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**LEADING BUSINESS ASSOCIATIONS JOIN CALIFORNIA GREEN TECHNOLOGY INITIATIVE  
TO DRIVE DIGITAL EQUITY AND REDUCE E-WASTE**

SACRAMENTO – The California Chamber of Commerce (CalChamber), California Manufacturers and Technology Association (CMTA) and California Hispanic Chambers of Commerce (CHCC) today announced a partnership with the California Emerging Technology Fund (CETF) and its California Green Technology Initiative, reinforcing the business community’s critical role in closing the Digital Divide while advancing sustainability and circular economy goals across the state.

Recently launched, the California Green Technology Initiative has already helped connect tens of thousands of households to devices, training and affordable internet – and diverted thousands of devices from landfills. The program represents a triple-win for California: digital equity, job generation and e-waste reduction.

“California businesses have long been global leaders in both innovation and sustainability,” said **Jennifer Barrera, President and CEO of the California Chamber of Commerce**. “By joining the California Green Technology Initiative, our members have the opportunity to help close the Digital Divide, boost the workforce and protect our environment – all at once. This is exactly the kind of solution-oriented leadership that defines California’s business community.”

“The CGTI will foster greater environmental sustainability and give more families throughout the state the opportunity to participate in the digital economy. For more than 100 years, our members have spearheaded the kind of innovation that continues to stimulate economic growth and create jobs, while protecting California’s environmental resources in the process,” said **Lance Hastings, President and CEO of the California Manufacturers and Technology Association**.

“For families and entrepreneurs across California, access to digital devices and broadband connectivity is more crucial now than ever,” said **Julian Cañete, President and CEO, California Hispanic Chambers of Commerce**. “The CGTI will not only put devices in the hands of Californians who need them, but ensure they are educated and empowered to use them to their advantage – whether that be for education, the success of their small business or to simply stay in touch with loved ones.”

The associations will work with CETF to mobilize large and mid-sized employers across sectors to donate retired IT assets through secure, vetted partners like Revivn, Human I-T, Tech Exchange, Computers for Classrooms, San Diego Futures Foundation, Computers4Kids and others.

“The strong leadership of California’s business community is key to the success of the Green Technology Initiative,” said **Sunne Wright McPeak, President and CEO of CETF**. “With these new partnerships, we can scale this model statewide and prove that what’s good for the economy can also be good for advancing digital equity and protecting our environment.”

The California Green Technology Initiative is a first-of-its-kind statewide partnership to reduce electronic waste and expand digital inclusion by keeping retired technology in-state and refurbishing it for low-income households. Through partnerships with certified refurbishers and corporate donors, the initiative helps Californians gain access to affordable devices, digital literacy training and broadband connectivity.

You can learn more about the program [here](#). Organizations interested in donating devices or getting involved can contact Charlene Tatis with CETF at 888-584-8633.

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#### **About California Emerging Technology Fund**

CETF is a statewide non-profit foundation with the mission to close the Digital Divide in California. CETF provides grants to non-profit community-based organizations (CBOs) to assist low-income households adopt broadband and become digitally proficient, and leads and manages School2Home to successfully integrate technology into teaching and learning with deep parent engagement to close the Achievement Gap in middle schools in low-income neighborhoods, and promotes Digital Inclusion in public policy to achieve Digital Equity. Through collaborative efforts with government, industry, and community partners, CETF works to create inclusive digital ecosystems that empower individuals and communities to thrive in the Digital Age. For more information, please visit [www.cetfund.org](http://www.cetfund.org).