SUSTAINABLE BUSINESSES HANDBOOK

CREATING A SUSTAINABILITY ACTION PLAN FOR YOUR BUSINESS

This program is funded by:

The City of SAN DIEGO
WELCOME

ALLOW US TO HELP YOU NAVIGATE YOUR BUSINESS TO A MORE SUSTAINABLE FUTURE IN SAN DIEGO

INTRODUCTION:
Hello and welcome to the Sustainability Operations Handbook! Thank you for your interest in making your business operations more sustainable. Whether you're passionate about the environment, saving money, or both, your time, effort, and advocacy will get the needle moving towards a more sustainable future in San Diego.

PURPOSE:
The purpose of this handbook is to help businesses create their own Sustainability Action Plan and provide the motivation and resources to do so. As you read, you will be introduced to sustainable organizations, programs and actionable tips on how to use energy, water and waste more efficiently.
INTRO

THIS HANDBOOK HAS THREE MAIN SECTIONS:

1. **BACKGROUND AND BASICS:** This section introduces:
   - Why businesses need to become more sustainable and the benefits of doing so
   - Existing State and Regional sustainability driven policies that directly affect San Diego businesses
   - Local organizations that support developing a culture of sustainability within our local business community
   - Case studies that highlight sustainability success throughout the San Diego regional business community

2. **RESOURCES SECTION:** This section provides resources that:
   - Help develop and track your sustainability goals
   - Introduce local sustainability organizations
   - Introduce and discuss the tools, tips and know-how available locally to achieve your sustainability goals

3. **TEMPLATES:**
   - This section provides templates that can help with organization, benchmarking and metrics tracking of your sustainable projects and practices.
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THE BUSINESS SUSTAINABILITY HANDBOOK IS A LIVING DOCUMENT.
PLEASE SEND ANY COMMENTS AND SUGGESTIONS TO THE SAN DIEGO
GREEN BUILDING COUNCIL (SDGBC): INFO@SD-GBC.ORG
BACKGROUND & BASICS

WHY SUSTAINABILITY?

Simply put, being sustainable can save businesses money while helping preserve our environment! It is clear that human activity is having a negative impact on our planet and it’s time to do something about it. Whether we are talking about climate change, plastic pollution, reduced air quality or social inequity, continuing to business as usual is not sustainable. As a San Diego regional business, you can do your part to help reverse and mitigate these issues. By developing and implementing a Sustainability Action Plan for your business, you will help reduce greenhouse gas emissions, save landfill space, and conserve one of our most valuable local resources; water. All while improving your bottom line!

Something else to consider is that the State of California and many cities in the San Diego region have passed a good deal of legislation and policies to promote increased energy, water, and waste efficiency. Making compliance another reason to go green. To learn more about these Regional and State policies and regulations which may affect your businesses, please see the Policy Basics section below.
HELPING YOUR BOTTOM LINE

By using energy, water and waste more efficiently, you will have lower utility bills as a result. This money saved on utility bills increases your bottom line! In summary, going green can not only save businesses money, it’s the right thing to do!

WHAT IS THE "TRIPLE BOTTOM LINE"?

The triple bottom line refers to the social, environment, and economic costs and benefits of sustainable practices in three distinct ways. First, sustainable practices and projects allow for reduced operating costs, improving your bottom line. Second, these practices also can increase occupant well-being. For example, replacing incandescent lighting with LEDs or natural lighting is found to improve occupant comfort and productivity. Lastly, using less energy and water, and diverting more waste from the landfill is good for our environment. Sustainability is a win, win, win!

WHAT IS THE GREEN BUSINESS NETWORK?

The San Diego Regional Green Business Network is a free San Diego regional program focused on small to medium sized businesses. The goal of this program is to help San Diego businesses cut operating costs through environmental education and workshops, which share impactful ideas with peers, and provide access to free marketing support. Once a member, you will have access to the many sustainability resources of the Regional Green Business Network to help you implement a sustainability action plan for your business. Read more about the Green Business Network here: https://greenbizsd.org.
WHAT IS THE SAN DIEGO GREEN BUILDING COUNCIL?

The San Diego Green Building Council (SDGBC) was founded in 2002 as a community benefit non-profit organization with the goal to educate and promote sustainability throughout the San Diego region by helping make the buildings we live and work in use less energy, water, and waste. As a result, the SDGBC has many resources available to help you reach your sustainability goals including a Green Business Committee whose mission is to help San Diego businesses go green.

IF YOU HAVE ANY QUESTIONS ABOUT WHAT WE DO, WHO WE ARE OR SIMPLY WANT TO REACH OUT, PLEASE CONTACT US AT INFO@SD-GBC.ORG. THE SDGBC (WWW.SD-GBC.ORG) IS HERE TO SUPPORT YOU!
POLICY BASICS

When you talk about sustainability, you may want to know about these key regulations and policies that your business may be required to comply with. Making compliance another reason to go green.

CITY OF SAN DIEGO

CLIMATE ACTION PLAN

The City of San Diego Climate Action Plan (CAP) is a package of goals and strategies that will benefit San Diego’s environment and economy. The plan identifies steps the City of San Diego will take to achieve its energy, water and waste reduction targets. That list includes creating a renewable energy program, implementing a zero-waste plan, and creating policies like mandating the majority of the City’s vehicle fleet be comprised of electric vehicles. The Climate Action Plan was also designed to help San Diego meet the greenhouse gas reduction targets set forth by the State of California. The City’s Climate Action Plan was first approved in 2015 and a commitment to update the plan was included in the City’s 2018 General Plan update. You can read the entire Climate Action Plan here: http://www.sandiego.gov/sustainability

ZERO WASTE PLAN

The City of San Diego Zero Waste Plan that calls for 90% of San Diego’s waste be diverted from our landfills by 2035. Why does the City of San Diego want to be a zero-waste city? Our local Miramar Landfill is running out of space and will reach capacity in the next decade if San Diego produces waste at the rate it currently does. As a result, the City of San Diego plans to divert all solid waste from our landfills through strategies stated in its Zero Waste Plan. One of these strategies is creating recycling programs that reuse materials and divert waste from the Miramar Landfill. The Resource Recovery Center and “one-stop shop” located at Miramar Landfill will maximize waste diversion and the City will also increase curbside recycling and curbside greenery collection to meet its Zero Waste Goals. Additionally, the city is currently capturing the methane gas created during waste decomposition and turning that gas into energy. You can read the entire Zero Waste Plan here: http://www.sandiego.gov/sustainability/zero-waste
POLYSTYRENE FOAM & SINGLE USE PLASTIC ORDINANCE

On February 23, 2019 the City of San Diego’s Polystyrene and Single Use Plastics Ordinance went into effect. This ordinance has the following mandates that took effect immediately:

- Food vendors may only distribute plastic straws or plastic utensils upon request
- Coolers, ice chests, pool or beach toys and any other food service ware made of polystyrene are prohibited from any city run facility.

Effective 5/24/19:

- No person may distribute egg cartons, food trays, or food service ware that is made in whole or in part of polystyrene
- Food service ware includes cups, lids, plates, trays, food take out containers and other similar items designed for single use.

For additional information about this ordinance please visit: https://www.sandiego.gov/environmental-services/recycling/pf-ban

BUILDING ENERGY BENCHMARKING ORDINANCE

In 2019 the City of San Diego adopted its Building Energy Benchmarking Ordinance. This ordinance has the following mandates:

- Commercial Buildings greater than 50,000 square feet benchmark and report their energy usage to the City by June 1, 2019 and then every year thereafter
- Multifamily/Mixed Use buildings greater than 50,000 square feet to benchmark and report their energy usage to the State by June 1, 2019 and then to the City every year thereafter

For additional information about this ordinance please visit: https://www.sandiego.gov/sustainability/energy-and-water-efficiency/benchmark
STATE OF CALIFORNIA

ENERGY EFFICIENCY REGULATIONS

California’s Title 24, part 6 Building Efficiency Standards mandate certain energy efficiency standards be met for new construction and existing building additions and alterations. California is currently on track to implement a net zero energy building code for residential construction by 2020 and for commercial construction by 2030. Also, the California Assembly Bill 802 states that buildings 50,000 sf or greater are required to benchmark their energy use which establishes an energy use baseline for those buildings and then report those results to the State.

WATER EFFICIENCY REGULATIONS

California’s Title 20 Water-Efficiency Standards mandate only compliant low-flow, “Water Sense” water fixtures may be sold in California effective January 1, 2016. WaterSense is a U.S. Environmental Protection Agency (EPA) program designed to encourage water efficiency in the United States through the use of a special label on consumer products.

WASTE REGULATIONS

In 2014 California Assembly Bill 1826 was signed into law, which mandates that businesses recycle the organic waste they produce. The compliance date depends on the amount of organic and solid waste a business currently produces. As of January 1, 2019, if a business produces more than 4 cubic yards of solid waste per week, they need to arrange for organic recycling/composting services for the organic waste produced.
GREEN BUSINESS CASE STUDIES

One of the best ways to become inspired on your sustainability journey is to learn about what other businesses are doing to become more sustainable. The following case studies highlight practices and projects local businesses have implemented in order to become energy, water and waste efficient. Hopefully one or more of these case studies will inspire and guide your Sustainability Action Plan.

FEATURING:

- House of Scuba
- Woodstock's
- Spa Kingston
BUSINESS:
House of Scuba
Study made: March 2019

BACKGROUND

The House of Scuba (HOS) is a local retail store for all-things scuba, including scuba equipment, scuba education and scuba trips abroad. HOS’s owner, Jason Bradshaw, has always been a steward of the environment since he was young due to his parent’s teachings to love the environment. Jason has infused this love for the environment into HOS operations, making sustainability a core business value.

SOLUTIONS

- Conducted a site assessment to understand energy, water, and waste usage.
- Retrofitted old T8 linear florescent lighting with LED equivalents including occupancy sensors
- Installed low-flow fixtures
- Implemented a strong recycling program including e-waste and battery recycling.

RESULTS

- Reduced energy usage by 25%
- Performed multiple San Diego County beach cleanups after busy holiday weekends
- Became member of the City of San Diego's Green Business Network (GBN)
- Inspired a neighboring business to also join the GBN and retrofit their old lighting with efficient LED equivalents
- Performed a site assessment to understand energy usage
- Installed LED lighting throughout the facility
- Installed occupancy sensors on most lighting fixtures
- Exploring installing a PV system

- Installed low-flow fixtures throughout the facility
- Recycled water used to clean rental equipment for other cleaning purposes

- Implemented a strong recycling program
  -- Including e-waste and battery recycling
- Choose suppliers that use environmentally friendly packaging and shipping methods whenever possible
- Perform multiple San Diego County beach clean ups after busy holiday weekends
BUSINESS:

Woodstock's Pizza

Study made: October 2018

BACKGROUND

-The owners of Woostock's Pizza have established sustainability as a core value for their operations throughout California.
-Woodstock's understands that having sustainable business practices is not only good for the environment, it makes a strong business case as well.
-Being more sustainable also allows for staying ahead of upcoming regulations.

SOLUTIONS

-Installed energy efficient LED lighting and "Energy Star" appliances
-Installed water efficient low-flow fixtures
-Implemented source reduction strategies such as only offering reusable plates, cups and cutlery for dine-in customers and offer compostable take out containers for dine-out customers
-Encourage their staff to be part of their sustainable efforts.

RESULTS

Implemented sustainability strategies have saved over 18% in operating costs

-Customer feedback has been very positive.
-Staff buy-in has increased dedication and retention
-Received the Surfrider Accreditation
-Are a member of the Green Restaurant Association
Energy Efficiency Measures:
- Installed LED lighting
- Installed "Energy Star" appliances
- Use natural ventilation whenever possible

Water Efficiency Measures:
- Installed low-flow toilets, urinals, and sinks
- Installed water efficient appliances
- Use water conservation best practices

Waste Reduction Strategies:
- Offer dine-in customers only reusable plates, cups, cutlery and condiment containers
- Offer dine-out customers compostable take out containers
- Only offer dine-out customers one-use plastic straws and cutlery upon request
Spa Kingston is a local luxury day spa whose ownership was inspired, after attending a Corporate Eco Forum, to transition to more sustainable business practices. While also exhibiting sustainability leadership within their community.


**Solutions**

- Replaced paper-based customer documentation with online digital forms.
- Sell eco-friendly products
- Reduce waste by offering reusable towels, plates and glasses
- LED retrofit for greater efficiency and customer comfort
- Exhibit sustainability leadership within their community through customer and peer education

**Results**

- Significant cost savings from no longer needing to purchase unnecessary paper products
- Diverting more waste from the landfill, which also saves money
- Greater operational efficiency means a better bottom line
- Sustainability projects have increased customer satisfaction and loyalty
- Spa Kingston has become a community leader in sustainability
Energy Efficiency Measures:
- LED lighting retrofit throughout the spa
- Use natural ventilation instead of Air Conditioning whenever possible for increased energy efficiency.

Water Efficiency Measures:
- Use water efficiency best practices within all their operations.
- Installed low-flow water fixtures

Waste Efficiency Measures:
- Replaced paper customer documentation with Online digital forms.
- Source products that are sustainably produced, shipped, and packaged
- Reduce waste by offering reusable towels, plates and glasses
INTRODUCTION:

The resources section of the Sustainable Business Operations Handbook can be utilized to identify no-cost and low-cost rebates, incentives and programs that are available to businesses. This section offers assistance to business owners who wish to reduce energy and water consumption, as well as reduce waste.
GOALS & PLANNING:

SMARTER GOALS

One of the first tasks in creating a Sustainability Action Plan is to set goals and metrics you want to achieve. When choosing goals, try to make them as specific and realistic as you can. To help you with this, we recommend using the SMARTER steps for developing your vision and goals. The benefit of SMARTER goals is that they are designed to be specific, realistic and attainable. By design, these goals have measurable outcomes that are easily monitored for progress and evaluation. If the project is not meeting your defined measurable outcomes, the issues causing this can be quickly identified and corrected. This will allow for modifications to be made so that your goals be can met as you intended.

SPECIFIC, MEASURABLE, ATTAINABLE, RELEVANT, TIMELY, EVALUATED, REVIEWED

EXAMPLES OF SMARTER GOALS FOR GREEN BUSINESSES

Energy: In the next 12 months reduce energy consumption by 25% by upgrading lighting to LED equivalents and adjusting thermostat settings to stretch your comfort level.

Water: Benchmark your water use and come up with water conservation best practices that reduce water consumption by 10% in the next 6 months.

Waste: In the next three months, perform a waste audit to understand where your waste comes from. Then create sustainable purchasing and waste diversion programs guided by the data from the audit.

Metrics: Track all business energy, water, and waste data for the year, then compare it to the previous year to see if you are meeting your sustainability goals.

TRACKING YOUR PROGRESS

The only way to know you have reached your sustainability goals is to track your progress. We recommend using Energy Star Portfolio Manager (ESPM) to track your energy, water and waste efficiency metrics which is discussed later in this handbook. It is a free tool designed to help businesses like yours to track and display your data.

IMPLEMENTING YOUR GOALS

The following section contains many resources to help support implementing your sustainability action plan. They include sustainability organizations, available incentive and rebate programs, benchmarking tools and educational tips on how to use energy, water, and waste more efficiently and wisely.
SUPPORTING SUSTAINABILITY RESOURCES:

SAN DIEGO REGIONAL GREEN BUSINESS NETWORK

The San Diego Regional Green Business Network is free to join and has many resources available for member businesses to help support sustainability projects that increase energy, water and waste efficiency. These resources include onsite assessments, educational workshops and marketing resources. Please visit https://greenbizsd.org for more information.

SAN DIEGO GREEN BUILDING COUNCIL (SDGBC)

The San Diego Green Building Council, its membership and its partners are a great resource for all things sustainability. The SDGBC holds many educational and networking events focused on sustainability and green buildings. These events can connect you with sustainability professionals who can be helpful resources while you complete your goals. The SDGBC also has a Green Business Committee dedicated to helping San Diego businesses go green. Please visit https://www.sdgbc.org/green_business for more information.

ENERGY INNOVATION CENTER

The SDG&E Energy Innovation Center is an educational center located in Claremont Mesa. It’s run by SDG&E and it offers free energy efficiency classes daily. Classes are open to all and often focus on specific business types such as restaurants, breweries, hotels, etc. There is even a full demonstration kitchen on site showcasing energy efficient restaurant equipment. Learn more here https://www.sdge.com/eic

If your business provides professional services such as electric, plumbing, HVAC, etc. the center can also be a source of professional development that can help establish your business as resource efficiency expert.
ENERGY STAR PORTFOLIO MANAGER (ESPM)

ESPM (https://portfoliomanager.energystar.gov/pm/login.html) is a free tool provided by the Environmental Protection Agency to benchmark your business’ energy, water and waste usage. All you need is some basic information about the space your business resides in, including the type of business, occupancy, and 12 months of energy, water and waste bills. Once this information is added, ESPM then compares your usage with other similar business spaces.

ESPM also graphs this information so that trends can be seen and understood. For instance, a spike in water or energy usage appears for unknown reasons, this information can then be used to investigate the issue to see if there is a leak or energy drain that was not identified earlier. Remember, any issue that is identified and fixed can save you money by not paying for energy or water your business did not intend to use, helping your bottom line. If you experience issues setting up ESPM for your business, there is a free Benchmarking Coach program provided by the Center for Sustainable Energy to help with this process: https://energycenter.org/sdrep/benchmarking.
INCENTIVES, REBATES AND OTHER FUNDING PROGRAMS:

There are many Federal, State, City, and Agency sponsored funding opportunities in the form of grants and incentives to help sustainability projects become reality. The list below is just a sample, so keep a look out for other opportunities, there are more than you think. Check back periodically to the funding resources below to see what new funding opportunities may be available.

SDG&E

Energy efficiency projects, electric vehicles charging stations, or industry specific equipment can be co-funded by available programs administered by SDG&E. Rebates and programs change periodically based on available funds. Connecting directly with a representative is a best way to understand your options.


SAN DIEGO COUNTY WATER AUTHORITY

Water Smart incentives is a one-stop shop for resources provided by the SDCWA. This website has funding opportunities for both residential and commercial indoor and outdoor water efficiency projects.

https://watersmartsd.org

CITY OF SAN DIEGO

The City of San Diego offers various programs and rebates that span from rainwater capture systems to composting bins. Make sure to check out their websites below to learn more:

https://www.sandiego.gov/water/conservation/rebates

THE CENTER FOR SUSTAINABLE ENERGY

Is a nationwide nonprofit that administers many energy efficiency related rebates and programs. They are also a good resource to help you understand the California Solar Initiative.

https://energycenter.org/
ENERGY SAVING TIPS FOR BUSINESSES:

**PERFORM AN ENERGY ASSESSMENT OR AN ENERGY AUDIT**

Performing an energy audit is a great first step to understand how your business uses energy and help identify strategies which can support becoming more energy efficient. Energy audits are best conducted by a skilled energy professional and currently SDG&E offers free energy audits to businesses located within San Diego. Please visit the website below for more information on how to schedule a free energy audit.


Being energy efficient is the single most cost-effective way to cut energy use. Below is a good, but partial list of energy efficiency tips that can be easily implemented with little or no cost.

- **Benchmarking** is a method to understand your business’ energy use by comparing it to other, similar businesses in the area. This can be done through the EPA’s free Portfolio Manager tool (Please see the previous section—Energy Star Portfolio Manager for instructions on how to benchmark your business’ energy, water and waste efficiency).

- **Replace incandescent or CFL bulbs with LED equivalents.** LED bulbs save energy and have longer life span, which means they save you money on energy bills and staff time needed for maintenance. There are SDG&E programs which help fund upgrades to more efficient LED lights: please visit https://www.sdge.com/businesses/savings-center/rebates-incentives/instant-rebates

- **Look for the Energy Star or EPEAT label** when replacing electrical equipment and appliances. This will ensure a high energy efficiency standard.

- **Stretch your comfort level.** You can program your thermostat a few degrees warmer on hot days and a few degrees cooler on cold days. This means that your HVAC (Heating, Ventilation, Air Conditioning) equipment won’t have to work as hard, saving energy.

- **Follow a preventative maintenance plan.** Make sure your heating and air conditioning equipment preventative maintenance plan is being followed, ensuring the equipment is running as efficiently as possible. Simple tasks like ongoing replacement of HVAC filters can have a dramatic impact on your energy use (it takes more energy to push air through a dirty filter) and cleanliness of the air flowing into your business.

- **Reduce unnecessary energy use:** Turn off any lights and electrical equipment that are not in use. Areas that are used less can be good candidates for the installation of simple occupancy sensors that turn off the lights when the space is not occupied.

- **Utilize Daylight Harvesting:** when there is enough natural daylight to illuminate your space, consider turning off the lights when not needed.
WATER SAVING TIPS FOR BUSINESSES:

**PERFORM A WATER USE AUDIT**

Understanding how your business uses water is the first step to identifying strategies to help your business become more water efficient. The City of San Diego Public Utilities Department has several programs designed to help businesses reduce the amount of water they use, including water survey programs.

Please visit their website (https://www.sandiego.gov/public-utilities/sustainability/water-conservation/water-survey) to learn more about this program.

Being water efficient can not only save you money but is critical in these times of drought. Water leaks cause damage to both your water bill and your business, so it’s important to know how your water flows. Below is a good, but partial list of water efficiency tips that can be easily implemented with little or no cost.

**INDOOR WATER USE**

- Similar to energy, it’s good to start understanding your water use with a Water Wise audit. Currently the City of San Diego provides free commercial water surveys. Visit the link above for more information.
- Benchmark your water your usage by entering your utility bill data into Energy Star Portfolio Manager or a spreadsheet to identify any spikes in usage that may be caused by significant water leaks. If you don’t have Excel you can easily use the free Google Sheets format.
- Work with your employees on water conservation habits. Make sure everyone is on board with water conservation and spotting water leaks.
- Install “Water Sense” low-flow water fixtures when feasible. The water sense label indicates that the fixture is highly efficient.
- Identify and fix any leaks by inspecting the building’s plumbing, water fixtures and water cooling/heating equipment on a regular basis.

**OUTDOOR WATER USE**

- Reduce landscape irrigation by planting drought tolerant plants and irrigate your landscaping at night.
- Consider installing a separate water meter for irrigation use. This will allow you to understand how much water is being used for just for landscaping.
- Consider installing rain barrels that capture rain water for landscape irrigation and help prevent storm water runoff.
WASTE REDUCTION TIPS FOR BUSINESSES:
Having a well thought out waste management program will not only help you meet State and Regional waste regulations and requirements (AB 1826, San Diego’s Zero Waste Plan), it can save you money! The less waste you produce and send to the landfill, the less you pay your waste hauler every month to do it for you. Below are some tips that can help you reduce the amount of waste your business produces and ways to recycle more of the waste you do produce.

PERFORM A WASTE AUDIT
Understanding how your business creates and disposes waste is a great way of identifying practices that will help reduce the amount of waste your business produces. If you are wasting resources, chances are that you are also wasting money! Did you know that waste hauler rates are higher for waste than for recycling? Good planning and switching to reusable alternatives can dramatically reduce the cost of your waste disposal. The City of San Diego’s Environmental Services Department has many tools and programs to help San Diego businesses reduce waste, including how to set up a successful recycling program.

Please refer to their business recycling website (https://www.sandiego.gov/environmental-services/recycling/business) for more information.

Below are additional tips that can help businesses reduce the amount of waste they produce:
• Benchmark waste diversion by entering waste hauler billing and waste diversion data into Energy Star Portfolio Manager
• Focus on reducing the amount of waste your business produces:
  ◦ Go paperless
  ◦ Buy products that can be reused, repurposed, or recycled
  ◦ Donate all food safe for human consumption
  ◦ Avoid one-use plastics and Styrofoam containers (See City Styrofoam use ban)
  ◦ Observe and track items in your waste bin, see if you can influence the number of items you purchase to lower waste, or if some of these items should end up in recycling bin instead.
• Compost onsite if possible, if not, look into a composting collection service (See table below).
• Conduct an annual physical waste audit to see where your waste is coming from. The City of San Diego can help you with the waste audit.
• Train your employees on how to properly sort and separate recyclable material from the waste stream & incorporate Zero Waste into employee orientation
• Print signs to help your employees keep recycling fresh in their minds
• Work with vendors to eliminate non-recyclable packaging
• Give preference to vendors who embrace zero waste goals
• Dedicate at least one person for a zero-waste leadership role
**OTHER WASTE REDUCTION STRATEGIES**

In the table below are several local and national organizations dedicated to helping businesses like yours produce less waste and recycle the waste that is produced. If your team finds other resources, please let us know and we will add them to this list.

<table>
<thead>
<tr>
<th>Name of Resource</th>
<th>Type</th>
<th>Short Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>INKA Food2Soil</td>
<td>Composting Services</td>
<td>Offers a fee-based programs that range from picking up your organic waste and composting it offsite to designing and managing on-site composting programs.</td>
</tr>
<tr>
<td>Ocean Friendly Restaurants</td>
<td>Certification</td>
<td>Are you a restaurant that wants to reduce the amount of plastic waste produced onsite? The program will give you additional recognition and audience to share your success story.</td>
</tr>
<tr>
<td>Solana Center</td>
<td>Zero Waste and composting education and services</td>
<td>The Solana Center offers a variety of fee-based programs to help organizations achieve their zero waste goals including educational outreach and helpful zero-waste resources. They also provide education and resources for starting composting programs.</td>
</tr>
<tr>
<td>EPA WasteWise Program</td>
<td>Waste Program</td>
<td>EPA’s WasteWise encourages organizations and businesses to follow sustainable waste practices by reduce select industrial wastes. WasteWise is part of EPA’s sustainable materials management efforts, which promote the use and reuse of materials more productively over their entire life cycles.</td>
</tr>
<tr>
<td>I Love a Clean San Diego</td>
<td>I Love a Clean San Diego</td>
<td>ILACSD host several workshops and lunch and learns to educate San Diego businesses how to become Zero Waste organizations. Visit their <a href="http://www.wastefreesd.org">http://www.wastefreesd.org</a> website to search for resources to help your business reach its Zero Waste goals.</td>
</tr>
</tbody>
</table>
SHARING YOUR STORY

One of the most fun and important parts of your sustainability journey is telling the story of what you have accomplished. This allows for others to learn about your project’s successes and lets your team to be the hero! You can share what you did, how you did it, why you did it and any lessons you learned along the way. There are many ways your story can be shared and below are some common examples that can be used.

SOCIAL MEDIA AND MARKETING

TWITTER: Is a good way to let your followers know how your sustainability projects are going. When you share what you are doing and those positive results, other businesses will follow your lead. You never know who you might inspire to follow in your sustainability footsteps.

INSTAGRAM: This is a very visual platform that focuses on the use of photos and videos, with less use of language. Instagram is a great way to share quality photos and videos highlighting your successes. Make the most of # tags to make it easy for others to connect to your story.

FACEBOOK: Facebook is a great platform to interact with your community. Try to answer all comments and questions from readers. This will help develop meaningful relationships with your audience. Facebook allows you to post several images in “albums”, share links, and share important written content.

BLOGS: Environmental or industry blogs can be a great way to amplify your stories. Stories of your green businesses endeavors can be shared via blogs that target your clientele and let them know about energy, waste and waste efficiency successes.
TEMPLATES

INTRODUCTION:

The following templates can be printed out and be used by your team to address setting goals, benchmarking, and sharing metrics. The templates are guidelines we recommend but we encourage you to modify them as you see fit.
SMARTER GOALS
The template below asks guiding questions which can help your team define its vision/goals.

What is your goal? (be specific)

What will measure your success?

Is your goal attainable? Why/Why not?

Is your goal relevant to your vision? Why/Why not?

What is your timeframe to achieve this goal?

How/whom will evaluate it?

Whom will you communicate your review to?

PROGRESS EVALUATION
Did we enjoy the process? Why/Why not?

Did we complete the goal? What went well? What can we improve?

What did we learn from completing this project?

What resources would we need to do this again or something similar?

Additional Questions?
**WORK PLAN TEMPLATE**

Whether you use backcasting or another process to create a work plan, you can use the template below to document your plan. Use the vision and goals that you have identified to understand the tasks that need to be completed, then add them below.

<table>
<thead>
<tr>
<th></th>
<th>GOAL 1</th>
<th>GOAL 2</th>
<th>GOAL 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>TASK 1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TASK 2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TASK 3</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

**BUSINESS BENCHMARKING TEMPLATE**

**BUSINESS INFORMATION**

Company Name:  

# of Employees:  

Type of Business:  

Goals/Reasons for Audit:  

**GENERAL**

Square footage of building/space:  

Own/lease space:
ENERGY

Energy meter(s):

SDG&E Programs:

Energy Audit/Assessment:

Energy Efficiency Measures (EEM) completed/planned:

WATER

Water meter(s):

Water benchmarking/monitoring:

Indoor plumbing fixtures:

Landscaping:

City or Water Authority Programs:

Water audit/assessment:

Water conservation measures completed/planned:
WASTE

Environmentally Preferred Products (EPP) policies:

Source reduction procedures:

Waste hauler:

Waste bin count:

Recycle bin count:

Compost bin count:

Waste audit/assessment:

METRICS TRACKING TEMPLATE

<table>
<thead>
<tr>
<th>Commodity type:</th>
<th>Consumption Previous year (12 months):</th>
<th>Consumption Current year (12 months):</th>
<th>Savings (Current year - Previous year):</th>
<th>Cost savings:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy (kWh)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gas (Therms)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Water (hcf)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Waste Diversion</th>
<th>Lbs. waste sent to the landfill</th>
<th>Lbs. of recycling (Diverted from landfill)</th>
<th>Total Lbs. of waste stream (Waste+Recycling)</th>
<th>Diversion Rate % (Lbs. recycle/Lbs. total waste stream)</th>
</tr>
</thead>
</table>
THANK YOU

THIS HANDBOOK WAS PREPARED BY
THE SAN DIEGO GREEN BUILDING COUNCIL

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