



# Santa Cruz County, City of Watsonville, City of Santa Cruz

## Green Business Recognition

Award Period: December 1, 2023 - October 10, 2024

### Environmental Innovations

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January 14, 2025





## About Environmental Innovations



- Local, Woman-owned B corp
  - We prioritize people and planet over profit
- Predominantly Spanish/English Bilingual team
- Conduct business outreach
  - Including foodware, organics, stormwater, and wastewater for municipal clients.
- Staff to California Green Business Network (CAGBN)
  - Coordinate ten municipal Green Business Programs.
- Coordinate Simplified Savings
  - As CAGBN staff for the three largest electric utilities in California



# What is the California Green Business Network?



- Provide free technical and financial assistance to small and medium-sized businesses
- Offer an easy to use framework
- Recognize and promote businesses for their green accomplishments
- Provide a local green marketplace for consumers and employees

California Green Business Network consists of **48 Green Business** Programs, three of which are within Santa Cruz County.





## What makes a Green Business?



**Energy  
Conservation**



**Waste  
Avoidance**



**Water  
Conservation**



**Pollution  
Prevention**



**Use Non-Toxic  
Cleaners**



**Sustainable  
Commutes**



**Waste  
Diversion**



**Hire Local  
Vendors**



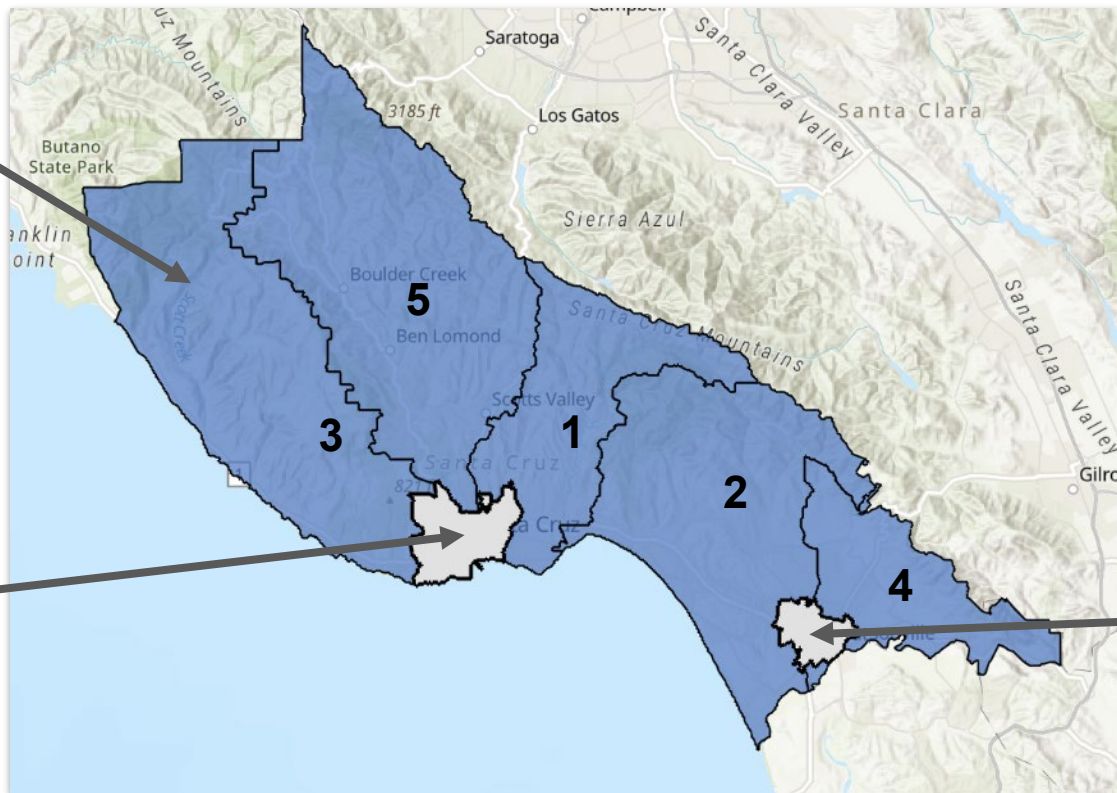
## 3 Santa Cruz County Green Business Programs






**Santa Cruz  
County**



**City of  
Santa Cruz**



### Legend

-  County Program (1)
-  City Programs (2)
-  Supervisorial Districts



**City of Watsonville**



## Green Business Highlights



**GREEN SCHOOLS**

### Green Schools

*Santa Cruz County*

Mar Vista Elementary School, Santa Cruz Gardens, and Watsonville Charter School of the Arts have proudly achieved **Green School** certification! This milestone highlights their commitment to environmental literacy and student engagement, guided by dedicated school champions.



**PAJARO VALLEY PRIDE**

### Pajaro Valley Pride

*City of Watsonville*

Pajaro Valley Pride became the **first Green Certified community event** in the state of California! The event planners provided trainings for vendors, volunteers, organizations and the public which made their certification a major community effort.



### Bookshop Santa Cruz

*City of Santa Cruz*

Bookshop Santa Cruz is an enormous business - both in size and presence. We hope their **leadership and dedication inspires other businesses** in the City of Santa Cruz to pursue Green Business status.



## Green Business Certifications



**Santa Cruz County:**

19 Businesses Certified



**City of Watsonville:**

31 Businesses Certified



**City of Santa Cruz:**

12 Businesses Certified



## DISTRICT 1

Art of Santa Cruz

Cenetri Group

Communication Service Corporation

KindPeoples - Soquel Avenue

Mar Vista Elementary School

Monterey Bay Mortgage

Santa Cruz Gardens

Wild Beauty Cosmetics





## DISTRICT 2

California Coast Landscaping

Capitola Self Storage

City of Capitola City Hall

Jimenez Daycare

Mid Valley Supply

Morenos Daycare

Rodasii LLC

Small Business Development Center

The SOS Company





## DISTRICT 3

Bookshop Santa Cruz

Ecology Action of Santa Cruz

Gazelle Bicycles Experience Center

Good Times

Kaiser Permanente Arena

OurEnergy

Petroglyph Ceramic Lounge

Stacey Mitchell, Realtor®

The Ride Guides LLC

The Santa Cruz Symphony League

Triton Construction

UCSC Fleet Services

Nonprofits Insurance Alliance





## DISTRICT 4

Ana Vasquez Guarderia

Belmontes Daycare

City of Watsonville - Water Resources Center

Digital NEST

Exclusive Painting and Decorating

Freedom Tax Service

Fruteria Quetzal

GreenWaste Recovery, LLC

JC Jewelers & Designer

L.A. Men's Wear LLC

Leonor Melgoza Bejar Daycare

Lorena Vasquez Daycare

Maria Lopez Daycare

Morales Daycare

Nutri-Natural

Olivia's Daycare

Pajaro Valley Loaves and Fishes, Inc.

Pajaro Valley Pride

Pajaro Valley Travel - CSI Services

Raíces y Cariño

Regeneración - Pajaro Valley Climate Action

S. Martinelli & Co. Sales Office

S. Martinelli & Co. West Beach

Salgado Daycare

Salinas Beauty Supply #2

Sandra's Daycare

Watsonville Charter School of the Arts

Watsonville Cyclery





## DISTRICT 5

City of Scotts Valley City Hall

Kai Family Dentistry

San Lorenzo Valley Water District

Scotts Valley Senior Center



# Thank you!



ENVIRONMENTAL  
INNOVATIONS



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