



Winning Partnerships

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*“Achieving community and
Environmental excellence through
Partnership and innovation since
Earth Day 1970”*

Ecology Action Programs

Energy Efficiency Programs

- Right Lights-Lighting Retrofit Program
- Smart Rinse-Water and Energy Conservation Program

Transportation Solutions

- Santa Cruz County Electric Bike Commuter Incentives
- Bike to Work/School Programs

Ecology Action Programs

Pollution Prevention

- Used Oil Management
- Household Hazardous Waste Management
- Integrated Pest Management
- Monterey Bay Area Green Business Program

Zero Waste

- ProMax Regional Materials Exchange Program
- Waste Free Schools Program
- Home Composting
- Santa Cruz County Annual Coastal Clean-up
- Business Waste Reduction

Winning Partnerships

Monterey Bay Area Green Business Program

www.montereybaygreenbusiness.org

Santa Cruz County Waste Free Schools Program

www.wastefreeschools.org

What is the Monterey Bay Area Green Business Program?

- ❖ Who: Monterey and Santa Cruz County public agencies, non-profit and for profit businesses
- ❖ Goal: Recognize and promote businesses that go “Beyond Compliance” through excellent business practices
- ❖ First industry sector: Vehicle Service Repair facilities in 2004 and in 2005/2006 we began Certifying Restaurants, Offices, Government Agencies, Plumbers, and Contractors

Keys to Successful Partnerships

- ❖ Shared mission and goals
- ❖ Clear governance structure and operating procedures
- ❖ Diverse membership/points of view
- ❖ Open Communication and active participation
- ❖ Effective leadership
- ❖ Adequate resources

Partnership Agreements

- ❖ Memorandum of Understanding (MOU)
- ❖ Contracts

Waste Free School Program History

❖ WFS started back in 1997 to address AB 939 mandating that Counties reduce the amount of waste going to their landfills by 50% by the year 2000

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Waste Free School Program

❖ The WFS for the County of Santa Cruz is an innovative, collaborative, award winning program assisting County of Santa Cruz schools in institutionalizing on campus recycling, composting and reducing/reusing programs while instilling in the students and school staff a sense of environmental stewardship

Take Home Points

- ❖ Partnerships are an effective way to leverage resources
- ❖ Clear goals and leadership are key
- ❖ Create an agreement between partners
MOU or Contract
- ❖ Think sustainable!

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