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City Invites Local Businesses to Join Green Business Network

NEW WEBSITE LAUNCHED TO RECRUIT BUSINESSES IN SUPPORT OF CITY'S CLIMATE ACTION PLAN GOALS

SAN DIEGO – The City of San Diego is seeking business owners interested in making their operations more environmentally friendly to join the Green Business Network (GBN). Members can join for free via the newly updated [GBN website](#) to learn how to become more energy efficient and save money through their participation.

The GBN is a voluntary network of eco-friendly business owners and organizations with the shared goal of achieving greater energy and water efficiency resulting in operational savings. The GBN provides free resources such as employer toolkits with materials to post around the office and simple steps to becoming more sustainable. It also connects members to programs aimed at saving energy, money and natural resources.

“We have set an ambitious goal of getting to 100 percent renewable energy use by 2035,” said Mayor Kevin L. Faulconer. “The business community will play a key role in helping us get there. This network is designed to assist businesses by saving them money through smart energy choices that will ensure a cleaner San Diego for future generations.”

The City's Environmental Services Department (ESD) announced the launch of [the updated GBN website](#) to make it easier for prospective and current GBN members to access information about updating and converting systems to achieve greater efficiencies. A web link to the newly updated website can also be found on the [ESD's homepage](#).

“The Green Business Network is a great way for businesses to show their customers that they support energy efficiency and water conservation,” said Environmental Services Director, Mario Sierra. “It’s a very public way to be a part of the region's greener, healthier future and share sustainable business practices with customers, employees and other stakeholders.”

Highlights of participation include:

- Membership is free for eligible businesses, which includes any business licensed within the City of San Diego;
- The GBN connects business owners with programs, tools, resources and incentives to help implement customized energy efficiency, waste reduction and water conservation plans;
- Members receive toolkits that include actionable sustainability tips, suggestions for encouraging employee participation and flyers that can be posted around the office;
- The organization also connects members with skilled professionals who can evaluate their energy consumption and provide recommendations;
- Members also receive decals to place in their businesses for customers to see their active effort to be more environmentally friendly; and
- Through its nationally acclaimed Climate Action Plan, the City of San Diego is taking the lead in California to tackle climate change, and GBN members will be at the forefront of these sustainability efforts.

“The Green Business Network has been up and running for many years and has worked to highlight the San Diego business community’s leadership in resource conservation. The network provides tools, resources and recognition for businesses working to make San Diego a greener community. We are encouraging business owners to check out our newly updated website and join the Green Business Network,” said ESD Energy and Sustainability Deputy Director Jack Clark. “The sooner you implement energy efficiency measures at your business, the sooner you can start saving money and receiving recognition from your customers for your efforts.”

The GBN is funded by California utility ratepayers under the auspices of the California Public Utilities Commission and through a partnership with the City of San Diego, Center for Sustainable Energy, San Diego Green Building Council and San Diego Gas & Electric.



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