



# Engaging EJ Communities & CBOs

Presented by:

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## Importance of Equitable Programming



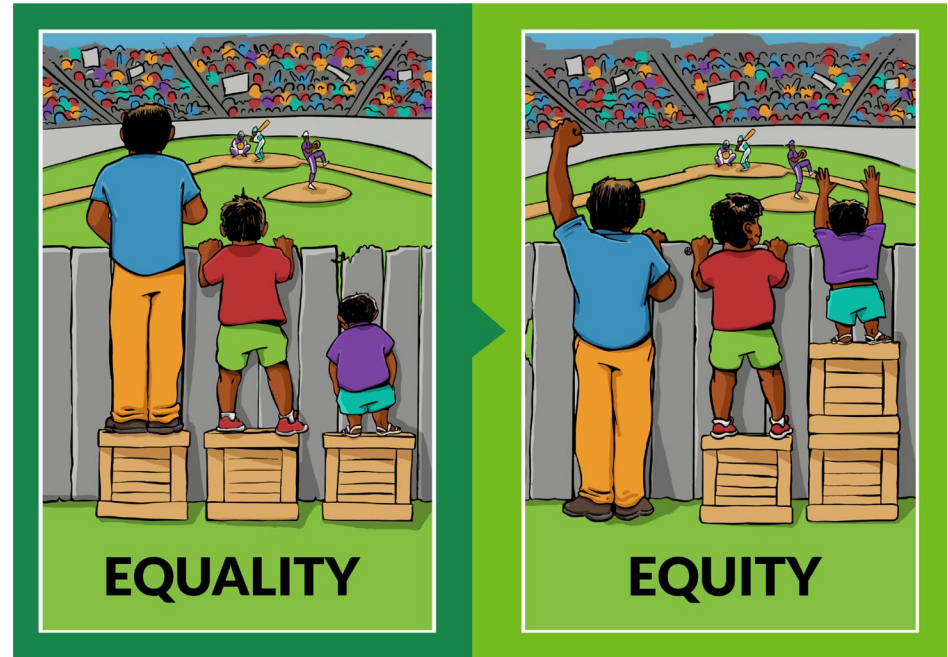
- Low-income communities and communities of color are hit first and worst by the impacts of climate change
- All businesses should have access to the benefits of going green, for their bottom line and for the health of their workers and community
- Important to have capacity to serve the businesses you do outreach to. Importance to build programs.



## Internal Work

- Equity Committee formed in 2020 to find ways to help Black, Brown, Indigenous, and People of Color (BBIPOC) Business owners
- [Continuum on Becoming an Anti-Racist Multicultural Organization](#)
- [Racial Equity Scan Tool](#) - San Francisco Environment (SFE)
- Anti-Racist Training - Doyin Richards
  - Determined what are barriers to achieve Equity goals

**Question: What are some barriers for businesses to be a part of a environmental programs?**





## SFE's Workshop on Equity in Sustainability

[Racial Equity Toolkit: An Opportunity to Operationalize Equity | Government Alliance on Race and Equity \(racialequityalliance.org\)](https://racialequityalliance.org/)

The recording is here:

<https://drive.google.com/file/d/18E1dgsW6YUSstMMLHqaoFohYBgmB51iCT/view?usp=sharing>



## Identify & Lower Barriers of Entry



- Efficiency Tier (Tier 1): ~13 measures vs 50+
  - \$500 - 1000 Rebate
  - Utility Savings/Cost Savings in this tier
- Additional rebate for BBPOC owned businesses
- Engaged Community Based Orgs (CBOs) can lead the way
- Many go on to gain Certified Tier (Tier 2)
- Diminishing language barrier
- Help with online navigation process





## Resources & Outreach in Different Languages

- Registering on Spanish Website indicates if a business needs assistance in spanish: [greenbusinessca.org/es](http://greenbusinessca.org/es)
- **“Talleres de Sustentabilidad”** / Webinars focus on audit groups in depth, bringing resource and money conservations tips to spanish speaking community
- Partnering with **CBOs** such as Chinese Business Assoc. and El Concilio of San Mateo County to outreach to their own community [best approach]



LA RED DE NEGOCIOS VERDES DE CALIFORNIA PRESENTA:  
**TALLERES DE SUSTENTABILIDAD**

Únase a nuestra serie de seminarios web en español, para aumentar la conexión y la participación de los hispanohablantes. Estos son tiempos difíciles de crisis climática, campañas de desinformación y economía vacilante.

Deseamos reunir a nuestras comunidades hispanohablantes a través de seminarios y videos informativos sobre cómo ahorrar lo que podamos de nuestros preciosos recursos y dinero, así como fomentar la práctica de la sustentabilidad.

- Ahorro de agua - 21 de septiembre @ 10am
- Ahorro energético - 19 de octubre @ 10am
- Desvío de residuos: compostaje - 16 de noviembre @ 11 am
- Reducción de residuos - 14 de diciembre @ 11 am
- Electrificando su negocio/hogar - 18 de enero @ 3 pm
- Prevención de la contaminación - 15 de febrero @ 3 pm
- Transporte alternativo - 15 de marzo @ 3 pm

Regístrese aquí: [bit.ly/SeminariosSustentables](http://bit.ly/SeminariosSustentables)



# Partnering with a CBO: Case Study

## El Concilio of San Mateo County Partnership

- Contract Summary
  - Paid \$10,000 to outreach to 100 businesses
- Process
  - Program staff partnered with El Concilio staff in field
  - Trained CBO staff
  - Adjusted approach (phone calls and Spanish webinars)
- Results
  - Enrolled 80+ businesses
  - 17+ businesses completed Efficiency
  - Over \$6,300 distributed to BIPOC owned businesses





## Hiring from the Community

- Hired spanish speakers, now doing outreach in Bay & Monterey Bay area,
- Providing spanish info sessions in regional Green Business Challenges
- Community members can be well connected
  - Connecting with Spanish media like Univision, Telemundo - to reach more spanish speaking communities

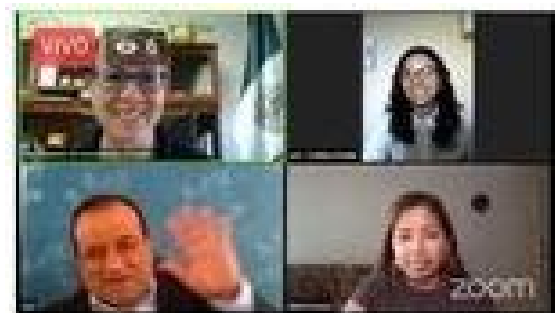






## Mexican Consulate + Spanish Media giants

Mexican Consulate of Fresno



Telemundo, NBC, radio + print



Mexican Consulate of San Jose



Univision (Despierta Valle Central)





## National Environmental Programs

US EPA Exchange Network - EJ focus

- St. Louis GB Challenge, Missouri
- EJ Map - SEDAC/Illinois Green Business Program team are developing a map with geospatial data sets to align GB programs nationally with Environmental Justice priorities.
  - Racial and ethnicity data
  - Economic indicator data
  - Environmental data
  - Climate data
  - Business data



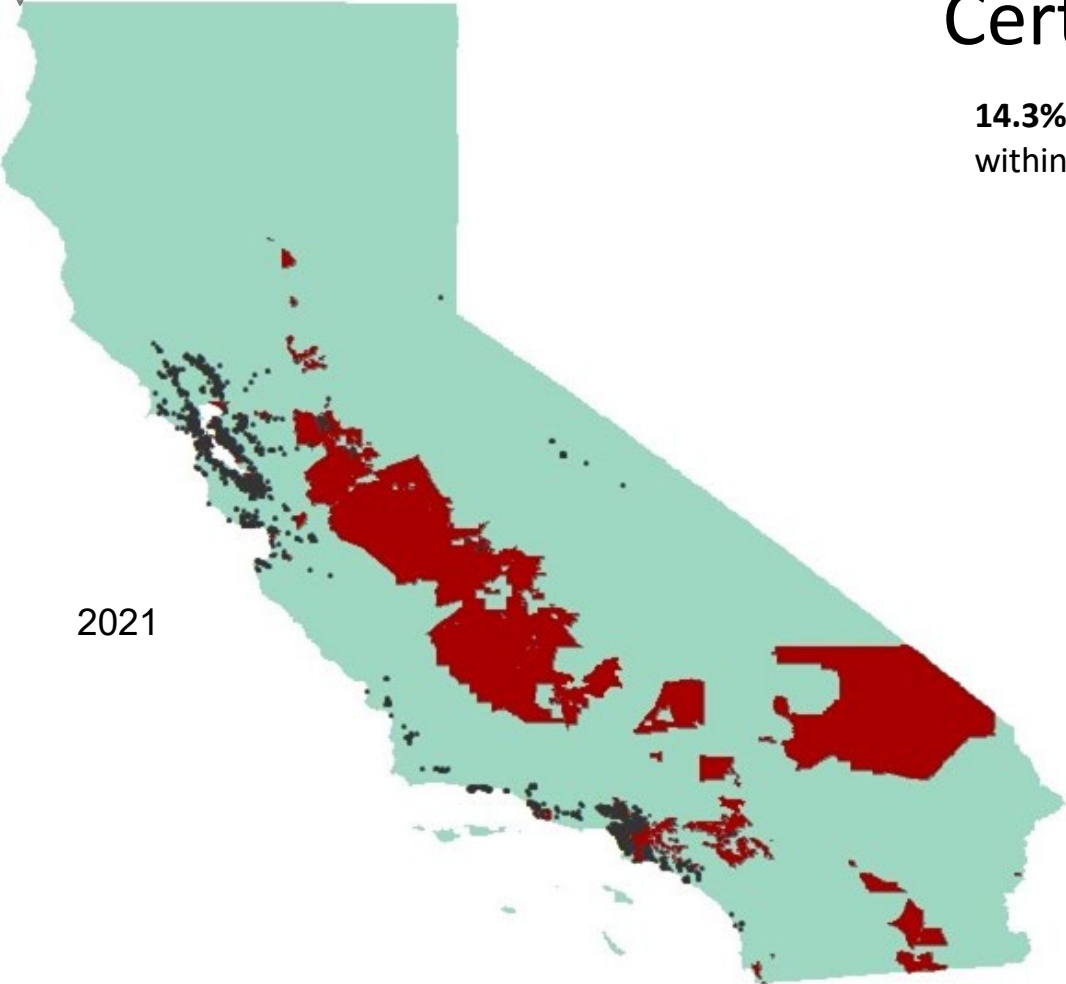


# Certified Green Businesses

**14.3%** (490 of 3,418) Certified Green Businesses (CGBs) within disadvantaged communities (DACs)

| Years     | % DAC | Total CGBs |
|-----------|-------|------------|
| 2012-2014 | 5.5%  | 54         |
| 2015-2017 | 15.8% | 584        |
| 2018-2020 | 14.7% | 1,398      |
| 2021      | 15.6% | 141        |

| Population Characteristics | Statewide |
|----------------------------|-----------|
| Diverse Areas              | 6.1%      |
| Linguistic Isolation       | 5.7%      |
| Poverty                    | 12.3%     |
| Low Educational Attainment | 4.8%      |



2021





**GREEN**

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