



# GBENN

Green Business  
Engagement  
National Network

Cassie Carroll, Co-Coordinator, GBENN  
Illinois Green Business Association

# 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
  - ▶ Fiscally sponsored by greenUP! Nevada as a 501C3 organization
- ▶ 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



# 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

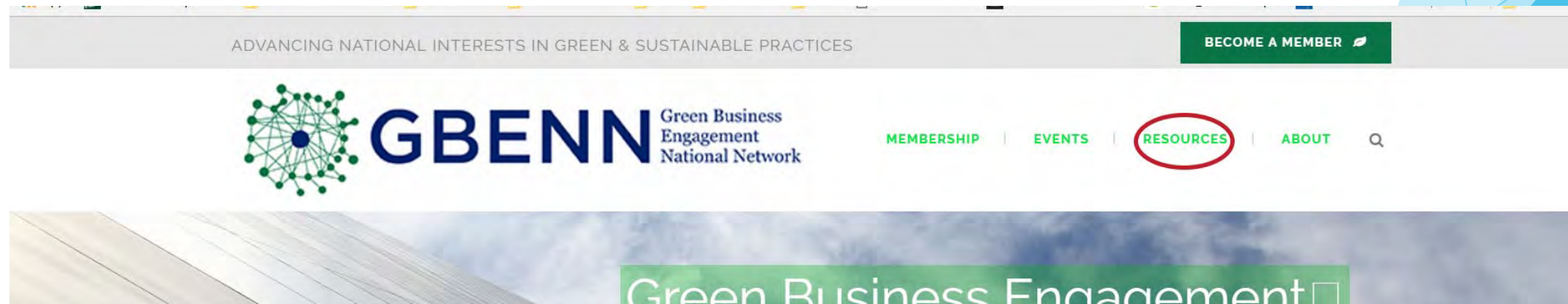


▶ Donna Walden, greenUP!



# Overview of GBENN

- ▶ 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



# 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!

- ▶ Committees

- ▶ Strategic Advisory Committee
    - ▶ Summit Committee
    - ▶ Outreach and Education
    - ▶ Leadership

- ▶ 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



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!

- ▶ Questions?

- ▶ Upcoming Webinars

- ▶ Understanding the B Impact Assessment and B Analytics

- ▶ June 21, 11am PDT/2pm EDT

- ▶ Understanding “Best For” Programs

- ▶ July 18, 11am PDT/2pm EDT

- ▶ Cassie Carroll; [cassie@illinoisgba.com](mailto:cassie@illinoisgba.com), 847-530-0199

- ▶ Donna Walden; [donna.walden@mac.com](mailto:donna.walden@mac.com)

- ▶ Don't forget to visit the GBENN Website!

- ▶ [www.gbenn.org](http://www.gbenn.org)

