What is GBENN?

- 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.
  - National thinking and collaborating, while maintaining local action and uniqueness
  - Founded in 2013, volunteer-led

- 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
Who is a Part of the Network?

- Leadership Committee
  - Donna Walden - greenUP!
  - Emily Backus - City of Denver, Certifiably Green
  - Jo Fleming - CA Green Business Network
  - Stephanie Gowing - City of Seattle, EnviroStars
  - Jean Ponzi - St. Louis Green Business Challenge

- Other Committees
  - Summit Committee
  - Strategic Advisory Committee
  - (new) Outreach and Education Committee

- 40 engaged programs nationwide and Canada
GBENN Major Accomplishments

- 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
  - www.gbenn.org
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

- “Participant” defined as:
  - An enrollee or dues-paying members in green business engagement program
2017 GBENN Engagement Survey: Definition of “Employee Engagement”

- Employee engagement is the emotional commitment the employee has to the organization and its goals.
  - Doesn’t mean employee happiness or satisfaction - outcomes

- Relation to Sustainability - Varies greatly from program to program
  - Making sure all green business programs have a strategy for getting employees on board
  - 25% of employees actively engaged
  - Building capacity of key staff and an opportunity for professional development
  - Regular communication, highly visible green practices, surveys when applicable
  - Employee understanding and participation in sustainable practices and awareness of events, learning opportunities, community service, and at-home opportunities
Not Easy to Get Employees Engaged!

- In many parts of the country, sustainability initiatives are voluntary for businesses

- In a March 2014 Gallup poll, only 31.7 percent of U.S. employees reported that they were engaged with their jobs

- Ceres reported in 2014 that 40 percent of 613 of the top companies in the U.S. attempted to engage employees on sustainability issues
  - Only 6 percent were noted as setting the pace on employee engagement
But, Smart Businesses Want Engagement

Comparing the results at businesses with highly engaged employees to those with disengaged employees:

- Safety 70% lower
- Quality 40% better (fewer defects)
- Productivity 17% higher
- Profitability 21% higher
Employees Want Engagement!
According to 2016 Cone Study...

Beyond benefits, more than three-quarters (78%) say they want to be an active participant in helping their company improve its responsible business practices by providing feedback, ideas and potential solutions.
2017 GBENN Engagement Survey: How + Why Do Green Business Programs Get Engaged in Sustainability?

- **Primary Methods Businesses are Engaged:**
  - Individual Business Outreach
  - Social Media
  - Direct Referrals/Partnerships

- **Motivations (top reasons):**
  - Increased business efficiency
  - Cost-Savings
  - Market Differentiation
  - Relevance in the global marketplace
  - Employee engagement/culture
    - Expectations of young professionals
Cone’s Findings Matter for Companies Hiring Millennials!

Consider a company’s social and environmental commitments when deciding where to work:

- 79% Mature Millennial
- 68% Young Gen X
- 58% U.S. average

Believe it is important for their employer to share goals, progress and achievements related to the company’s social or environmental commitments:

- 89% Mature Millennial
- 83% Young Gen X
- 75% U.S. average
2017 GBENN Engagement Survey: What Motivates Employees?

- Concerns for the environment
- Success stories from other initiatives
- Peer champions
- Internal competition
- Financial rewards

- Workplace Champions:
  - Individual Employees
  - EHS Departments
  - Building/Operations
  - Office Managers
  - Marketing/Sales Department
850+ Signed Up to Play

41,374 Cool Choices

$245,186 Saved
(Savings from brand new actions alone = $71,196)

2,639,372 lbs CO2 Avoided
(Reductions are equivalent to 1,044 car trips from LA to NYC)

2,541,894 gallons of water saved
(Enough to fill almost 4 Olympic swimming pools!)

1,482 Sustainable Ideas Generated

(12-10-15: Data updated to reflect total impacts.)
The Role of HR Departments

- Key to bringing employees together as a stakeholder group
  - Knowledge of policies and practices; consistent communication
  - Should be able to talk about sustainability commitments in interviews/recruiting scenarios
  - Host training and encourage employee engagement
  - Assist in managing communication across departments and hierarchies - buffer for potential friction
  - Community service and volunteering
  - Identify sustainability opportunities through a range of organizational processes
    - Convert sustainability impacts of an organizations on employees into positive sustainability impacts OF employees
2017 GBENN Engagement Survey: How are Employees Engaged?

- Types of Engagement
  - Forming a Green Team
  - Setting a Sustainability Mission
  - Training and surveys
  - Waste, Transportation, Water, Energy and other resource-specific practices

- How to Keep Employees Engaged
  - Internal e-newsletters + monthly meetings
  - Training opportunities
  - Incentives (awards/recognition) and internal competitions
  - Integration into health/wellness activities/HR
  - Handbooks/policy docs

Engaged employees:
- 50% post messages, pictures and videos about employers on social
- 33% have shared unsolicited praise or positive comments
- 24% more likely to help boost sales than uninvolved employees

Source: Weber Shandwick
Green Madison: Most Frequently-Reported Actions

- Avoid "jack rabbit" driving.
- Turn off TV
- Adjust thermostat
- Replace red meat w fish/poultry.
- Wash laundry cold wash/cold...
- Reduce idling by 5 minutes.
- Watch 2 hours less TV today.
- Assess your dietary habits.
- Set computers to sleep.
- Remove weight from car.
- Recycle an item.
- Install CFLs or LEDs
- Tap water vs bottled.
- Eat meatless meal.
- Maintain tire pressure.
2017 GBENN Engagement Survey: Biggest Hurdles to Sustainability Engagement

- Time
- Resources (monetary or equipment)
- Personnel to drive initiatives
- Buy-in from all staff
- Consistency in educational/outreach efforts
Green Madison: Sharing the Successes!

Raj Shukla liked
Raj Shukla @ajshukla - 24 Jul 2015
In it to win it. #GreenMadison #BeCool

Maurice Cheeks @McCheeks
Literally was about to fall asleep & remembered & hadn't played @CoolChoices yet today. Got up & grabbed laptop! Our team is in 2nd place :)

Raj Shukla via DesignCraft Advertising
August 12, 2015
DesignCraft Advertising is in Madison's Cool Choices game this fall. Is your business, nonprofit or civic organization? Sign up today and help Madison win the Georgetown University Energy Prize!

Become a Green Madison Partner | Play Cool Choices - Green Madison
Promote your organization's commitment to sustainability through Green Madison's city-wide online Cool Choices game in fall 2015!

Green Madison
July 16, 2015
This fall, thousands of Madisonians will come together around the topic of sustainability in a brand new way. Learn all about it here: http://greemadison.org/madison-makes-cool-choices/

Madison Makes Cool Choices - Green Madison
Get Sustainable. Compete for Prizes, and Help Madison Win the $5 Million Energy Prize! This fall, thousands of Madisonians will come together around the topic of sustainability in a brand new way. After Labor Day, Green Madison and Mayor...
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
Cool Choices: And Next in Waukesha County!

- Grant from McKnight Foundation
- Opportunity to showcase sustainability
  - Encourage new activities and engagement!
- Partners: local chambers of commerce and county workforce development board
- Program will launch in fall 2017
- Expect more than 1,000 participants
Thank you!

- Cassie Carroll, Illinois Green Business Association
  - cassie@illinoisgba.com
  - 331-305-4422