Lessons Learned

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

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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