



**CITY COUNCIL AIR
QUALITY SUBCOMMITTEE -
GREEN BUSINESSES**

July 27, 2017

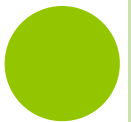
WHAT'S A GREEN BUSINESS?

Green businesses adopt principles, policies and practices that improve the quality of life for their customers, employees, communities, and the planet



WHAT'S A GREEN BUSINESS?

- **“Triple bottom line”** – social factors, environmental issues, and financial indicators of business value
- Care for their workers
- Protect their customers and clients
- Improve their local communities



EXAMPLES OF GREEN BUSINESSES

- Green technology – renewable energy, clean tech manufacturing, etc.
 - Companies that convert used oil into fuel to power equipment and vehicles
 - American Renewable Technologies
 - Converts plastic, paper, rubber, and human and animal waste into fuel
- “Cradle-to-cradle” product design



GREENING OF MANUFACTURING

- Reducing pollution and waste
- Minimizing natural resource use
- Recycling
- Reducing emissions



HOW DO WE ATTRACT THESE BUSINESSES?

- Engage business community
 - Work with real estate brokers and the Chamber of Commerce to focus on green businesses
 - Work with the Small Business Development Center out of Long Beach City College
- Business retrofit
 - City website as a business resource clearinghouse
 - Training
 - Could be through the SBDC
- Grants
 - Cap and trade, SCAG, Metro
 - Grid Alternative uses a Cap and Trade grant to install solar panels in disadvantaged communities
 - Urban Greening Grant through California Natural Resources Agency





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