

# Webinar: Understanding ‘Best for’ Green Business Programs

## Agenda

11AM – 11:20 B-Lab overview on purpose and structure of Best for Programs

11:20 – 11:45 Best for Colorado, Best for NYC and Q&A

11:45– 12:00 GBENN/General Q&A

## Speakers

Hardik Savalia - B Lab

Rose DeStefano - City of New York

Jeremy Lauffenburger - Certifiably Green  
Denver

Cassie Carroll - IGBA / GBENN



**GBENN** Green Business  
Engagement  
National Network

**Webinar Series**

May 12, June 21, & July 18 2017





# Tools to help businesses learn

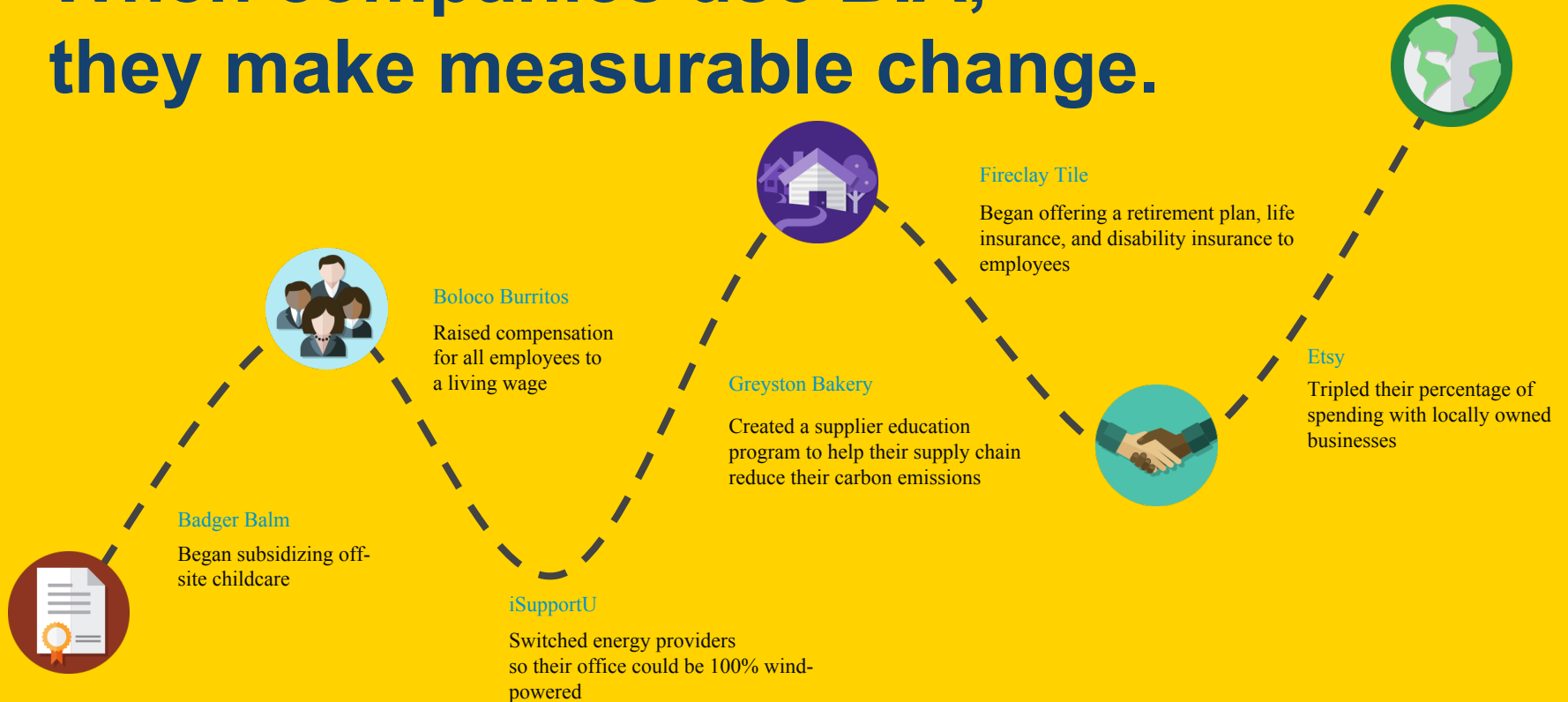


**60,000+** businesses



**100+** institutions  
(investors, supply chains, govt.)

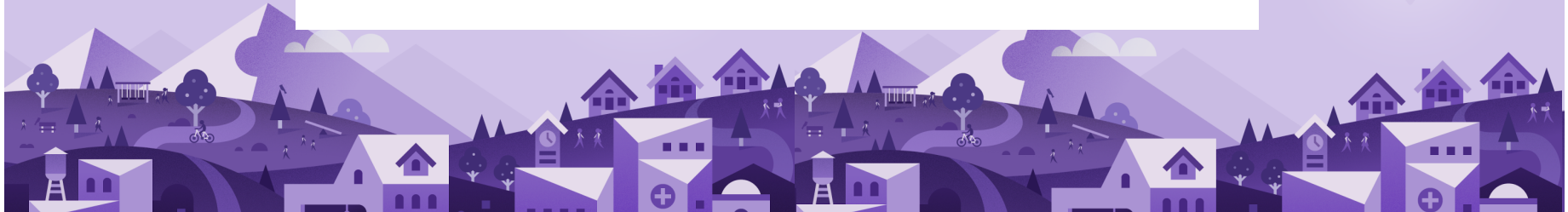
# When companies use BIA, they make measurable change.







Can we empower  
**all businesses**  
to use business as a force for good?



# What is a Best for Program?

A program to **teach** and **engage** businesses how to...



Create higher quality jobs



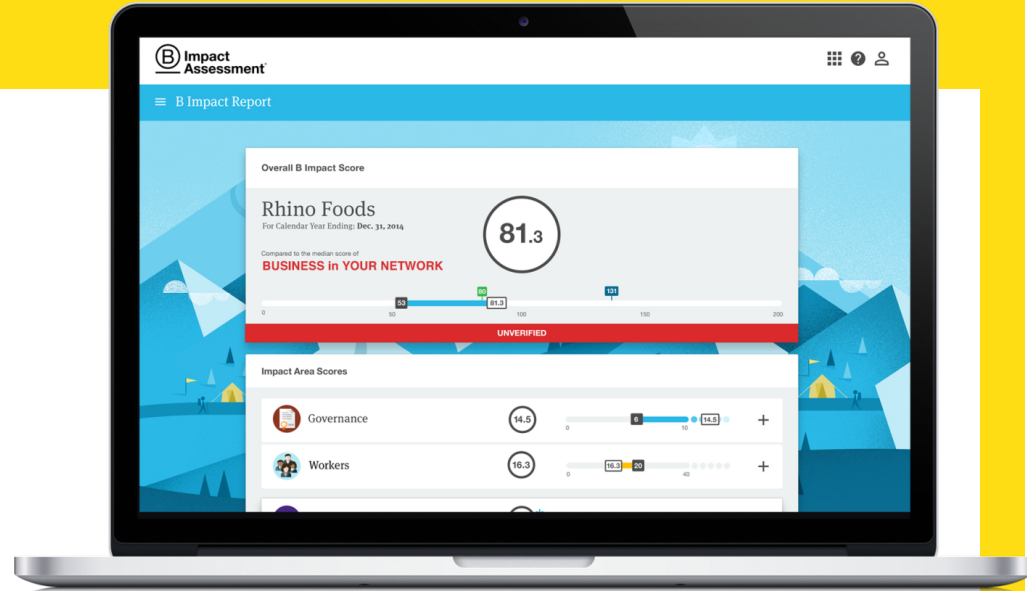
Build stronger communities



Preserve a healthier environment

# Step 1: Educate



Invite businesses to take **Best for Challenge** and learn about how to help address the city's toughest challenges



Builds on the B Impact Assessment, used by **55,000+** businesses globally





My business is #BestforNYC because  
We are changing the way  
NYC Kids think about  
healthy eating #myredrabbit



My business is #BestforNYC because

WE BELIEVE A NEIGHBORHOOD  
IS ITS SMALL BUSINESSES



My business is #BestforNYC because

We focus on Quality not Quantity  
We invest in our Sweet's Team  
We built a business on baking Sweet  
Memories Through heritage baking  
Passed on from our grandmother

My business is #BestforNYC because

We provide professional  
work experience for  
young people in NYC  
#ItsAjoy

# Step 2: Equip

**Equip** companies to improve their practices

- Implementation tools pre-built into the Challenge
- Programs and workshops to help plan improvements
- Hands on assistance from local MBAs or small business coaches
- Mentorship from other local businesses



## Step 3: Celebrate

**Celebrate** companies that participate and improve

- All companies recognized for taking the Challenge
- Awards program celebrates those that improve or achieve top scores



**Allows us to create compelling stories of businesses to inspire others**





# Partners drive adoption, improvement

An initiative by

Powered by

Lead Partners

Strategic Partners



**NYCEDC**  
New York City Economic Development Corporation

**B Lab**

**NYC**  
Small Business Services

Brooklyn Chamber of Commerce

boc|network  
What's your next step?  
Business Outreach Center Network

Bedford Stuyvesant Restoration

next street

Slow Food  
NEW YORK CITY

BE SOCIAL CHANGE

CENTRE FOR SOCIAL INNOVATION

IMPACT HUB NYC

Companies registered	1,240
Completing QIA	619
Re-engaged in Year 2	180
Completed again	100+



## Companies from Best for NYC

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### Valente Yeast Co.

Queens, NY

10-49 employees



### Fit 4 Dance

Brooklyn, NY

1-9 employees





## On path to improve



### **67 Burger**

Instituting bonus plan, performance reviews.



### **No Netz Swimwear**

Developed a used swimwear takeback program



### **Integrity General Contractors**

Began implementing recycling at work sites



### **Earth Angel Film Production**

Conserving energy by improving metric tracking

### **Brooklyn Kitchen**

Started a carton take-back program with its suppliers

### **First Steps Urban Outreach**

Transitioning contractors to full time employees

### **Mason Technologies**

Started a system to hear and implement employee feedback

### **InStep Consulting**

Integrated assessment into its work with clients

### **Fit 4 Life NYC**

Created a whistleblower policy for safe reporting

### **Law Office of Marissa Jones**

Raised compensation for all employees to be over a living wage

### **Manducatis Rustica Trattoria**

Developing an employee volunteer program

### **Dirty Gloves Drain Service**

Formalized training for people with barriers to employment

# Partners drive adoption, improvement



## Companies from Best for Colorado

### Parkifi

Denver, CO

10-49 employees



### Snooze Eatery

Denver, CO

250-999 employees



# Who's engaged

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## Started

NYC  
Colorado  
Philadelphia  
Rhode Island  
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Rio de Janeiro  
Cascais (Portugal)

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## Planning

Chicago  
Grand Rapids  
Lancaster  
New Mexico  
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Taipei  
Medellin

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## Exploring

Pittsburgh	Memphis
Los Angeles	Orlando
Rochester	Buffalo
Acadiana (Louisiana)	-----
Raleigh/Durham	Sydney
Portland	Vancouver
Oakland	Santiago
DC	Geneva
Baltimore	London
Austin	Scotland

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**In 10 Years**

In 10 Years

1,000,000 businesses aware of 'the issues'

Employing 20,000,000 workers



#### Workers

- Higher quality jobs
- Training and career advancement



#### Customers

- Better choices at retail
- Products that address social issues



#### Communities

- Diversity of workplaces, board rooms
- Higher impact, lower risk supply chains



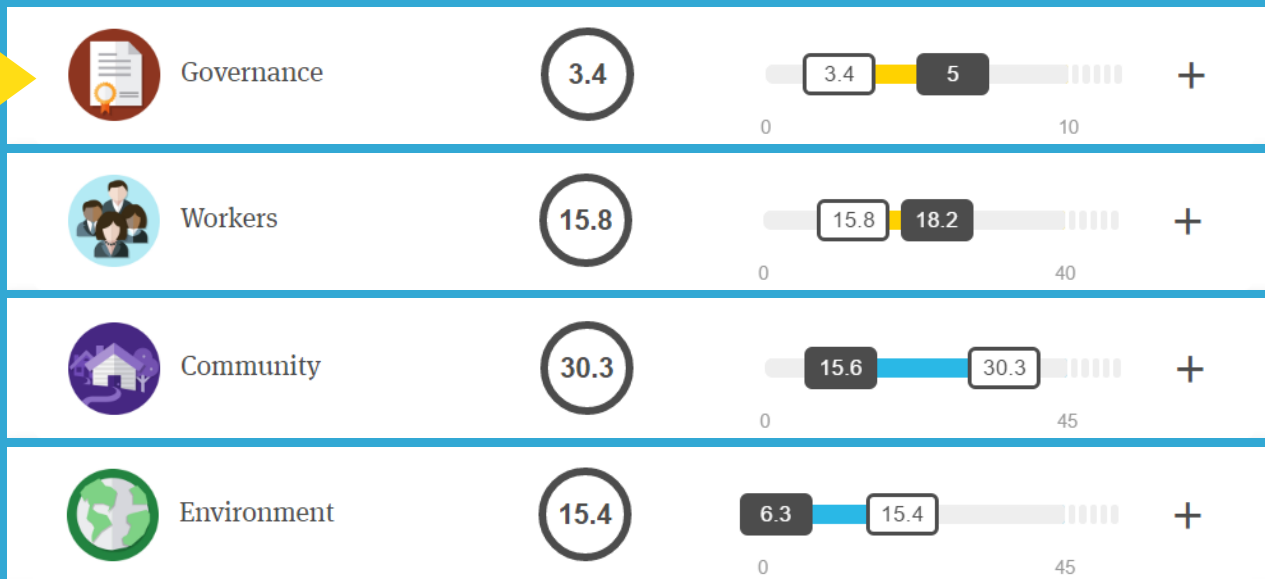
#### Environment

- Lower carbon, waste, water, toxins
- Fewer resources consumed to make products



In 10 Years

1,000,000 businesses understand how they stack up against others





# In 10 Years

## 500,000 businesses on path to improve



### **Boloco Burritos**

Raised compensation for all employees to a living wage

### **Azavea**

Now encourages employees to use 10% of time for personal research projects

### **Dansko**

Makes tuition reimbursement available to 100% of employees



### **Badger Balm**

Began subsidizing off-site childcare

### **Sungevity**

Helps fundraise and support non-profit partnership organizations

### **Method Products**

Pays suppliers to reduce their carbon emissions



### **Etsy**

Tripled their percentage of spending with locally owned businesses

### **Klean Kanteen**

Now is 33% owned by women and ethnic minorities

### **Farmigo**

Now has 50% of expenses with local independent suppliers



### **Greyston Bakery**

Created a supplier education program to help their supply chain reduce their carbon emissions

### **Alter Eco**

Changed >25% energy source to renewable sources

### **New Belgium Brewing**

Now Recycles, reuses, or composts 99.9% of its solid wastes

In 10 Years

# Business improvements = tangible benefits for Colorado



XXX,000 more  
Families supported thru a living  
wage

XXX,000 more  
Workers participate in savings /  
retirement accounts

XXX,000 more  
Workers take advantage of professional  
development



XXX,000 more  
Children have quality day care due  
to employer subsidy

XXX,000 more  
People promoted from  
underrepresented groups

XXX,000 more  
Decisions are made by diverse  
boards



XXX,000 more  
Dollars are spent with locally  
owned businesses

XXX,000 more  
Consumers benefit from healthier  
products

XXX,000 more  
Dollars raised for local  
charities



XXX,000 more  
Less gallons of water used

XXX,000 more  
Tons of waste diverted

XXX,000 more  
Acres of wild habitat preserved

In 10 Years

# XXX,000 new social issues are elevated to businesses



## Workers

“On Call” Employment

Sharing economy ‘contractors’

Flexibility in scheduling

Refugee resettlement

Benefits for LGBT workers



## Customers

Efficacy of educational products

Products accessible to people with color blindness

Serving those in need



## Communities

Ban “the box”

Encouraging voter participation

Income to small scale suppliers

Consistent charitable giving

Tax avoidance



## Environment

Suburban sprawl

Nanotech health effects

Product take back

Supply chain tracing



Best for NYC



# Our Approach

## Focused on:

- the Best for NYC Challenge (abbreviated version of B Impact Assessment)
- supporting and recognizing **job-quality** practices
- community-building across business-serving organizations and mission-aligned business leaders

Best for NYC

# Participant Levels



- Challenge Completed
- Committed to improving job quality for their workers



- Fulfilled participant level
- Made change in business that improved job quality for workers
- Verified change on assessment with B Lab standards employee

**Best for NYC**



# Partners and Companies

## **Partners**

- Broadened network of partners to include those that can support programming and support business improvement

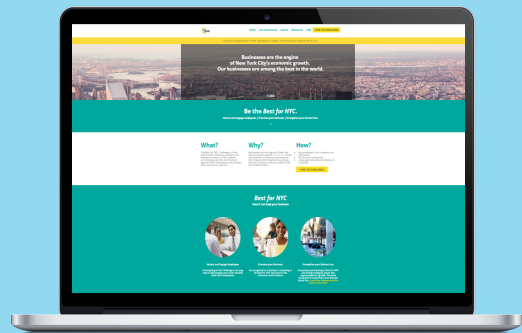
## **Companies**

- Re-engaged companies from Y1 to deepen involvement and support improvement. New businesses recruitment through partners and workshops
- Hosted 15 'Improvement' workshops to date focused on job-quality practices e.g. intentional hiring and financial empowerment for workers

# What's Ahead



Consumer-Facing Online Directory



Embedding Technical Assistance



Influencing Public Policies

\*Supply-chain pilot

\*Technical assistance for businesses

\*Re-envisioning Vendor platforms



# Who is Involved at the City of Denver?

## Office of Economic Development

Go-to resource for new and existing Denver businesses

Strengthen local business community

Attract new firms and workforce

## Certifiably Green Denver - Environmental Health Department

Assist businesses with environmental sustainability

Empower Denver's communities to live better, longer

*"Denver's entrepreneurs have created 42% of all companies here and 44% of total employment." - OED*

# Value to the City of Denver



Enhance the health and well-being of Denver residents - with OED and Certifiably Green Denver particularly focused on business operations.

Aggressive goals for sustainability and public health in near term.

Sustainable business practices are proving to have lasting effects to the local economy, employee well-being and environmental benefit.

# Keys for Denver

Steady, consistent messaging (across departments and programs)

Make the most of our business participants' time - their time is valuable

Foster dialogue across business sectors - identify champions among key industries

Celebrate our business's achievements



# **Q&A**

**Rose DeStefano, City of New York**  
**Jeremy Lauffenburger, City of Denver**

# Thank you!



- Green Business Engagement National Network (GBENN)
  - Consortium of unique local, statewide and national green business programs from across the United States.
  - 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
    - Become a 2017 Member!

INDIVIDUAL MEMBERSHIP	NON-PROFIT MEMBERSHIP	CORPORATE MEMBERSHIP
<b>\$50</b> <i>per year, starting in 2017</i>	<b>\$250</b> <i>per year, starting in 2017</i>	<b>\$500</b> <i>per year, starting in 2017</i>