Funding Green Business Challenges
A Corporate Funders Perspective

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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

2011
#1 Greenest Large Retailer in America

2012
#1 Greenest Large Retailer in America
4. There was a strategic fit with our products
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
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There are 3 main sources of Corporate funding, each with their disadvantages and advantages:

- **Corporate Foundation Budget**
  - Easier to find / able to fund based on strategic value
  - Funding possible without the need to show strategic value or ROI
  - Much, much more money available (Maybe 300 to 1000 times greater than environmental budgets)

- **Corporate / Brand Marketing Budget**
  - Formal grant process
  - Strong need to show financial ROI

- **Environmental Programs Budget**
  - Less money available

Disadvantages of each funding source:

- **Corporate Foundation Budget**
  - Formal grant process
  - Strong need to show financial ROI

- **Corporate / Brand Marketing Budget**
  - Less money available

- **Environmental Programs Budget**
  - Less money available
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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]
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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.

Why not move towards more consistency...

E.g. a LEED-lite checklist?
Request 2: Can we one day have a national GBC

Why not everywhere?
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 association of local governments in the United States focused on sustainability and resilience. The organization has over 400 city and county members, representing about 25 percent of the national population. ICLEI develops and delivers cutting-edge tools, training, and financial 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 leadership characterized by friendly competition and recognition—that can be adopted by any local governments, along with tools and guidance to support them in running their own Green Business Challenges. First developed with City of Chicago in 2009, Challenges have been replicated 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.