



City of Santa Monica NEWS

FOR IMMEDIATE RELEASE

DATE: December 17, 2008

CONTACT: Susy Borlido, Sustainable Works
310.458.8716 x2; borlido_susy@smc.edu

Green Business Certification Program Reveals Local Innovators

The housekeeping staff at the Sheraton Delfina in Santa Monica begin their day cleaning and sanitizing guest rooms using a state-of-the-art solution of what is essentially tap water and salt. Midway across town, David Hertz is giving a tour of one of the first green roofs in Southern California to a group of Santa Monica High School students. Further north, diners enjoy delicious, healthy food in the unique atmosphere of “living walls” comprised of hanging succulents and recovered decking materials at Kreation Kafe. These businesses are certified green with Santa Monica’s two year old Green Business Certification (SMGBC) Program, one of a growing network of similar programs sprouting up across California. The process is somewhat rigorous and the fruits of the program have been surprising. Originally conceived of as a way to identify local business leaders, the program is unearthing innovation, creating networks, and providing options for consumers where none existed before.

The Sheraton Delfina is one of the first hotels on the west coast to introduce and test a non-toxic cleaning system which electrolyzes tap water and salt to create a cleaning agent that both cleans and sanitizes. “We are committed to serving as a role model for all our properties, as well as for the community at large. We are thrilled to be the first luxury hotel in Santa Monica to be certified via Santa Monica’s program,” said Glenn Epstein, executive assistant at the Sheraton Delfina. It’s also worth noting that in order to reduce energy costs, 3,100 incandescent lamps were replaced with compact fluorescent lamps, which will save approximately 459,000 KW per year. The newly renovated hotel will be hosting the 2009 Santa Monica’s Sustainable Quality Award luncheon on March 25th.

The work of David Hertz Studio of Environmental Architecture, focuses on the design and construction of environmentally responsible residential and commercial buildings and the products

that go along with it. Their commitment begins at the top – the roof that is. Their reconditioned office space includes a green roof – that is a roof with drought tolerant plants and solar panels on it. It is one of the first of its kind in the L.A. area. A green roof insulates really well, protects the Bay from polluted rainwater runoff, reduces the heat island effect, and generates electricity.

These innovations and more are examples of what any business can strive for. The SMGBC Program announced five new members in December: the Sheraton Delfina; Apogee Electronics Corporation; David Hertz Studio of Environmental Architecture; Kreation Kafe and Bryan Cave Law Offices. Look for the GBC decal in their window or visit www.smgbc.org for more details.

####