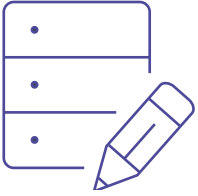


# Business Playbook

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San José's business community is a leader in driving clean-tech innovation and in managing their corporate operations. One of many examples is Adobe. Their downtown campus was one of the first LEED platinum buildings under the U.S. Green Building Council's Existing Building program and Adobe plans to build another LEED, Green-certified building to house an additional 3,000 employees. There are many actions that large and small businesses can take to make San José climate smart and improve the quality of life for its employees, customers, and the broader San José community.



## Locate Your Office

Start an office in one of San José's employment centers (e.g., Downtown and North San José) or urban villages which are near transit stops and local amenities. This can increase your competitiveness by lowering commute times and revitalizing the surrounding urban life for your employees, suppliers, and customers.



## Develop a Climate Smart Strategy

Identify the goals and actions your company can uniquely take to address climate change. The most powerful strategies focus on actions that create business value and reduce carbon dioxide emissions. Many companies have dedicated sustainability (green) teams that work with the senior leaders to develop and implement the strategy.

## Design, Build and Provide Good Life Products, Services and Skills

This is a call for Silicon Valley companies to continue to design and innovate products that enable the Good Life 2.0 and lower carbon dioxide emission and water use.



## Reporting Carbon Dioxide Emissions and Water Use

Understanding your company's carbon and water footprint is the first step to managing it. Climate Disclosure Project (CDP) is a non-profit that works with corporations to disclose their carbon dioxide and water footprint by providing a reporting framework and benchmarking against similar companies. The CEO Water Mandate provides corporate water use disclosure guidelines.