



**Date:** September 6, 2018  
**To:** Patrick West, City Manager *P.W.*  
**From:** Larry Rich, Sustainability Coordinator /s/  
**For:** Mayor and Members of the City Council  
**Subject:** Green Business Program Press Event

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A press event has been planned to recognize the first businesses certified through the City's new Green Business Program. The event will be held at Primal Alchemy Catering, at 19 39th Place (near the Belmont Veterans Memorial Pier), on September 12, 2018 at 10:00 a.m. Primal Alchemy will be recognized at the event, as will other businesses that have been certified, including Bowman Change, The Depot for Creative Reuse, Retail Design Collaborative, Studio One Eleven, and Sacred Roots. Certificates will be presented to recognized businesses and the Green Business decal will be placed on Primal Alchemy's window.

Long Beach joined the California Green Business Network (CAGBN) in May 2018 to provide a statewide standard of sustainability in its Green Business Certification. Green Business Certification is provided free of charge to all Long Beach businesses, and the program connects businesses with any resources and incentive programs available to help them go green. Businesses that achieve certification are promoted on the City website and social media channels, listed on the CAGBN database of green businesses, and provided with branded material to showcase their certified status.

Businesses interested in becoming certified are invited to attend the Lunch and Learn event on October 2, 2018 at 12:00 p.m. at Studio One Eleven. Businesses can RSVP at [www.longbeach.gov/greenbusiness](http://www.longbeach.gov/greenbusiness).

Environmental benefits of the program include reduced GHG emissions, reduced waste, water conservation, and reduced pollution. As of 2017, CAGBN programs had certified 3,557 businesses and measured 784 million gallons of water saved, 977,000 tons of GHG reductions, 1.4 million tons of waste diverted, and \$41 million in utility savings for businesses. The Long Beach Green Business Program will encourage sustainable business practices in the city and track businesses' accomplishments in reducing their environmental footprint.

If you would like any further information, please contact Larry Rich, Sustainability Coordinator, at (562) 570-5839 or via email at [larry.rich@longbeach.gov](mailto:larry.rich@longbeach.gov).

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