

Small Business Toolkit

Concerned about your bottom line?

Join other California businesses that already cut their costs by reducing their environmental impact. The Small Business Toolkit is a one-stop-shop to help small businesses save money and protect the climate. California small businesses are an important driver of California's economy. All businesses use energy, produce goods and services, and have employees who commute/travel for work. These activities produce greenhouse gas emissions. To facilitate voluntary greenhouse gas emission reductions in a cost-effective way, a toolkit has been developed to help small businesses save money and limit their environmental impact.



[Tools in the Small Business Toolkit](#)

Save Money

Learn about no- and low-cost actions your business can take to save money in areas of energy and water efficiency, transportation, purchasing, building, recycling and green energy.

Get Money

Discover financial resources, like rebates, grants, and no/low interest loans to implement climate-friendly action.

Take Control: Small Business Carbon Footprint Calculator

Calculate the total amount of greenhouse gases produced to support your business with CoolCalifornia.org's Carbon Calculator.

Case Studies: Who's Made the Change in California

Find out how other California Small Businesses have successfully and profitably reduced their environmental impact.

Get Recognized

Specifically designed for small businesses in California, the CoolCalifornia Award recognizes efforts of individual businesses and recognizes Small Businesses of the Year.



What's your
Baseline?
Calculate your Impact.

Visit CoolCalifornia.org to access the Small Business Toolkit and start saving money.
For more information, contact Heather Choi at 916.322.3893 or hchoi@arb.ca.gov.

Case Study Snapshots



PACIFIC MOTOR SERVICE
Monterey, California

Business Snapshot

A certified green auto repair shop offering inspections, repairs, and preventative maintenance Actions to Cut Waste & Conserve Water

Actions to Cut Waste & Conserve Water

- Converted all lighting to energy-efficient fluorescent fixtures (cost: \$8,000)
- Converted water faucets and shower heads to low flow (cost: \$1,500)
- Changed toilets to low water use units (cost \$1,000)
- Exterior lighting on motion sensitive timers (cost: \$500)
- Landscape irrigation modification to conserve water (cistern) (cost: \$500)
- Sealed production floor space (prevents fluid absorption) (cost: \$22,000)
- Uses recycled paper products in office
- Minimizes fax use
- Lighting system is on timers (cost: \$1,000)
- Solar panel installation-scheduled for 2010 (estimated cost: \$45,000)

SAVORY & SWEET CATERING

Sunnyvale, California

Business Snapshot

Green business certified caterer that implemented energy efficiency practices as well as recycling and transportation policies to reduce their impact

Actions to Save Energy & Drive Clean

- Carpools staff to catering events
- Upgraded lighting and uses task lighting
- Uses a timer for heating offices
- Upgraded hot water heater
- Uses low flow water restrictors on kitchen high-powered faucets
- Recycles all paper, cardboard, glass and bottles
- Distributes an electronic newsletter that features a green section

Estimated Yearly Cost Savings

- 12% on fuel costs
- 10% on electricity bill



MAK DESIGN + BUILD

Davis, California

Business Snapshot

Green-certified, by Build It Green, residential design and build company that provides green solutions for residential remodeling

Actions to Build Green & Buy Green

- Uses power strips for computers
- Uses a programmable thermostat to control heating and air conditioning
- Buys products made from sustainable, recycled or re-used materials whenever possible
- Replaced all incandescent bulbs with fluorescent lights
- Uses formaldehyde-free building products
- Employees can bike to work or telecommute some days to reduce travel emissions
- Recycles or repurposes the majority of jobsite waste

Cost to Renovate

- \$1,000 (indoor lighting and painting)

Estimated Yearly Cost Savings

- \$250 in electric bills