



GBENN Green Business
Engagement
National Network

2017:

Strategy and Results

Donna Walden - greenUP!

Cassie Carroll - Illinois Green Business Association

Thanks for Joining Us!



▶ Housekeeping

- ▶ We will be muting everyone for the presentation
 - ▶ We will open up the mic for questions at the end of the call
- ▶ If you have a question during the presentation, please type it in the chat box at any time - we'll have a Q&A Session at the end of the call
 - ▶ Chat box is on the right-hand side of your dashboard

▶ Call Agenda

- ▶ Overview of GBENN
- ▶ 2016 Green Business Program Survey
- ▶ 2016 Summit Review + 2017 Priorities
- ▶ Get Involved in GBENN! Leadership Opportunities

The GBENN Leadership Team



▶ Emily Backus, City of Denver, Sustainably Green Denver

▶ Cassie Carroll, Illinois Green Business Association



▶ Jo Fleming, California Green Business Network, Environmental Innovations

▶ Stephanie Gowing, City of Seattle, EnviroStars

▶ Jean Ponzi, St. Louis Green Business Challenge

▶ Donna Walden, greenUP!



Overview of GBENN

- ▶ Founded after the 2013 Green Business Summit in Boston, MA
 - ▶ Hosted by A Better City
- ▶ Volunteer-led, developed mission + vision in 2014



Overview of GBENN

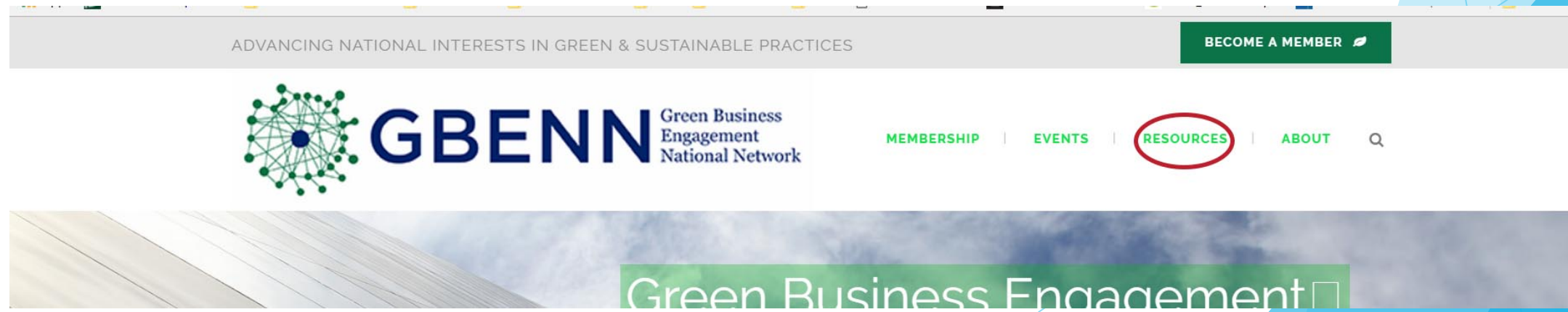


GBENN Green Business
Engagement
National Network

- ▶ **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.
- ▶ **Vision:** National thinking and collaborating, while maintaining local action and uniqueness.
- ▶ There are three key objectives GBENN believes we could accomplish most effectively by collaborating. These are:
 - ▶ Building relationships across programs
 - ▶ Sharing information across programs
 - ▶ Working at a national scale to explore collaborative opportunities that independent programs could not accomplish on their own
- ▶ A fiscally-sponsored organization by greenUP! - Nevada

Overview of GBENN

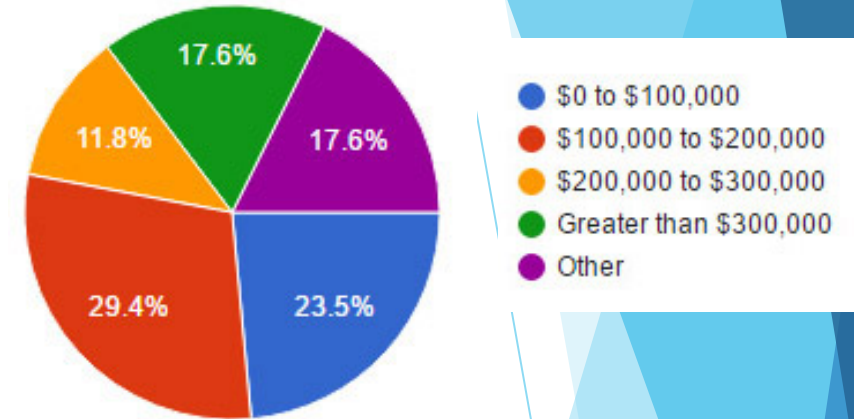
- ▶ Major accomplishments since 2013
 - ▶ 44 GBENN Members, including the 25 new members!
 - ▶ Reach well over 15,000 businesses throughout the US and Canada
 - ▶ Two national (and now international) green business Summit events
 - ▶ Two green business program surveys
 - ▶ Five national webinars
 - ▶ Multiple program model outlines
 - ▶ 12 case studies from green business programs
 - ▶ Launched GBENN website with valuable resources for green businesses



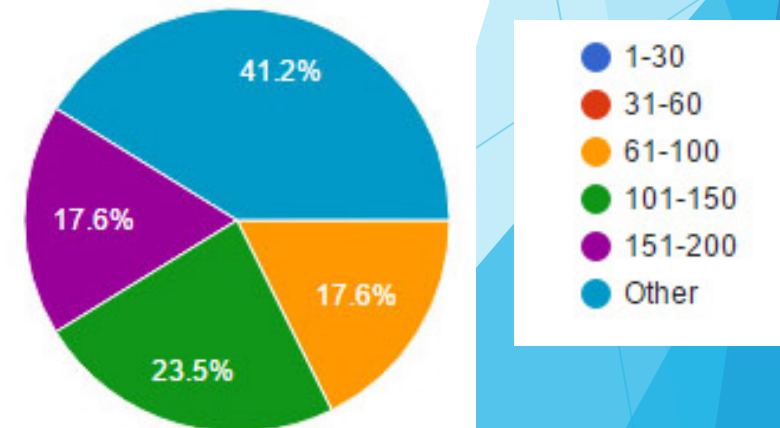
2016 Green Business Program Survey

- ▶ First survey conducted prior to 2013 Summit
 - ▶ About 40 respondents
- ▶ 2016 Survey Information
 - ▶ 18 Green Business Programs in US and Canada
 - ▶ Coast to coast participation
 - ▶ Most respondents have been working with green businesses for 5-9 years (8 years majority), some as long as 21 years!
 - ▶ Majority of programs have 1-2 FT staff members
 - ▶ Some programs utilize contractors; many use at least 1-2 part-time staff
 - ▶ Annual program budgets range!
- ▶ “Participant” defined as:
 - ▶ An enrollee or dues-paying members in green business engagement program

Annual Program Budget



Number of Businesses Served



2016 Green Business Program Survey

- ▶ All green business programs set goals to achieve and measure success. Here are the top overarching goals for green business programs:
 - ▶ General Sustainability (65%)
 - ▶ Behavior Change (41%)
 - ▶ Private/Commercial Sector Engagement (41%)
 - ▶ Greenhouse Gas Reduction (35%)
 - ▶ Small Business Profitability (30%)
- ▶ Services Provided by Respondents:
 - ▶ One-on-One Assistance (100%)
 - ▶ Marketing and Recognition (100%)
 - ▶ Online Resources and Toolkits (89%)
 - ▶ Group Meetings and Networking (89%)
 - ▶ Technical Assistance (83%)



2016 Green Business Program Survey - Marketing

- ▶ Most effective marketing or communication services provided for businesses:
 - ▶ Case Studies or Infographics (14 Respondents)
 - ▶ Marketing and Recognition via Social Media (13 Respondents)
 - ▶ Annual Recognition or Awards (10 Respondents)
 - ▶ Window Decal (8 Respondents)
- ▶ Least effective marketing or communication services provided for businesses:
 - ▶ Press/Marketing Kit
 - ▶ Press Releases
 - ▶ Certificate or Plaque
 - ▶ Film or Video



Most Programs Do Not Use:

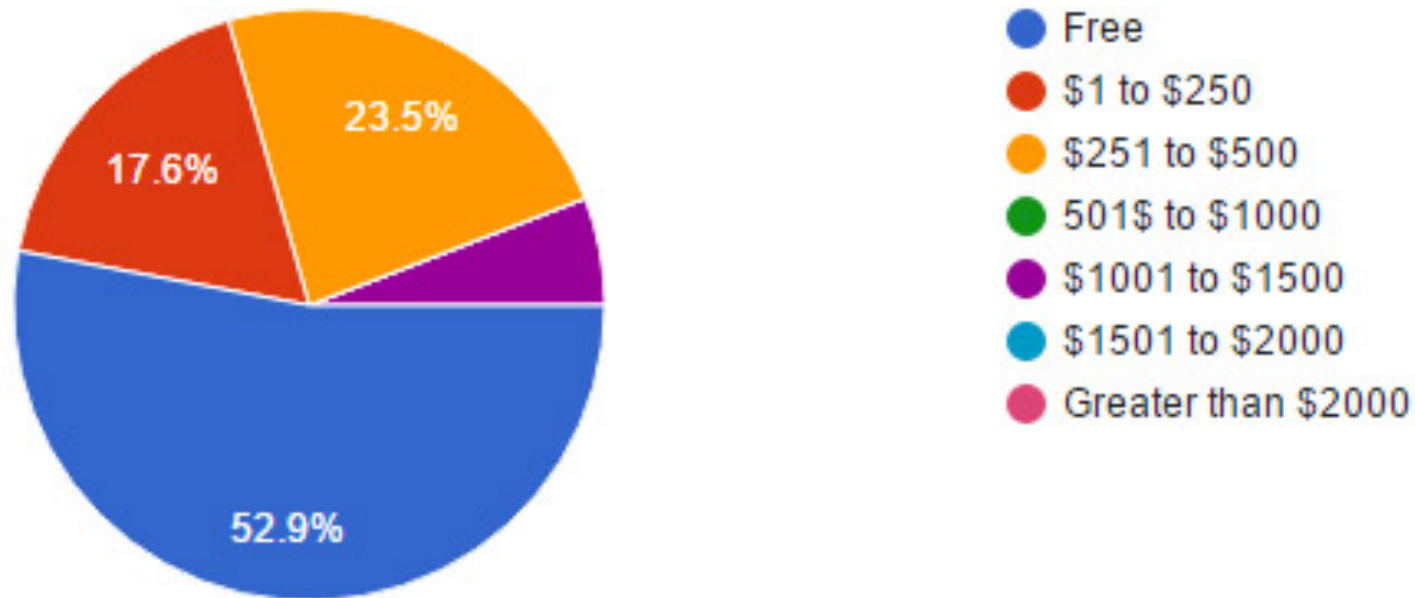
- Special coupons or deals
- Press Releases
- Certificate or Plaque

2016 Green Business Program Survey - Funding



- ▶ Most green business programs are either completely or substantially funded through grants (50% or more - 10 respondents) or membership fees (4 respondents at 40%)
 - ▶ Corporate sponsorship or partnership seems to be a funding source that more programs are using, with 4 organizations noting that they receive between 30-50% of their budgets from this funding source
 - ▶ Membership fees comprise of about 40% of four respondents' budgets, but this is a minor or unused opportunity for a majority of organizations
 - ▶ Many programs are not funded by state funds or utilities
 - ▶ Although there were programs that were either 20-40% funded or 90% state funded
 - ▶ Also, there were 5 programs 10-30% funded or 60/100% utility funded

2016 Green Business Program Survey - Participant Fees



2016 Green Business Program Survey - Utilities and Partnerships

- ▶ Utilities and municipalities provide the following services/assistance to green business programs:
 - ▶ Program funding (87% of respondents)
 - ▶ Incentives/rebates for participating businesses (67%)
 - ▶ Free audits (47%)
 - ▶ Marketing (47%)
- ▶ Key partners for green business program success:
 - ▶ Business Associations/Districts
 - ▶ Utilities
 - ▶ Elected officials



2016 Green Business Program Survey - - Challenges

- ▶ Most challenging aspects of managing or executing green business programs
 - ▶ Tracking metrics (energy, benchmarking, water, waste) and measuring impact
 - ▶ Not uniform systems, time constraint, follow-up difficult
 - ▶ Finding and maintaining funding
 - ▶ Marketing of program and recruitment of businesses
 - ▶ Community and business awareness



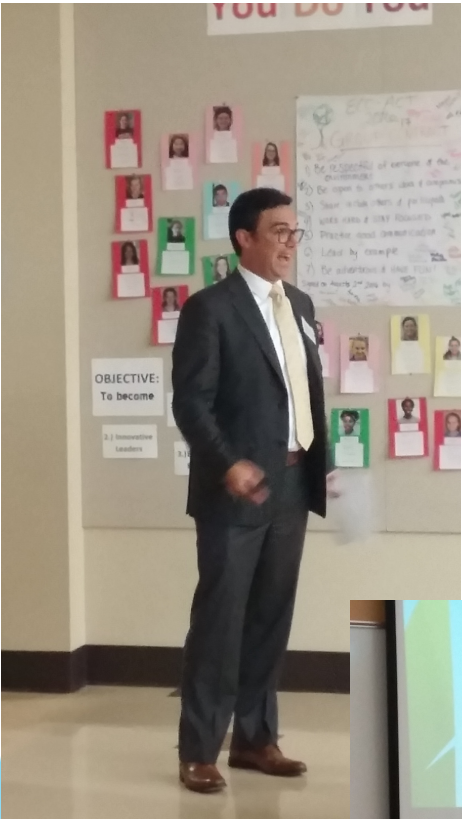
GBENN 2016 SUMMIT



- ▶ October 16-17, 2016 in St. Louis, MO
 - ▶ Hosted by the St. Louis Green Business Challenge and the Missouri Botanical Garden - THANK YOU!
- ▶ By the numbers...
 - ▶ 30 green business programs in attendance
 - ▶ Two major sponsors - Rubbermaid-Newell and EPA Region 7
 - ▶ Two keynote addresses
 - ▶ Six sessions with presentations from across the country
 - ▶ Formulas for Success
 - ▶ Recognition
 - ▶ Sustainability Reporting and Metrics
 - ▶ Leveraging Collective Impact
 - ▶ Reaching New Industries
 - ▶ Evolving Green Business Programs
 - ▶ Post-Summit Survey - 4.2 to 4.8 rating out of 5 total points!



GBENN 2016 SUMMIT



GBENN 2016 SUMMIT



GBENN 2016 SUMMIT - Tours!



GBENN 2016 Summit - Tours!



GBENN 2016 SUMMIT - Group Discussion

- ▶ Roundtable discussion on top opportunities where GBENN could provide value to its members and green business programs across the country
 - ▶ What could we do together on a national level that could be valuable to individual programs and regions?
 - ▶ What could GBENN do to support your green business program?
- ▶ Top discussion results
 - ▶ Continue to provide opportunities for collaboration and inspiration
 - ▶ Be a repository for green business programs nationally
 - ▶ Corporate engagement
 - ▶ Metrics
 - ▶ Leverage funding



GBENN 2017 Priorities

- ▶ Expand GBENN's reach and impact nationally through membership
- ▶ Plan and host a third national green business engagement program Summit
- ▶ Create regional and national partnerships that will benefit both green business program reach locally and nationally
 - ▶ EPA Regional Offices and Industry partnerships
- ▶ Continue to provide opportunities for networking and inspiration for GBENN members and green business programs nationally
- ▶ Grow GBENN's impact - with you!

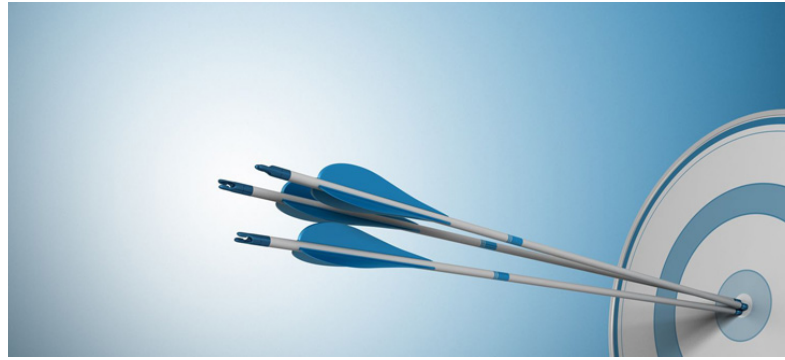


Get Involved in GBENN!

- ▶ We need your help and support to succeed!
- ▶ Ways to get involved:
 - ▶ Engage other green business programs you know in the Network
 - ▶ Write and submit a case study for our website and e-newsletter
 - ▶ Most Important - Help us continue to grow the momentum and strength of GBENN through leadership!
 - ▶ Become a 2017 Member
 - ▶ Serve on a GBENN Committee
 - ▶ Lead a GBENN Committee



GBENN Committees - Strategic Advisory



- ▶ Maintains the goals, vision and strategic growth of the organization throughout North America
 - ▶ Collaborate with other committees to build strategic growth for the organization
- ▶ Build funding development goals, seeking sponsorship and grant/foundation opportunities to support GBENN's activities
 - ▶ Work closely with the Summit committee to raise the funding and sponsorship necessary to host a successful national event
- ▶ First task: Building a strategic plan that helps develop strategic partnerships with industry, government and corporate entities.

GBENN Committees - Summit

- ▶ Planning and developing the GBENN Summit!
 - ▶ Abstract and speaker recruitment
 - ▶ Event and logistics planning
 - ▶ Location research
 - ▶ Agenda planning
 - ▶ Fundraising
 - ▶ Event promotion
- ▶ Will work with other committees as needed and will work directly with the Strategic Advisory Committee for securing support for the event.



GBENN Committees - Outreach and Education



- ▶ Manage all communication with members and develop GBENN Membership
 - ▶ Develop a monthly or quarterly e-newsletter that would be distributed to the membership
 - ▶ Conduct green business program outreach
 - ▶ Manage membership events
 - ▶ Develop the benefits associated with membership
- ▶ Generate ideas and activities that will continually foster information sharing and inspiration between green business programs
 - ▶ Plan and execute informational webinars for the GBENN network
 - ▶ Develop key reports and surveys to promote best practice information
 - ▶ Gather critical information from the greater GBENN network
 - ▶ Seeking, maintaining and promoting resources for green business programs
- ▶ Manage the website + associated content

GBENN Committees - Leadership

- ▶ Review all GBENN activities and discuss key strategic initiatives of the organization
 - ▶ Ensure membership goals are met yearly
 - ▶ Organizational initiatives are being accomplished
 - ▶ Ensure that all operations for GBENN as a fiscally-sponsored organization has been met by the Executive Director, or Network organizer
- ▶ Members of this group comprise of 5 members of green business programs from the general membership. Membership on the Leadership Committee would be the chairs for various GBENN working committees (3 committee chair members, 2 members from general membership).



Become a Member!

- ▶ Benefits of Membership
 - ▶ GBENN Directory Listing
 - ▶ Access to Listing contacts and E-newsletter
 - ▶ Annual GBENN Reports and Studies
 - ▶ Free GBENN Webinar attendance
 - ▶ And more!
- ▶ Membership Drive - will launch in March 2017

INDIVIDUAL MEMBERSHIP

\$50

per year, starting in 2017

NON-PROFIT MEMBERSHIP

\$250

per year, starting in 2017

CORPORATE MEMBERSHIP

\$500

per year, starting in 2017

Thank you for Participating!

► Questions?



- Cassie Carroll; cassie@illinoisgba.com, 847-530-0199
- Donna Walden; donna.walden@mac.com
- Don't forget to visit the GBENN Website!
 - www.gbenn.org