

## Digest of Green Reports and Studies

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| <b>Title</b>                   | <b><i>Sustainable Business Action Plan</i></b>  |
| <b>Author</b>                  | Mayor Tom Bates   |
| <b>Organization</b>            | City of Berkeley-Office of the Mayor  |
| <b>Author Contact</b>          | Mayor Tom Bates   |
| <b>Publication Type</b>        | Economic Development Plan   |
| <b>Publication Date</b>        | September 30, 2004  |
| <b># of Pages</b>              | 54  |
| <b>URL</b>                     | <a href="http://www.ci.berkeley.ca.us/citycouncil/2004citycouncil/packet/110904/2004-11-09%20Item%2023.pdf">http://www.ci.berkeley.ca.us/citycouncil/2004citycouncil/packet/110904/2004-11-09%20Item%2023.pdf</a>   |
| <b>Summary</b>                 | An economic development strategy proposal to help build a thriving sustainable business sector (i.e. businesses that are committed to economic, environmental, and social prosperity), and make the city of Berkeley a national environmental leader.   |
| <b>Key Findings</b>            | <ul style="list-style-type: none"> <li>• Building an environmental leadership would require a partnership between the community, business, the City, and research organizations such as UC Berkeley and Lawrence Berkeley Laboratories.</li> <li>• Building a thriving sustainable business would require:             <ul style="list-style-type: none"> <li>A. Building Demand for Green Products and Services</li> <li>B. Nurturing Existing Green and Sustainable Business</li> <li>C. Focus on Environmental Innovation and Entrepreneurship</li> <li>D. Branding and Communication</li> </ul> </li> </ul> |
| <b>Recommendations</b>         | “Promote actions that will lead to genuine wealth for the entire community through socially and environmental responsible business innovation”. “Establish Berkeley as a National Environmental Leader”.  |
| <b>Definition of “Green”</b>   | “Green businesses are companies which produce goods or services that improve environmental performance or operate in ways that significantly conserve resources or prevent pollution.”  |
| <b>Methodology</b>             | Interviews; Literature Research; Case Studies   |
| <b>Data Sources Cited</b>      | SBGW-stakeholders for Berkeley’s business community, non-profit organizations, major public and private institutions (such as UCB and LBL), funders, sustainability leaders, and City government.   |
| <b>Report Geography</b>        | Berkeley, CA  |
| <b>Green Occupations Cited</b> | NA  |
| <b>Green Industries Cited</b>  | <ul style="list-style-type: none"> <li>• Transportation</li> <li>• Waste</li> <li>• Water</li> <li>• Energy</li> <li>• Green Building</li> <li>• Green Hospitality Industry</li> <li>• Sustainable Businesses</li> <li>• Recycling</li> <li>• Manufacturing</li> <li>• Environmental Consulting</li> </ul>  |
| <b>Keywords</b>                | Energy; Sustainable; Green Building; Green Business; Environmental Leader; Sustainable Business Sector; LEED.   |
| <b>Legislation Cited</b>       |   |
| <b>Bibliography (Y/N)</b>      | Y   |
| <b>Reviewer Name/Org</b>       | L. Wong   |

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