

# 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



**Webinar Series**

May 12, June 21, & July 18 2017





**BEST**  
for

*Your City*

# Tools to help businesses learn

**B** Impact  
Assessment™



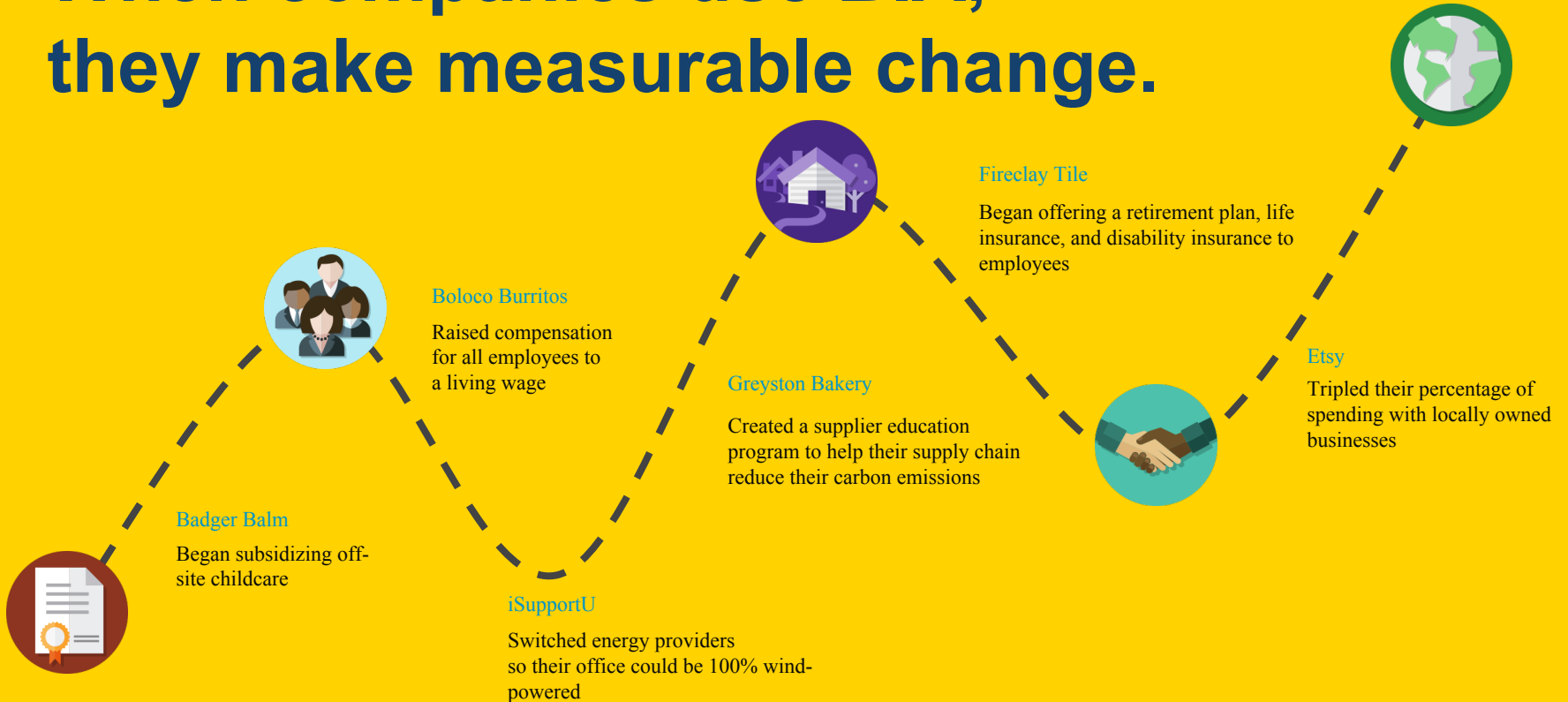
**60,000+** businesses

**B** Analytics®



**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



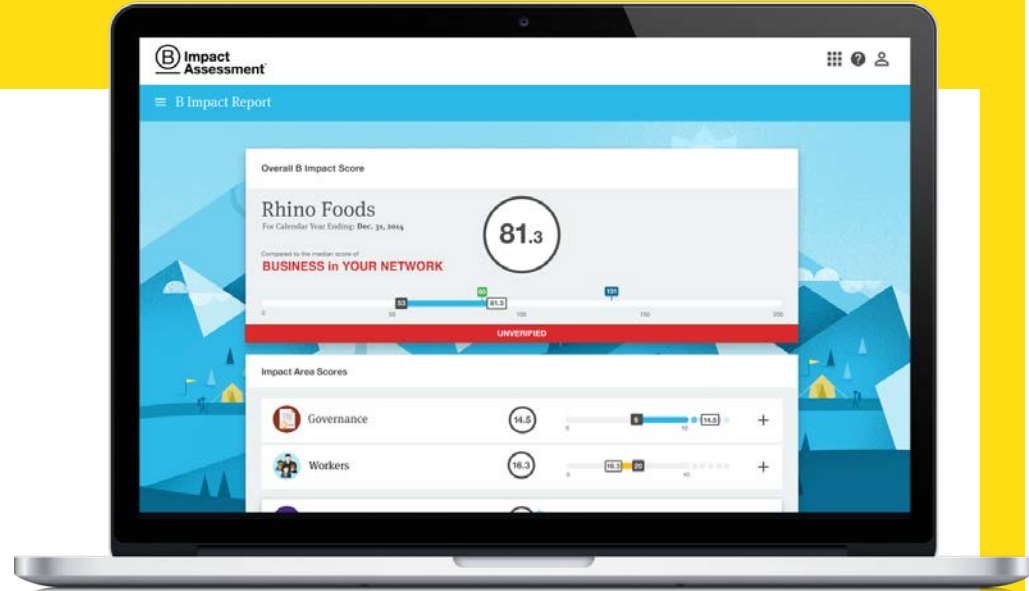
Build stronger communities



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 #myredrabbat



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



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

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### 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  
Los Angeles  
Rochester  
Acadiana (Louisiana)  
Raleigh/Durham  
Portland  
Oakland  
DC  
Baltimore  
Austin

Memphis  
Orlando  
Buffalo  
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Sydney  
Vancouver  
Santiago  
Geneva  
London  
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



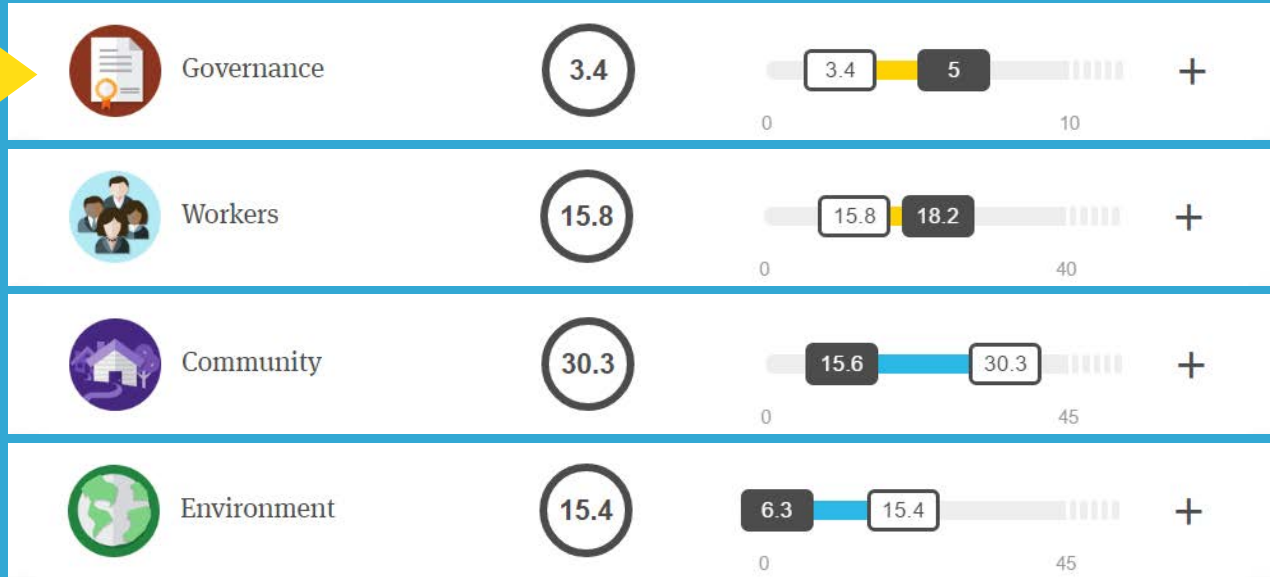
#### Environment

- 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

	<b>Boloco Burritos</b> Raised compensation for all employees to a living wage	<b>Azavea</b> Now encourages employees to use 10% of time for personal research projects	<b>Dansko</b> Makes tuition reimbursement available to 100% of employees
	<b>Badger Balm</b> Began subsidizing off-site childcare	<b>Sungevity</b> Helps fundraise and support non-profit partnership organizations	<b>Method Products</b> Pays suppliers to reduce their carbon emissions
	<b>Etsy</b> Tripled their percentage of spending with locally owned businesses	<b>Klean Kanteen</b> Now is 33% owned by women and ethnic minorities	<b>Farmigo</b> Now has 50% of expenses with local independent suppliers
	<b>Greyston Bakery</b> Created a supplier education program to help their supply chain reduce their carbon emissions	<b>Alter Eco</b> Changed >25% energy source to renewable sources	<b>New Belgium Brewing</b> Now Recycles, reuses, or composts 99.9% of its solid wastes

In 10 Years

# Business improvements = tangible benefits for Colorado

	<p>XXX,000 more Families supported thru a living wage</p>	<p>XXX,000 more Workers participate in savings / retirement accounts</p>	<p>XXX,000 more Workers take advantage of professional development</p>
	<p>XXX,000 more Children have quality day care due to employer subsidy</p>	<p>XXX,000 more People promoted from underrepresented groups</p>	<p>XXX,000 more Decisions are made by diverse boards</p>
	<p>XXX,000 more Dollars are spent with locally owned businesses</p>	<p>XXX,000 more Consumers benefit from healthier products</p>	<p>XXX,000 more Dollars raised for local charities</p>
	<p>XXX,000 more Less gallons of water used</p>	<p>XXX,000 more Tons of waste diverted</p>	<p>XXX,000 more Acres of wild habitat preserved</p>

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**





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**

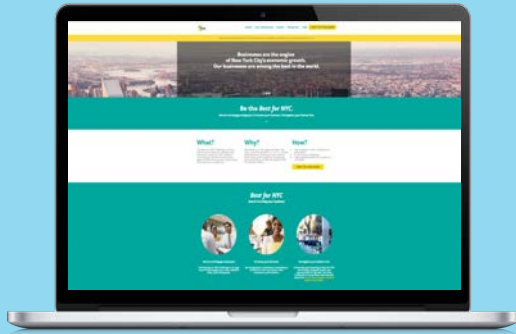
- Broadened network of partners to include those that can support programming and support business improvement

## **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

**BEST for NYC 2015** Announcing New Programs and Services

You have taken the first step to strengthening your business's bottom line and improving quality of life for your workers and our City. Your business is now among the first to access programs and services that will help you go further!

The following programs and services will be launched in Fall 2015 and will be available to businesses that complete the Best for NYC Challenge. Please contact partner organizations below for more information.

**Best for NYC Business Exchanges**  
Engage with other business leaders and gain insights and expertise to improve your business's management practices, while sharing ideas for your business' critical and strategic. Join a peer exchange, facilitated by Business Growth Center Network (BGCN), Inc. and apply to access one-on-one services. Exchanges offered to businesses in Brooklyn, the Bronx, and Queens (also in Spanish/Spanish). For more information, contact Katherine Weiss at [kweiss@bestfor.nyc.gov](mailto:kweiss@bestfor.nyc.gov)

**HR101 Toolkit**  
Learn best practices in human resource management and develop your business's policies for a productive workplace by using the HR101 Toolkit, developed for the Brooklyn Chamber of Commerce. For more information, contact Terri Lyons-Lindley at [terri@brooklynchamber.com](mailto:terri@brooklynchamber.com)

**Resources for Workers**  
Access resources and benefits for your workers—such as financial tools and training and career development services—through the Worker's Department Reimbursement Corporation. These services can reduce staff turnover, improve quality of life for your workers, and your business's success and even win the Best for NYC Challenge. For more information, contact John Bonnes at [jbbonnes@bestfor.nyc.gov](mailto:jbbonnes@bestfor.nyc.gov)

**Business Growth Workshops**  
Transform your business into the one you want it to be. Participate in a 4-day workshop series with Brett Street, located in Manhattan, to learn how to identify plans, implement, and manage the changes necessary to achieve your goals and growth objectives. For more information, contact Brett Street at [bstreet@bestfor.nyc.gov](mailto:bstreet@bestfor.nyc.gov)

**NYCEDC** [www.bestfor.nyc.gov](http://www.bestfor.nyc.gov) [info@bestfor.nyc.gov](mailto:info@bestfor.nyc.gov)

## + 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

## Certiably 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
\$50	\$250	\$500
<i>per year, starting in 2017</i>	<i>per year, starting in 2017</i>	<i>per year, starting in 2017</i>