



CLIMATE  
CORPS

# Sustainability in Cupertino

City of Cupertino

Climate Corps 18-19

## Sustainability Projects

### Cupertino Green Business Program

**Background:** This program provides free technical assistance to small and medium sized businesses to obtain Green Business certification through the California Green Business Network

**Goal:** Work with local businesses to create more sustainable and environmentally friendly practices and raise awareness and appreciation for the program in the general public



Postcard sent out to childcare centers and Schools in Cupertino to invite them to join the CAGBN

### Examples of Green Businesses promotional content

One of the monthly social media posts highlighting a Green Business in Cupertino



### Garden App

Worked with GIS team to create content for an interactive web application that showcases the drought tolerant garden located at City Hall in order to educate the public on the importance of water conserving landscapes

Snapshot of the interactive Garden Website  
[Cupertino.org/demogarden](http://Cupertino.org/demogarden)



Plants used in Cupertino's Drought Tolerant Garden

### Earth Day

Coordinated and managed over 100 volunteers for the 11<sup>th</sup> annual Cupertino Earth and Arbor Day celebration, an event that consistently draws around 5,000 people. Created two sustainability activities that were used at the commission booth.



Photos of Cupertino Earth and Arbor Day 2019

Flyer for Cupertino's 11<sup>th</sup> Annual Earth and Arbor Day Celebration



## Achievements

### Cupertino Green Business Program

- Certified 3 new businesses
- Recertified 6 businesses (including De Anza College campus)
- Enrolled 6 new businesses
- Energy Saved: 7,968 kWh
- Water saved: 96,750 gal
- CO2 emissions reductions: 13,871 lbs. CO2
- Utilization of Community-Based Social Marketing to promote the Green Business Program

## Lessons Learned

### Successful Strategies:

- Maintaining relationships with businesses and clear pathways of communication is key
- Fully showcase the benefits of the program to businesses and highlight the benefits that are most appealing to each business

### Recommendations for program expansion:

- Continue outreach to both businesses and the general public to raise program awareness
- Recognize newly certified/recertified businesses at City Council meeting in June
- More re-certifications coming up in the next few months
- Better showcasing to businesses to understand what they will gain by joining the program (cost savings, marketing to a new audience, environmental stewardship, etc.)

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Holly graduated from UC Santa Barbara with a Bachelor's in Environmental Studies and a Certificate in Health and Wellness. She is passionate about Sustainability, Zero Waste, and Environmental Education.

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