Alliance for the Chesapeake Bay
Pre-Board Meeting October 21, 2015
Corinne Stephens, Business Partnerships Manager
Mission Statement

The Alliance for the Chesapeake Bay’s Businesses for the Bay (B4B) program encourages businesses within the Chesapeake Bay watershed to take voluntary and measurable actions to support protection and restoration of the Chesapeake Bay and help the public understand the valuable role of the business community in sustaining the health of the Chesapeake Bay and its watershed.
March 2014
Virginia Chesapeake Business Forum
Outcomes & Key Themes

• Build a Collaborative Network
• Link Sustainability and Chesapeake Bay Goals
• Harness the Power of Employee Engagement
• Recognize Business Innovation and Achievement
• Database: Sharing Information

A Virginia-Based Steering Committee was developed

https://allianceforthebay.org/2014/06/businessforum/
Chesapeake Bay Watershed Agreement

- Signed by all the Watershed States and DC in 2014
- Comprehensive set of goals and outcomes
- Guides watershed restoration efforts for the coming decade
- Provides a regional context within which to communicate and showcase B4B accomplishments
- The projects and measurable actions B4B members will commit to uniquely correlate to its 5 themes
Reasons to Join B4B?

• Have a measured impact on clean water and a healthy watershed
• Be part of a network of business leaders for the environment
• Share lessons learned, success stories, and best practices
• Take voluntary and measurable actions to help protect the Chesapeake Bay
• Professional development opportunities
• Build recognition
• Engage employees
• Enhance business social responsibility (millennials)
• Accomplish environmental sustainability goals
# B4B Membership Fees

## B4B Membership

<table>
<thead>
<tr>
<th>Membership Fee Type</th>
<th>Annual Membership Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-50 employees</td>
<td>$200</td>
</tr>
<tr>
<td>51-100 employees</td>
<td>$500</td>
</tr>
<tr>
<td>101-1000 employees</td>
<td>$1,000</td>
</tr>
<tr>
<td>&gt;1001 employees</td>
<td>$2,000</td>
</tr>
<tr>
<td>BUNDLE DISCOUNT: Company with up to 10 facility member applications submitted in same year*</td>
<td>$5,000 (Additional facility memberships $200 each)</td>
</tr>
</tbody>
</table>

*Each facility member applicant must make and fulfill at least one (1) commitment. They will each be recognized on Alliance websites and member lists and will each receive their own certificate and program-specific press release, if applicable.
# B4B Program Sponsor Fee

<table>
<thead>
<tr>
<th>Annual Sponsorship</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000 +</td>
<td>To Be Determined (see “Explanation of Benefits&quot; Flyer)</td>
</tr>
</tbody>
</table>

*Draft*

*Additional annual amounts? $5K? $15K?*
B4B Membership Requirements

- Member must be a business (large or small)
- In compliance with all applicable environmental regulations
- B4B Actions voluntarily go above and beyond requirements
- Pledge to actively participate and encourage employees to volunteer
- Commit to at least one action tied to the Chesapeake Bay Watershed Agreement
- Submit membership application
- Pay membership fee
Actions that B4B Members will Commit To and Measure

- Chesapeake Bay Watershed Agreement 5 Themes
  - Abundant Life (Fisheries and Habitats)
  - Clean Water
  - Climate Change Resiliency
  - Conserved Lands
  - Engaged Communities
- Other Green Initiatives

Some actions are eligible to be counted by the states under the Watershed Agreement. We hope to facilitate that linkage.
Abundant Life (Fisheries and Habitats)
Examples of Possible Actions

• Install or maintain and monitor wildlife habitat structures
• Plant or maintain and monitor native trees
• Inventory property for submerged aquatic vegetation
• Control non-native, invasive species
Clean Water
Examples of Possible Actions

• Keep excess harmful nutrients and chemicals out of our waterways
• Maintain streambanks and shorelines
• Decrease impervious surfaces
• Keep trash out of waterways
• Reduce sediment runoff
• Control stormwater
Climate Change Resiliency
Examples of Possible Actions

• Conduct a Flood Vulnerability Analysis to determine if the property and habitat can withstand increased storms

• Manage and protect cold, clean, streams on property to make them more resilient to climate change
Conserved Lands
Examples of Possible Actions

• Protect land in a voluntary, legally binding, conservation easement
• Acquire new land, with the purpose of conservation
• Protect wildlife corridors
Engaged Communities
Examples of Possible Actions

• Install educational signs in highly visible areas of your facility
• Create or sustain a "green team"
• Provide environmental education for employees or the public
• Organize and host a native planting, with the main goal of engaging employees or the community
• Create a nature trail on your property
• Facilitate community cleanups
Other Green Initiatives

• Reduce your total water consumption
• Utilize an alternative energy source
• Reduce energy consumption
• "Green" your company travel
## Tiered Memberships Based on Commitments

<table>
<thead>
<tr>
<th>Membership Level</th>
<th>Minimum Number of Annual Commitments Fulfilled(^)</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bronze/Good/Basic</td>
<td>1</td>
<td>To Be Determined (see “Explanation of Benefits” Flyer)</td>
</tr>
<tr>
<td>Silver/Great</td>
<td>3</td>
<td>To Be Determined (see “Explanation of Benefits” Flyer)</td>
</tr>
<tr>
<td>Gold/Outstanding/Platinum</td>
<td>5</td>
<td>To Be Determined (see “Explanation of Benefits” Flyer)</td>
</tr>
</tbody>
</table>

\(^\) Membership levels are commitment-based. The first year, the membership level and benefits are based on the number of commitments made in the initial membership application.

*Draft*

Tier Names?
Tiered Benefits of Membership

• Recognition on Alliance websites
• Inclusion in press releases and the B4B Annual Report
• Use of B4B logo and stickers
• Invitations to B4B members-only networking forums and online communities
• Support and project guidance
• Discounts to Alliance and B4B events

*DRAFT: exact benefits per tier TBD*
B4B Website Redesign

- http://businesses.allianceforthebay.org/
- Junger Media: http://www.jungermedia.com/
- Membership Application
  - Beta-testing
2015 Chesapeake Business Forum: Linking Businesses and the Chesapeake Bay

- November 10, 2015
- 11:00am-4:00pm
- Bond Street Wharf Building in Baltimore, MD
- Room donated by Brown Advisory
- Speakers
  - Keynote: Ken Ulman (Chief Strategy Officer for Economic Development at the University of Maryland, College Park and President of Margrave Strategies)
  - Mike Hankin (Brown Advisory CEO and Waterfront Partnership of Baltimore, Inc. Board Chair)
  - Nicholas DiPasquale (Chesapeake Bay Program Office)
  - David Gunnarson (Lockheed Martin)
  - Rich Hart (Luck Companies)
  - Shrina Reavey (Pepco Holdings, Inc)
  - Alliance staff (Al and Corinne)
- Success Stories Panel Discussion
- Breakout Sessions
- Please register: https://allianceforthebay.org/?p=9250
- Help publicizing?
Current Steering Committee

• All from Virginia
  • Harry E. Gregori Jr, Gregori Consultants, LLC.
  • Dave Gunnarson, Lockheed Martin
  • Wendy Shields, Altria Group, Inc.
  • Dennis Slade, Dominion Resources, Inc.
  • Ginny Snead, Louis Berger
  • Dennis Treacy, Smithfield Foods, Inc.
  • Mark Williams, Luck Companies

*Inviting new members from businesses around the watershed!*
Marketing

• Altria’s CreateAthon
  • marketing marathon
  • advertising, PR and other marketing firms generate free marketing strategies and creative deliverables for local nonprofits
  • national pro bono program
  • CreateAthon event: November 17-18, 2015

• Ways to get the word out about B4B?
  • Chambers of Commerce throughout watershed
  • Original B4B list and list of VA Forum participants
  • State Green Travel organizations
  • Sustainability Societies
  • Chesapeake Network
  • Other ideas?
B4B Next Steps

- **October 2015**: Finalize tiered B4B membership levels and benefits
- **October 2015**: Finalize example actions’ metrics
- **October 2015**: Membership application beta-testing
- **November 2015**: Create LinkedIn B4B Group
- **November 10, 2015**: Chesapeake Business Forum in Baltimore
- **November 17-18, 2015**: CreateAthon event
- **December 2015**: Finalize and launch the new B4B website
- **January 2016**: B4B membership application goes live
Contact Info

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