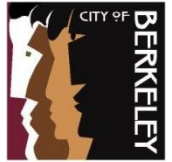




Berkeley Climate Action Plan: Tracking our Progress Community Outreach and Empowerment – Green Businesses



Goal: Enhance outreach and incentives to the business community

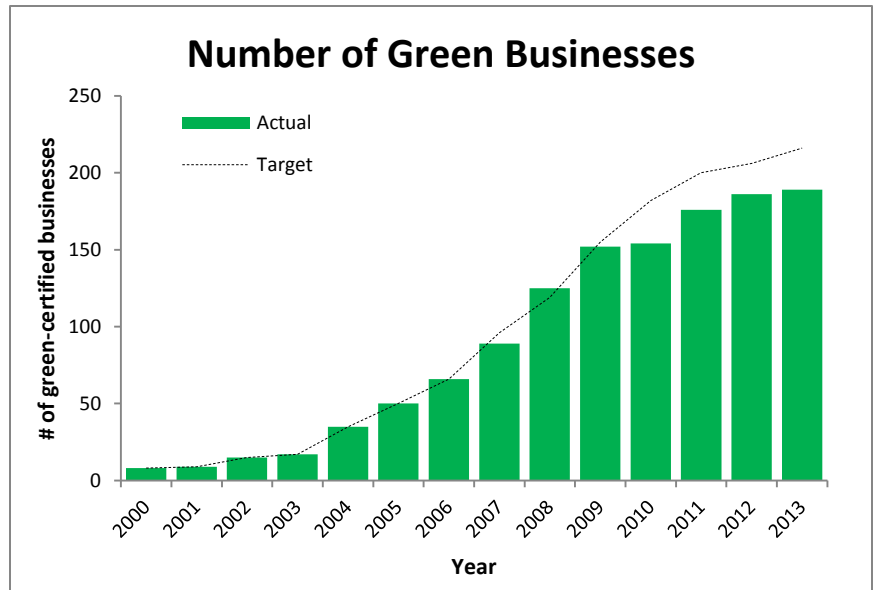
Performance metric: Number of Berkeley businesses certified by the [Bay Area Green Business Program](#)

Target: Achieve an annual net increase of 30 green-certified Berkeley businesses.

Status: As of February 2014, 189 Berkeley businesses (about 5% of the total number of businesses in Berkeley) are green-certified by the Bay Area Green Business Program.

The net gain in the number of green-certified businesses in 2013 was 3. This is a slight decrease from the net gain of 10 green certified businesses in 2012, and below the target of achieving an annual net gain of 30 green-certified businesses.

In 2013, 16 businesses were newly green-certified and 35 were re-certified. The net gain of 3 can be explained by existing green-certified businesses that closed or opted to not re-certify do to financial, time, or other constraints.



The Green Business Program verifies that businesses meet specific standards of environmental performance. Businesses certified under the program take actions to conserve resources, prevent pollution, minimize waste, and reduce their carbon footprint. The program estimates that in 2013, green-certified businesses in Berkeley collectively achieved the following annual outcomes through actions taken as part of program participation:

- Reduced over 162,800 pounds of greenhouse gas emissions through increased energy and water efficiency and reduced waste disposal
- Reduced electricity consumption by over 150,000 KWh
- Reduced water consumption by over 191,500 gallons

Why is this indicator important?

This is an important indicator for both environmental and economic reasons. Environmentally, green-certified businesses are held to a high standard and must get re-certified every three years. These businesses are actively working to use resources more efficiently and to limit GHG emissions. Economically, green-certified businesses have an edge because they use resources efficiently; they incorporate their “green credentials” into marketing strategies; and they receive recognition from the Green Business Program.

Resources and assistance for community members: Visit the [Bay Area Green Business Program](#) website to learn more about green business certification and benefits. Click [here](#) to search from green businesses by city or county.

Data sources and technical notes: Data provided by the Alameda County Green Business Program coordinator.

Tracking our progress: Review Climate Action Plan performance metrics at www.cityofberkeley.info/climate