

Funding Green Business Challenges

A Corporate Funders Perspective



Yalmaz Siddiqui,

Senior Director, Environmental & Supplier Diversity Strategy

yalmaz.siddiqui@officedepot.com

@yalmazsiddiqui

Why Office Depot funds GBCs

Lessons for you

A Checklist

Three requests

1. We were asked by someone we respected



In 2008 by Sadhu Johnson,
Ex. Chief Environmental Officer
City of Chicago

2. The Challenge had strong political support



3. There was a strategic fit with our brand



2010

#1 Greenest Large
Retailer in America

Office DEPOT.

2011

#1 Greenest Large
Retailer in America

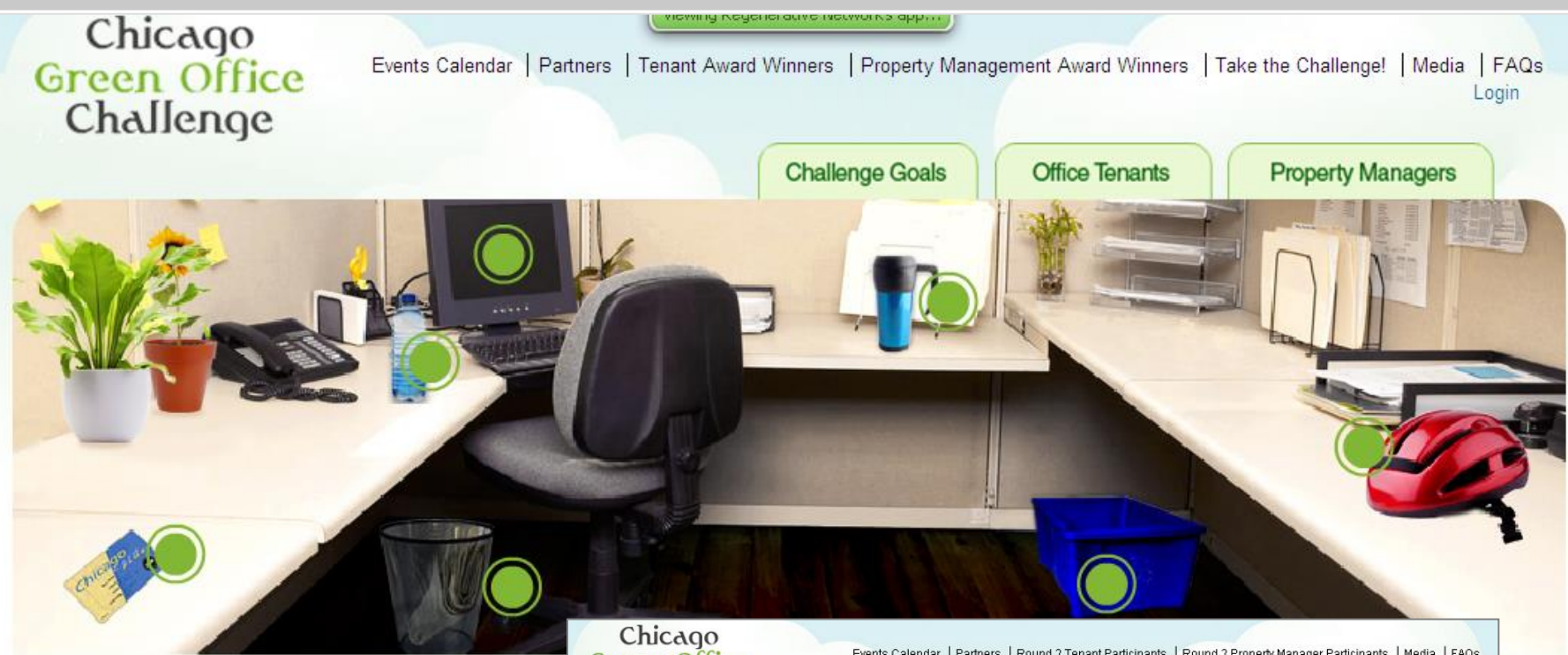
Office DEPOT.

2012

#1 Greenest Large
Retailer in America

Office DEPOT.

4. There was a strategic fit with our products



What is the Challenge?





Take the Chicago Green Office Challenge Today >

Mayor Richard M. Daley and the City of Chicago Department of Environment are challenging

Chicago Green Office Challenge

Events Calendar | Partners | Round 2 Tenant Participants | Round 2 Property Manager Participants | Media | FAQs | Login

Challenge Goals | Office Tenants | Property Managers

Thank you to the following companies for generously supporting the Green Office Challenge through sponsorship and dedication of resources.



complain about sitting in traffic to get to work every day?

Information for Property Managers

5. The program was scalable, with one partner

About ICLEI

ICLEI - Local Governments for Sustainability is an association of over 1220 local government Members who are committed to sustainable development. Our Members come from 70 different countries and represent more than 569,885,000 people.



ICLEI is an international association of local governments as well as national and regional local government organizations who have made a commitment to sustainable development.

ICLEI provides technical consulting, training, and information services to build capacity, share knowledge, and support local government in the implementation of sustainable development at the local level. Our

Scalability on display: NYSE National Launch



Initial scaling: Chicago + 4 regions



New scaling: Chicago + 8 regions + National



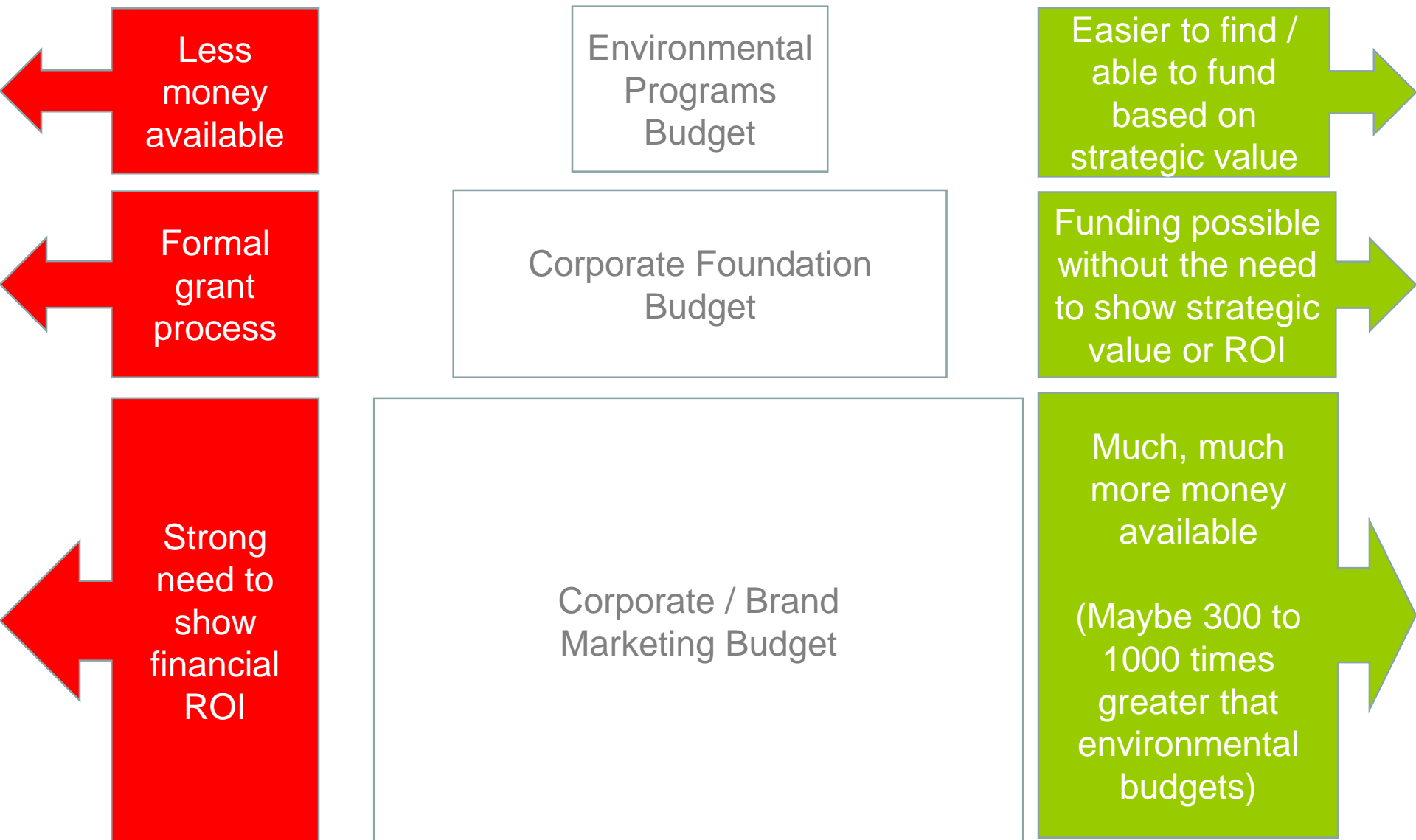
Why Office Depot funds GBCs

Lessons for you

A Checklist

Three requests

There are 3 main sources of Corporate funding, each with their disadvantages and advantages



Why Office Depot funds GBCs

Lessons for you

A Checklist

Three requests

7 question checklist to help maximize funding possibilities from corporate environmental teams

1. Can you show you have political support to ensure your program has local visibility? [Company's want visibility]
2. Can you show how your program is going to be professionally run [Company's want to support effective initiatives]
3. Are you clear on your budget needs are and how sponsorship fits? [Companies want to know what their funding will be used for]
4. Are you willing to allow brand exposure at events, on websites and other program collateral? [Company's want to strengthen their brands]
5. Are you willing to find sponsors to support specific 'credits' in your GBC [Company's want to be able to support participant activities]
6. Are you willing to allow an appropriate level of brand/product promotion [Company's want to know what they can promote, even if it's indirectly]
7. Are you willing to create formal tiers of sponsorship, with clearly articulated benefits [Company's want to know what they are getting]

Why Office Depot funds GBCs

Lessons for you

A Checklist

Three requests

Green Business Challenges have great potential

1. Positive

2. Scalable

3. Complement to LEED

4. Alternative to LEED for smaller organizations

Request 1: Coordinate with other GBCs so we get to greater consistency / comparability



LEED for Existing Buildings: Operations & Maintenance Registered Project Checklist

Yes	No			
<input type="checkbox"/>	<input type="checkbox"/>	Material & Resource		14 Points
<input type="checkbox"/>	<input type="checkbox"/>	Prereq 1	Sustainable Purchasing Policy	Required
<input type="checkbox"/>	<input type="checkbox"/>	Prereq 2	Sustainable Purchasing Policy	Required
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Sustainable Purchasing	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Credit 1.1	1 to 3
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Credit 1.2	1
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Credit 1.3	2
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Credit 1.3	3
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Credit 2.1	1
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Credit 2.2	1

Why not move towards more consistency...
E.g. a LEED-lite checklist?

Request 2: Can we one day have a national GBC



Request 3: If you are interested in a GBC Program Officer role, look for ICLEI's posting

ICLEI USA Program Officer Job Description



Background

ICLEI-Local Governments for Sustainability USA (ICLEI) is the national association of local governments in the United States focused on sustainability and resilience. The organization has over 400 city and county members, representing approximately 10% of the national population. ICLEI develops and delivers cutting-edge tools, training, and technical assistance to support local governments in their climate mitigation, adaptation, energy efficiency, and renewable energy efforts.

General Job Description

The Program Officer plays an essential role in managing ICLEI's energy and resource efficiency offerings, and in particular the Green Business Challenge program. Green Business Challenge provides a model for business and community development characterized by friendly competition and recognition—that can be replicated by local governments, along with tools and guidance to support them in running Green Business Challenges. First developed with City of Chicago in 2009, Challenges have been implemented in more than 18 cities with ICLEI support.

The Program Officer's primary focus will be to manage, further develop, and market the Green Business Challenge program, in collaboration with a variety of stakeholders and partners from local government, non-profits, and the private sector from across the U.S. In addition to managing overall development of the program, this team member will provide direct assistance to communities implementing Challenges, with particular focus on joint ICLEI and corporate sponsor Office Depot-awarded Implementation Pack grants that provide more direct guidance to a few winning cities per year to implement a Green Business Challenge locally.