



For Immediate Release: February 27, 2024

Contacts

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NEW GREEN BUSINESS PROGRAM COMES TO ENCINITAS

Certification Showcases Energy Efficiency, Waste Reduction and a Healthy Work Environment

Encinitas, CA, February 27, 2024 – Businesses in Encinitas have an exciting new sustainability opportunity as a result of a recent partnership between the City of Encinitas, the Encinitas Chamber of Commerce, and the San Diego Green Building Council. Through this partnership, local businesses may participate in the California Green Business Network's Certification Program for free! Participating businesses receive advice on ways they can reduce waste, conserve energy, limit water use, apply for rebates and other sustainable practices to assist with receiving the California Green Business Certification.

Businesses seeking to become a certified green business will meet a checklist of environmental measures that are relevant to their business type. The San Diego Green Building Council will review applications from businesses, recommend relevant sustainable practices where needed, assist with the certification process and verify the individual business operations. Once certified, businesses enjoy a number of benefits including access to California Green Business Network marketing materials, public recognition, and reduced operational costs. Businesses in the San Diego region that have already been certified have seen as high as an 18% reduction in operating costs. Plus each certified business contributes to the reduction of global greenhouse gas emissions and helps the community address climate change.

“Certified green businesses demonstrate to customers and the community that the triple bottom line of people, planet and profits can exist together and benefit one another,” said San Diego Green Building Council Executive Director, Colleen FitzSimons.

The partnership aligns with the City's Climate Action Plan and the Chamber's goal of supporting the local Encinitas economy. This partnership with the San Diego Green Building Council, as well as close collaboration with the Encinitas Chamber of



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Commerce and its Environmental Sustainability Committee, will encourage and incentivize sustainable solutions for Encinitas businesses.

"We are pleased to support the Green Business Certification program in Encinitas and actively encourage businesses to take advantage of the value that green practices provide to customers, employees, and the bottom line," said City of Encinitas Sustainability Manager, Crystal Najera.

Encinitas businesses that have already become certified include Encinitas Periodontics and Dental Implants and Surf Dog.

Interested business owners and operators may visit https://www.sd-gbc.org/green_business to learn more about the Green Business Certification program.

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The San Diego Green Building Council (SDGBC) is a community benefit 501(c)(3) nonprofit that promotes sustainable building and community practices to bring the San Diego region closer to achieving its climate, water, waste, and energy goals. <http://www.sd-gbc.org>

The City of Encinitas is located along the coast in north San Diego County. The city has an approximate population of 60,000 and is characterized by coastal beaches, cliffs, flat-topped coastal areas, steep mesa bluffs, and rolling hills. The city was incorporated in 1986, drawing together the communities of New Encinitas, Old Encinitas, Cardiff-by-the-Sea, Olivenhain, and Leucadia. For more information about the city of Encinitas please visit <https://www.encinitasca.gov/home>

The Encinitas Chamber of Commerce is a dynamic and influential nonprofit organization dedicated to supporting and advancing the interests of businesses in Encinitas and North County San Diego. With a rich history dating back to 1964, the Chamber has consistently played a pivotal role in fostering economic growth, nurturing



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entrepreneurship, and enhancing the overall quality of life in the community through efforts such as networking, advocacy, and community engagement. For more information about the Encinitas Chamber of Commerce, membership benefits, or upcoming events, please visit <https://encinitaschamber.com/>