

GBENN: GREEN BUSINESS ENGAGEMENT NATIONAL NETWORK



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March 12, 2014

Mission

Facilitate sharing and relationship-building among green and/or sustainable business engagement programs across the U.S. in order to advance the national interests of such locally-focused approaches and spread effective practices.

Scope:

National thinking and collaborating, but local action and uniqueness.

History & Leadership

- A Better City convened summit in 2013
- Summit led to a bottom-up, volunteer-led effort started by local program staff to continue conversation
- Leadership Council meets monthly/bi-monthly and is currently co-facilitated by A Better City and ICLEI USA
 - Additional representation from:
 - CA Green Business Program
 - Illinois Green Business Association
 - City of Chula Vista
 - District of Columbia
 - Energy Stewards



Working Groups

- Webinar Working Group
 - Develop topics, find speakers, and coordinate quarterly webinars
 - To participate, email mparikh@abettercity.org
- Membership/Resources Working Group
 - Stay abreast of resources and new developments and share them on Chatter (and eventually other means)
 - Continue to build upon the directory of green business engagement programs
 - To participate, email caroline.teng@iclei.org.

Upcoming Webinars

June 11: Funding Your Green Business Program, Diverse Funding Sources Add Up

This is part of a how-to webinar series on green business sponsored by the Western Sustainability & Pollution Prevention Network (WSPPN) and the Green Business Engagement National Network (GBENN) focused on finding essential funding for your program. Register: <https://www2.gotomeeting.com/register/418739522>.

September 10: “So you want to start a Green Business Program?”

Green Business Programs are being started all across the nation. Where does one start? What are the benefits and how much does it cost? They're many different approaches from self-certified and gamification to third party audits. Hear about different programs that are working and determine an approach that makes sense for you. Register: <https://www2.gotomeeting.com/register/435605850>.

Salesforce Chatter Community

- Provides an engaging online forum for discussion, sharing, and cross-promotion for those that run or are interested in running a local or regional green/sustainable business program

Chatter > Groups > Green Business Engagement Nat. Network Private

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Caroline Teng
GBENN is excited to announce the schedule for our next three webinars (attached!)
Our next one is on March 12:
"Marketing Your Green Business Program--How to simultaneously attract new businesses while providing benefits to your existing participants" ... [More](#)

WSPPN-GBENNGreenBusinessWebinars-022014
[Download pdf \(215 KB\)](#) · [More Actions](#)

Topics: Webinars, Green Business Challenge, Events

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Dawn Hjelseth (greenspaces)
Wish I could be on it! It sounds great. I'll look forward to listening to the recording.
Unlike · 1 person · February 21, 2014 at 10:33 AM

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Description
Welcome to Green Business Engagement National Network (GBENN)!
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Our Scope: National thinking and collaborating, but local action and uniqueness.

Chatter Features

- Fill out a profile
- Follow and connect with other participants
- Post status updates and links
- Upload & share files
- Create instant polls
- Get email notifications

In Summary: How to Get Involved

- Email caroline.teng@iclei.org
- Fill out survey: <http://bit.ly/1fHhTxv>
- Attend webinars
- Get involved in a Working Group or the Leadership Council
- **Participate in Chatter!**