

SAN DIEGO CLIMATE WEEK

# GREEN GUIDE



**SAN DIEGO'S GO-TO ECO-FRIENDLY  
BUSINESS DIRECTORY**



# WHAT IS THE SDCW GREEN GUIDE?

A curated, eco-friendly business directory & public Google Map (like [LACW map](#)) designed to encourage low-carbon, planet-positive actions

Built around a rewards system, modeled after [CopenPay](#)

Why participate?

- Be featured for free on the SDCW map
- Be highlighted as a climate-aligned business
- Help make sustainable choices visible, fun, and accessible

How the rewards work:

- 1) Create an offer rewarding eco-conscious behavior:
  - “Show us you biked or took public transit → get 15% off”
  - “Join a beach cleanup → receive a free whale watch”
  - “Collect a bag of trash from the beach → get a free juice”
  - “Volunteer for 3 hours on a farm → get a free breakfast”
- 2) Create a discount code for this in your system & tell us
- 3) We'll publish it so customers can redeem it easily
- 4) We will promote it and drive locals & tourists to you!

This is about celebrating climate action in ways that feel local, positive, and human while spotlighting businesses and organizations leading the way.

**Small actions add up  
and when we reward them, they spread fast** 🍏



# GUIDELINES

- San Diego-based or locally serving business or nonprofit
- Demonstrates eco-friendly or climate-positive practices
- Offers a simple reward for sustainable action (optional)
- Aligns with community, equity, and planet-positive values
- Agrees to be publicly listed on the Green Goodness map
- Uses renewable energy or reusable items as much as possible
- Limited use of single-use plastics
- Reuse & recycle as much as possible
- Sell eco-friendly products or services



BY THE PEOPLE-FOR THE PLANET

**INTERESTED?  
SIGN UP HERE!**



Contact:  
Hello@SDClimateWeek.com with  
questions and ideas!

