more desirable and inviting workplace and public space.

COST

While the certification is free and the program offers free assistance, businesses will be responsible for costs associated with upgrades to their facilities and operations.

- Expenses may range from the cost of buying recycling bins to purchasing energy efficient appliances... or choosing to take even greater measures.
- Significant rebates and incentives may be available through GBPSBC partners.

TIME

The certification process is dependent on existing facilities and operations, and average certification time will vary. We will work with you and your business to move through the process quickly.



...and the benefits extend far beyond saving the environment.

- Air Pollution Control District
- City of Buellton
- City of Carpinteria
- Carpinteria Valley Chamber of Commerce
- Carpinteria Valley Water District
- Carpinteria Sanitary District
- Community Environmental Council
- Golden State Water Company
- City of Goleta
- Goleta Sanitary District
- Goleta Valley Chamber of Commerce
- Goleta Water District
- Goleta West Sanitary District
- MarBorg Industries
- Montecito Sanitary District
- Pacific Gas & Electric

- City of Santa Barbara
- Santa Barbara County Energy Watch
- Santa Barbara Region Chamber of Commerce
- County of Santa Barbara
- City of Santa Maria
- Santa Maria Valley Chamber of Commerce
- SBCAG Traffic Solutions
- Southern California Edison
- Southern California Gas Company
- South County Energy Efficiency Partnership (SCEEP)
- City of Solvang
- Solvang Chamber of Commerce
- Summerland Sanitary District
- Waste Management

BECOMING CERTIFIED

Earning a certificate from the Green Business Program of Santa Barbara County means that you have made a commitment to your community and the future success of your business - a commitment to go above and beyond typical green measures and stand on the cutting edge of sustainable business practice.

The Process

- First, make sure your business is in compliance with any applicable environmental regulations. Let us know if we can help by connecting you to resources that can assist in evaluating and correcting any issues.
- Next, visit our website at www.GreenBizSBC.org and fill out an application. We'll then provide a free review of your regulatory compliance and any steps you've already taken that put you on your way to being a green business.
- Use the provided guidebook to complete the applicable checklist for your type of business - implementing a specific number of measures to become certified.
- Let us know when your checklist is complete and we'll provide a free follow-up evaluation and offer further suggestions and guidance if needed. Your certification includes a window logo decal, an electronic version of the program logo, a listing in the directory of Certified Green Businesses, and marketing assistance.

For more information, call (805) 705-1686 or email coordinator@greenbizsbc.org

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