

CoolCalifornia
Small Business Awards Program



Application Guide

The CoolCalifornia Small Business Awards Program recognizes California businesses that reduce their greenhouse gas emissions, promote climate friendly practices and integrate the tools on CoolCalifornia.org into their business operations.

Award Categories

There are two award categories:



CoolCalifornia.org
CLIMATE LEADER

Climate Leader Award

Awarded to California small businesses that took proactive steps to reduce their impact on our climate and communicate this information to employees, customers, and/or the public.



CoolCalifornia.org
BUSINESS OF THE YEAR

Small Business of the Year Award

Awarded to California small businesses that took significant actions to reduce their climate impacts and demonstrated measurable greenhouse gas (GHG) emission reductions, cost savings, return on investment, and other benefits from the actions taken to become more sustainable.

Climate Leader award winners in any previous year can be considered for a Business of the Year Award. Business of the Year winners use the CoolCalifornia carbon footprint calculator and other tools on CoolCalifornia.org to determine their GHG reductions, cost savings, and other benefits.

Application Period

The application period is open from mid-August to the first Monday in November every year. The application form is available online at CoolCalifornia.org and all applicants are encouraged to submit their information electronically.



Eligibility Criteria

In order for a small business to be eligible for a CoolCalifornia Small Business Award, the small business (applicant) must meet the following requirements:

- Applicant must not be a prior CoolCalifornia Business of the Year winner (i.e., if your business won a Business of the Year award before, you are not eligible to win again). *Note: Previous CoolCalifornia Climate Leader award winners are eligible to compete for a Business of the Year Award.*
- Applicant must be a small business as defined by the California Department of General Services (see resources on back cover).
 - Be independently owned and operated
 - Principal office located in California
 - Owners domiciled in California
 - 100 or fewer employees
 - An average annual gross receipts of \$14 million or less, over the last three tax years.
- Applicant must not be: a franchise; a government entity; a K-16 educational institution; a non-profit organization or business.
- Applicant must be in compliance with all applicable environmental regulations (e.g. air, water, waste, etc.).
- Applicant must be in compliance with any applicable business license, permit, and certificate requirements in the State of California. *Refer to CalGold and the U.S. Small Business Administration website for additional information.*
- If the applicant's business is a corporation, it must be in good standing with the Secretary of State.
- Application must be legible and complete. It can be submitted electronically (through CoolCalifornia.org) or by U.S. mail in hard copy. Do not hand deliver.
- Application must be signed by the business owner or someone with signature authority for the business.



Award Recipient Requirements

- All award recipients will be asked to send an executive/senior staff member to the awards ceremony to receive formal recognition of their award.
- All award recipients must be willing to provide their business logo for inclusion in the CoolCalifornia Small Business Awards program guide and promotional collateral (banners, fact sheets, small business case study, etc.).
- All award recipients must be willing to be photographed and videotaped during the awards ceremony and reception. The video and photos will be made available to the awardees after the event and, thereafter, made available for the general public.

How to Apply



Although there are two award categories, there is only one application form that needs to be completed. The judges/review team will decide the award category based on the information submitted in the application (e.g., applications that describe and document the demonstrated GHG emission reductions and include cost savings and benefits of actions taken will be considered for the Business of the Year award).

There are 3 different ways to submit an application:

- **Option 1 (Preferred):** Complete and submit your application electronically on CoolCalifornia.org (click the button on the home page or go to the Small Business tab at the top of the page).
- **Option 2:** Complete the pdf version of the application and e-mail it to: coolcalifornia@arb.ca.gov
- **Option 3:** Complete the pdf version of the application or the form at the end of this application guide and mail it to:

California Air Resources Board
CoolCalifornia/OMB
P.O. Box 2815
Sacramento, CA 95812
ATTN: Judy Nottoli

- Applications and supporting material submitted electronically must be received by midnight PST on the first Monday in November.
- Applicants will receive a confirmation e-mail upon receipt of their application. The email message will be sent to the contact listed on the application.

Supporting Documents

- Applicants are encouraged to use the CoolCalifornia Carbon Footprint Calculator to quantify their emission reductions, identify their pledges for further reductions, and document the results of their actions in their application. There are written and video instructions on how to use the calculator on CoolCalifornia.org (on the Small Business tab at the top of the page, click on "Calculator" in the pull down menu). Additional credit (i.e., more points) will be given to those applications that contain evidence of the use of the calculator (e.g. initial emission data, actions taken, and emission reduction calculations).
- Applicants are encouraged to include other types of supporting documentation along with their application, such as examples, samples, and/or copies of printed reports, utility bills (i.e. documentation of energy and/or water savings), photos, pamphlets, advertisements, videos, green business program year-end reports, awards, certificates, articles, newsletters, CoolCalifornia carbon calculator printouts, etc.

- Any supporting documents that cannot be submitted electronically with the application should be mailed to the address listed in the previous section. Both the application and supporting documentation submitted by mail should clearly reference each other and the business.
- All supporting documents or attachments submitted electronically or by mail must be received or postmarked, respectively, by the first Monday in November.
- Materials, photos, and/or supporting documents will not be returned to the applicant.

Winner Selection

How will the winners of each award be determined?

- Actions or initiatives implemented during the preceding calendar year to become more sustainable will be scored the highest during the application review process.
- An evaluation team will review each application received to assess eligibility (see eligibility section for specific requirements).
- Applications passing through the initial evaluation screening process will be reviewed and scored by a team. The scoring teams will consist of one person from the public sector and one person from the private sector with business, sustainability, and/or energy efficiency expertise.
- Applications will be scored on a 50-point scale according to the point value indicated in each section and by each question presented in the application.
- All applicants will be subject to a routine background, compliance, and environmental review of business operations.
- The business must have a “clean” environmental record (no violations or current pending enforcement action within the past 3 years).
- The business must be current on all permits, licenses, certificates, etc., and be in good standing with all agencies that regulate, permit, or have authority over the business.
- Potential award winners may be visited on-site to verify the information received, to take pictures for program promotional purposes, and to meet the business owners and employees.



Notification of Winners

- Business of the Year and Climate Leader award winners will be notified by phone and/or e-mail approximately 3 weeks prior to the award ceremony. Winning businesses will also be posted on CoolCalifornia.org in January of the next year (i.e., 2016 winners will be posted in January 2017).
- Winners will be invited to an award ceremony and reception to be held in downtown Sacramento in February of the following year (i.e., 2016 winners will be invited to a ceremony and reception in 2017).

Additional information including green business guides, tips, case studies, video tutorial, and past winners can be found on CoolCalifornia.org.

Sponsorship Opportunities

Program sponsorship opportunities are available for businesses (excluding current applicants), non-profit organizations, utilities, financial institutions, etc. Sponsorship levels are presented below.



Platinum Sponsor - \$1,000

- Premier recognition on all advertising;
- Logo on Small Business Awards webpage with link to company website;
- Full page advertisement in the awards ceremony program guide; and
- Invitation to speak and exclusive signage at the award ceremony.

Gold Sponsor - \$500

- High profile recognition on all advertising;
- Logo on Small Business Awards webpage with link to company website; and
- 1/2 page advertisement in the awards ceremony program guide.

Silver Sponsor - \$250

- Recognition on all advertising;
- Logo on Small Business Awards webpage; and
- 1/4 page advertisement in the awards ceremony program guide.

Bronze Sponsor - \$100

- Recognition on all advertising; and
- Recognition on website.

For additional information, contact: Judy Nottoli at (916) 322-7429 or by email at judy.nottoli@arb.ca.gov.

CoolCalifornia

Small Business Awards Application

There is a maximum of 50 points possible per application. Point totals are indicated in each section of the application.

Section 1: Business Information



Business Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____

Title: _____

Contact Phone: _____

Contact e-mail: _____

Company Website (URL): _____

CA Small Business Certification #: (if applicable) _____

Number of business locations (in CA): _____

Number of employees (in CA): _____

Industry Sector: _____

NAICS Code that best describes your company: _____

List any 'green business' programs you belong to: _____

How did you find out about this award program? _____

Section 2: General Description of Your Business

A. What are the products and services provided by your business?

Section 3: Climate Friendly Business Practices

35

POINTS

A. What actions have you taken during the past calendar year to reduce greenhouse gas (GHG) emissions from your business operations (**not** including the green business products you sell or environmental services you provide to your customers)? For example, you may be using alternative energy or generating your own renewable energy (e.g., solar panels) or purchased recycled-content products, Energy Star™ equipment, or less toxic cleaners or solvents. Other actions may include efforts in the following areas:

- Waste reduction, recycling and/or composting;
- Water conservation;
- Energy efficiency and renewable energy;
- Green building; and/or
- Clean/alternative transportation. **20 points**

Section 4: Environmental Policy, Education, & Outreach

15

POINTS

- A. Describe any formal/written environmental sustainability policies, standard operating procedures, or sustainability recognition programs you have incorporated into your day-to-day business operations. **5 points**

- B. Describe the events or education/outreach activities you held, attended, or sponsored to raise the awareness of your GHG reduction efforts with your staff, customers and community (e.g., newsletters, brochures, flyers, press releases, advertisements, conferences, expos, website, and/or news coverage.) If applicable, attach copies of relevant materials to this application or e-mail them to: coolcalifornia@arb.ca.gov. **5 points**

- C. How has your business demonstrated leadership in sustainability and served as a role model to other small businesses? **5 points**

Section 5: Other

A. Does your business have a clean environmental record (no violations or current pending enforcement action)?

Yes

No

If no, provide an explanation of any violation(s) or enforcement action(s) pending or taken within the past 3 years.

B. Is your business current on all permits, licenses, certificates, and in good standing with all agencies that regulate, permit, or have authority over your business?

Yes

No

Section 6: Signature

I certify that the information above is true and accurate to the best of my knowledge. I also certify that I have read and agree to the terms outlined in the CoolCalifornia Small Business Awards Application Guide or on CoolCalifornia.org.

Printed Name: _____ Date: _____

Signature: _____

Title: _____

Name of Business: _____

Resources

To apply online:

- Go to CoolCalifornia.org
- Click the "Apply" button on the homepage

For more information on the awards program:

- Click on the Small Business tab
- Select "Small Business Awards" from the pull down menu

For the definition of small business, go to the California Department of General Services website at: www.dgs.ca.gov/pd/Programs/OSDS/SBEligibilityBenefits.aspx

CalGold website: www.calgold.ca.gov

U.S. Small Business Administration website: www.sba.gov

Secretary of State website: www.sos.ca.gov/business-programs

NAICS Codes: www.naics.com/search

If you are submitting a hard copy of this application, send it and any supporting documentation to:

California Air Resources Board
CoolCalifornia/OMB
P.O. Box 2815
Sacramento, CA 95812
ATTN: Judy Nottoli

Deadline for submittal is midnight PST on the **first Monday in November**.