

CALIFORNIA  
GREEN BUSINESS NETWORK

# IMPACT REPORT

2024



An investment in the California Green Business Network is an investment in California, its small businesses, the environment and local communities.

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## 2024 Impact by the Numbers

### The California Green Business Network meets businesses where they are.

This includes providing technical assistance to meet local and State policies, supporting entry-level certification, which provides a soft introduction to certification, full certification or innovator level for those businesses that want to go above and beyond in support of efficient and clean operations. We also continue to follow-up on businesses to ensure continued action, through recertification.

# 737

Total businesses  
certified in all  
categories in 2024

# 2,107

Number of businesses  
that received technical  
assistance 2024

# 47,255

Number of  
employees reached  
in 2024

In 2024, we supported 737 businesses across our Entry Level, Certified, and Innovator tiers. In contrast, state funding in 2023 enabled us to support 1,259 businesses— nearly triple the 433 businesses served in 2021. Additional funding has shown to triple our capacity.

## Impact to the environment

Each of the actions taken by the thousands of businesses served by CAGBN are tracked in the Green Businesses Tracker, a tool used by programs throughout the State to measure impact.

### In 2024 Green Businesses Reduced:





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## Impact to communities

We measure our impact by the numbers, but equally important, by the people and businesses we build relationships with and the businesses we connect to each other.



### 79 Safer Childcare Facilities

Funded by an EPA P2 Grant, we worked with childcare facilities throughout the Monterey Bay and Central Valley Areas, many serving agricultural communities, to transition to safer choice cleaning products and reusable foodware to create a clean and safe environment for children and childcare workers.

***"La salud de los niños es lo más importante. Children's health is the most important thing."***

- Hilda Salcedo, Owner, Morenos Daycare, Watsonville, CA



### 180 Small Business Efficiency Grants

Funded by our corporate sponsor Intuit, we supported small businesses in adopting environmentally friendly measures to further promote sustainability, save money, and increase efficiency. This innovative partnership has supported 180 businesses to date with planned growth into 2026.

***"The Green Business Grant has enabled our business to enhance local delivery timing and efficiency through the purchase of an e-bike. This support allows us to provide our customers with fresher, faster orders while maintaining environmentally sustainable business practices."*** -Everlyn Choi, Owner, Booskies Cookies



### First Green Certified Community Event in California

Pajaro Valley Pride made history as the state's first Green Certified Community Event. The PV Pride board worked tirelessly to ensure their operations, along with those of their vendors, adhered to our sustainability guidelines. Pajaro Valley Pride stands as an inspiration to other community events and members, proving that small steps can lead to significant positive impact.

***"The message of our pride event is still here. There's ways you can change your event to make it environmentally friendly. I'm looking forward for more events to go green."***

- Raudel Covarrubias, Vice President, Pajaro Valley Pride



### 19 Small Agriculture Businesses Certified

In partnership with the Resource Conservation District small organic farmers in the Monterey Bay Area piloted a small agriculture green business certification in the Salinas area.

***"Estoy agradecido con el programa de California Green Business Network. Me ayudaron a mejorar las prácticas que uso el campo. La educación sobre el medio ambiente es importante. Los productos que me dieron me ayudan a conservar agua y desechos. I'm grateful for the California Green Business Network program. They helped me improve the practices I use in the field. Environmental education is important. The products they gave me help me conserve water and waste."*** -Adelio Coronel

# We build resilient businesses...

As California continues to feel the impact of a changing climate, small businesses face a range of direct and indirect impacts. Nearly 1,900 small businesses were lost in the LA fires in early 2024. While the physical loss of property is devastating, the indirect economic impact to surrounding small businesses is also significant. The customer base for many other small businesses are lost when residents and workers need to relocate.

We help businesses anticipate and plan for these impacts. New checklist measures were recently piloted in San Mateo County. These help businesses think through what they may need:

- Wildfire smoke resilience, such as a stand-alone air filter or HVAC filter upgrade (MERV 13 rated or higher).
- Heat resilience, such as outdoor shading or portable electric heat pump (for cooling and heating).
- Flood resilience, such as sump pump and/or wet-dry vacuum.
- Fire resilience items such non-combustible signage, mesh screening for vents and/or fire-resistant windows.
- Climate-friendly back-up power, such as batteries, power blocks, or solar chargers.
- Disaster Kits or Supplies to prepare for emergencies and climate impacts.
- Emergency preparedness / response and/or climate resilience plan for employees.



“Our machines are all battery run and require consistent charging to be able to clean floors and carpets. During power outages caused by the recent rain storm, we were able to continue charging critical machines with no disruption to our business operations and client services.”

Results from a repair business in San Carlos that implemented battery backup with a solar panel recharge attachment.

## Equitably.

To build relationships and trust with a variety of businesses, we ensure they receive information in their native language and from someone that understands the cultural norms of the business owners and workers. 8 of our 32 checklists have been translated into Spanish and we are developing a Spanish-speaking business’ certification dashboard. We also worked with internal partners to translate and localize outreach materials to Spanish and our highest marketing materials to simplified Chinese, Tagalog, and Vietnamese.

Demographics of businesses that have enrolled in the program since 2020:



### Increased participation from businesses in disadvantaged communities by 40% since 2012

While there was an overall increase over the past 11 years, the decrease in 2024 is attributed to loss of State funding and subsequent reduction in capacity to target these communities.

Years	2012-2014	2021	2022	2023	2024
% DAC	5.5%	15.6%	33.23%	45.12%	42.9%

<sup>1</sup>Economic Impact of the Los Angeles Wildfires. Zhiyun Li and William Yu. UCLA Anderson Forecast, February 4, 2025



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# Green Businesses are the entry point for early adoption of California Initiatives.

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**CA Initiative/Legislation:** GHG Reductions AB32, SB253, SB261, Climate Neutrality by 2045

**We help businesses:**



Track their carbon emissions and reduce them every year.



Be energy efficient through the Simplified Savings Program



Provide nutritious food to communities by eliminating food deserts and conserving energy and climate through the CDFA Healthy Refrigeration Grant.



Make energy upgrades via Intuit sponsored rebates.

**INTUIT**

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**CA Initiative/Legislation:** Solid Waste Elimination and Reuse: SB 1383, SB 54, AB 1276, AB1080, AB619

**We help businesses:**



Transition from single use to reusable foodware as well as limit foodware accessories and eliminate single-use plastic.



Adopt organics recycling and edible food recovery practices (a decade before SB1383).

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**CA Initiative/Legislation:** Safer Consumer Product, Greener Chemistries: AB-1879 and SB-509

**We help businesses:**



Switch to greener chemistries, including nail salons, auto body, auto repair, garment cleaning, dental services, construction, painting, laboratories, etc.

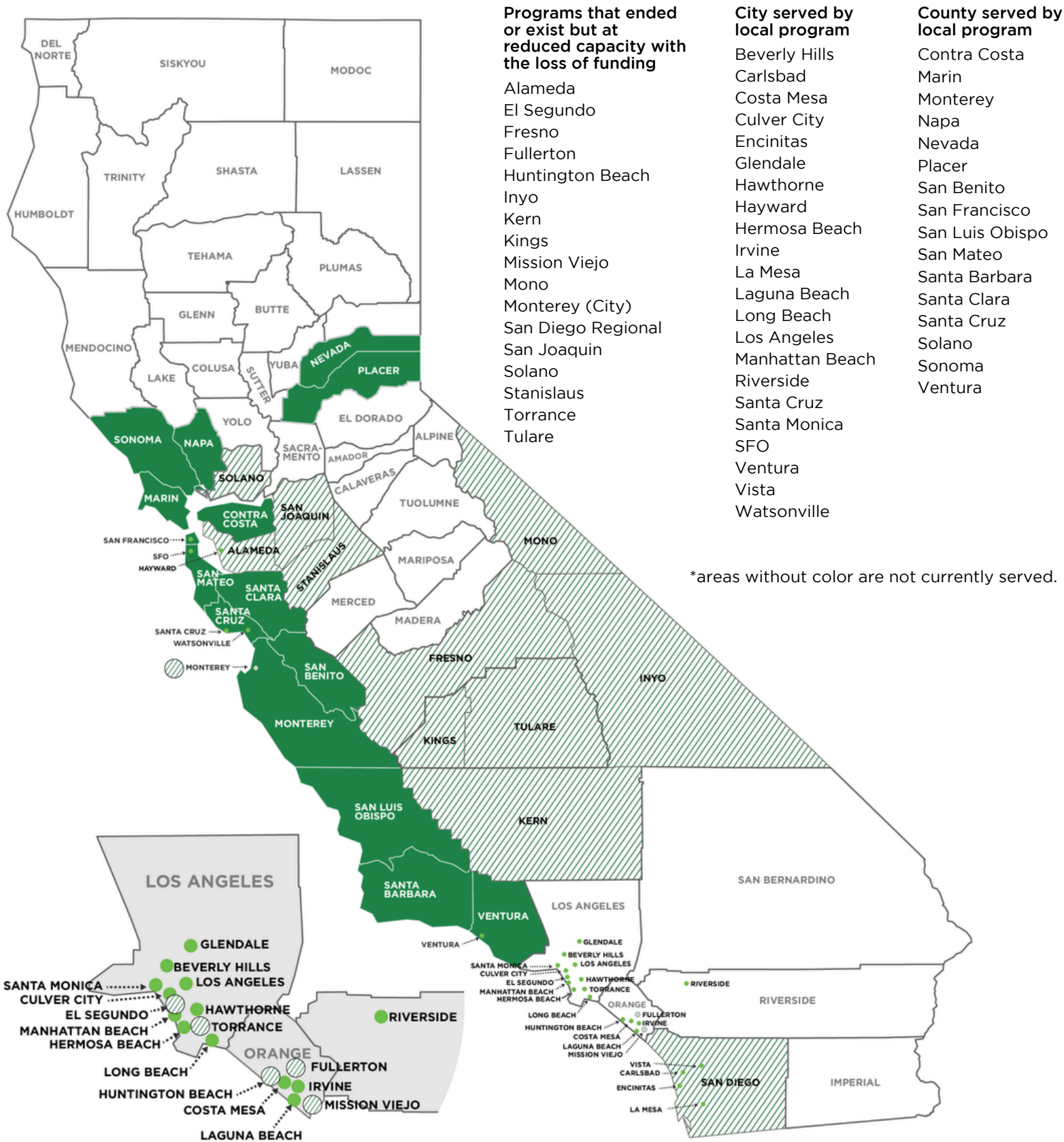


Switch to safer janitorial products.

**In addition to state policies, many jurisdictions have local ordinances, we help small businesses navigate this complexity.**

# CAGBN continues to serve businesses statewide but with the loss of state funding, program reach has been impacted.

Locally run programs are the most effective way to serve businesses. We strive to have a locally run program in every municipality in California. Many communities are eager to participate but lack local financial resources. In 2024, we were unable to support business outside of the network.\*



# Current Annual Funding of CAGBN and Green Business Operations

Our current funding priorities include: 1) Directing support to network members by distributing grants and resources, 2) Directing funding to support small business technical assistance, and 3) Maintaining the quality and rigor of our resources and tools.

With funding we can support these priorities and expand programs and services to underserved communities without established programs.

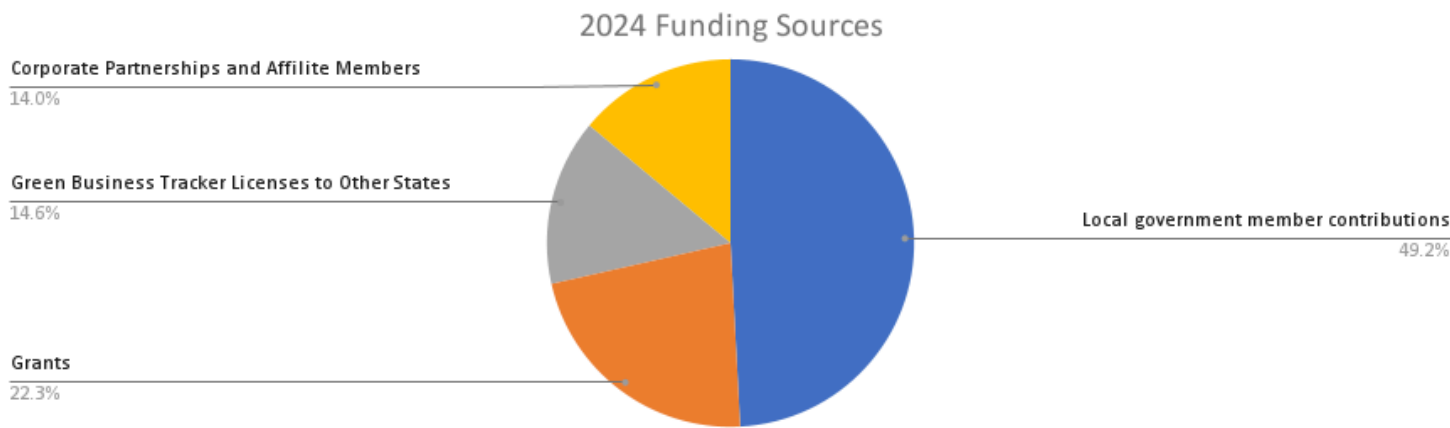


Chart 1: In 2024, nearly 50% of our funding came from local government member contributions. 35% of funding was from grants and corporate sponsorships, nearly all of which is passed through to network programs and/or directly to businesses. Green Business Tracker Software license fees are used to directly support the maintenance of that tool.

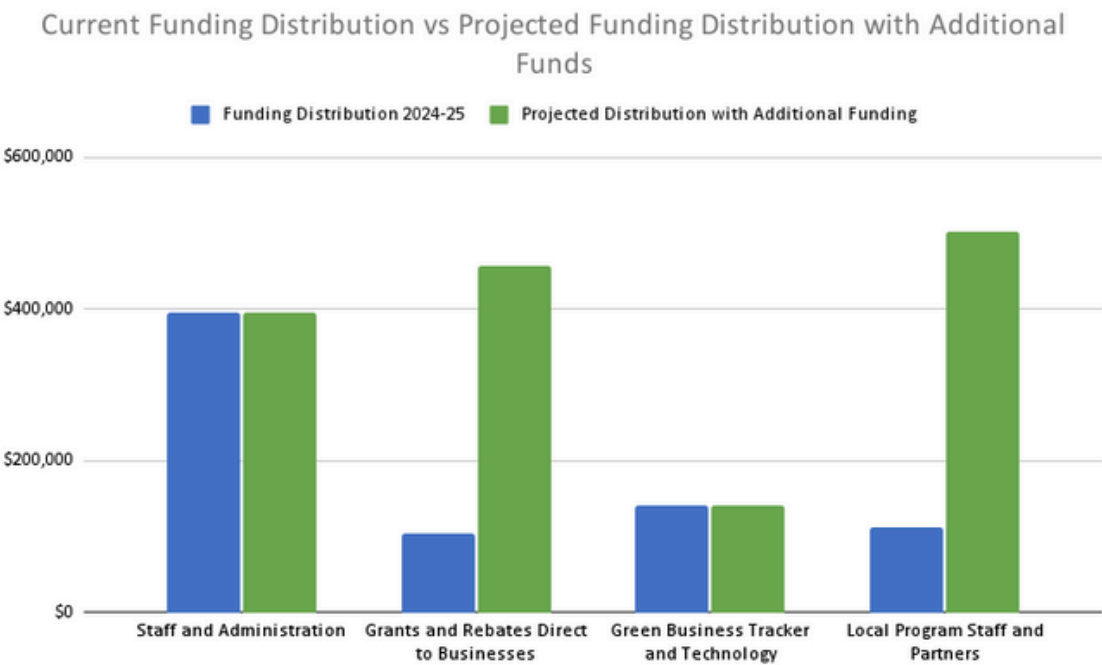


Chart 2: With additional funding there would be a notable increase in support for businesses and local programs. This increase is an estimate for how future funds would be used, but it is based on how we have historically distributed additional funds when they were available.





"We have been looking for more efficient cooktop to use to reheat and make food. With the advice of our Green Business Coordinator, we tried induction cooktops through the PGE loaner program. We liked the concept and how fast they work. We used the Intuit Mini-Grant to buy more stoves and compatible pans. Thank you for this grant, we have been saving time cooking and are able to serve more customers."

Teranga Restaurant



"We changed the air filters on our ac/heating unit to run more efficiently. When they inspected the ac/heating unit, there were additional recommendations to clean the equipment. The project has been a success in enhancing the efficiency of our ac/heater system. After replacing the filter and addressing additional issues discovered during the inspection, the system now operates more effectively. The temperature regulation has improved, providing a more comfortable environment for our clients year-round."

Good Body Pilates Studio



"Understanding all the information in Spanish has made a big difference and is a big change for me. Normally the information I receive is the misinterpretation of people who do not speak Spanish as their first language, and it is not 100% understood."

Mexical Taqueria

## We help businesses take actionable measures that lead to quantifiable change.

The California Green Business Network leads the state in working with underserved businesses to create a vibrant, green economy.

Since 1996, the Network has offered technical assistance and economic incentives to help business owners make lasting changes that: improve their bottom line, protect the environment, expand the workforce and provide a green marketplace for consumers.


Led by a coalition of state and local governments, utilities, and NGOs, the program achieves a shared mission of recognizing and promoting businesses that meet high sustainability standards.


The Network was formalized as an official state program in 2011 (A.B. 913 Feuer) and is a 501(c)(3) nonprofit that leads and sources locally run Green Business Programs.

## We thank you for your continued support in our efforts to make California a greener, more equitable economy.

## Contact

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## In 2025 California Green Business Network Celebrates 10 Years serving as the premier, comprehensive small business sustainability nonprofit.



*"Being part of the California Green Business Network is inspiring! It has helped expose my business to a supportive community of like-minded leaders focused on the importance of conducting local business in a sustainable way."*  
- Susan Keefe, Eco Forward, Tustin



Green business work began years before becoming a nonprofit and will continue.

**1996**

First checklist developed

**1996-2006**

Programs emerged and grew throughout the state

**2009**

GreenBiz Tracker launched

**2011**

Only GB program recognized by the state legislature

**2015**

Gained 501C3 nonprofit status



# 10 YEARS OF IMPACT



Our accomplishments are woven into the fabric of communities throughout the State. Localized programs have collectively resulted in significant impact to the environment and the economy while expanding our shared sense of community.