

# GBENN: GREEN BUSINESS ENGAGEMENT NATIONAL NETWORK



Mihir Parikh, A Better City  
Caroline Teng, ICLEI USA

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](mailto: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](mailto: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

The screenshot shows a Salesforce Chatter community page for the "Green Business Engagement Nat. Network" (Private). The page features a navigation bar with "Post", "File", "Link", and "Poll" options. A search bar and a "Share" button are also visible. The main content area displays a post by Caroline Teng, who is excited to announce the schedule for the next three webinars. The post includes a link to a PDF document titled "WSPPN-GBENNGreenBusinessWebinars-022014" and a "Download pdf (215 KB)" button. Below the post, there are "Topics" (Webinars, Green Business Challenge, Events) and a "Comment" section. A comment by Dawn Hjelseth (greenspaces) is visible, dated February 21, 2014, at 10:33 AM. The left sidebar contains "Group Settings", "Email Daily Digest", "Information", and "Description" sections. The "Description" section includes a welcome message and a mission statement: "Our 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." It also includes a scope statement: "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](mailto: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!**