



Funding Your Green Business Program, Diverse Funding Sources Add Up

Green Business Engagement National Network (GBENN)
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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



Green Business Engagement National Network (GBENN)

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.

Working Groups

- **Webinar Working Group**
 - Develop topics, find speakers, and coordinate quarterly webinars
 - To participate, email mparikh@abettercity.org
- **Membership/Resources Working Group**
 - Stay abreast of resources and funding opportunities
 - Continue to build upon the directory of green business engagement programs
 - To participate, email mparikh@abettercity.org

Upcoming Webinars

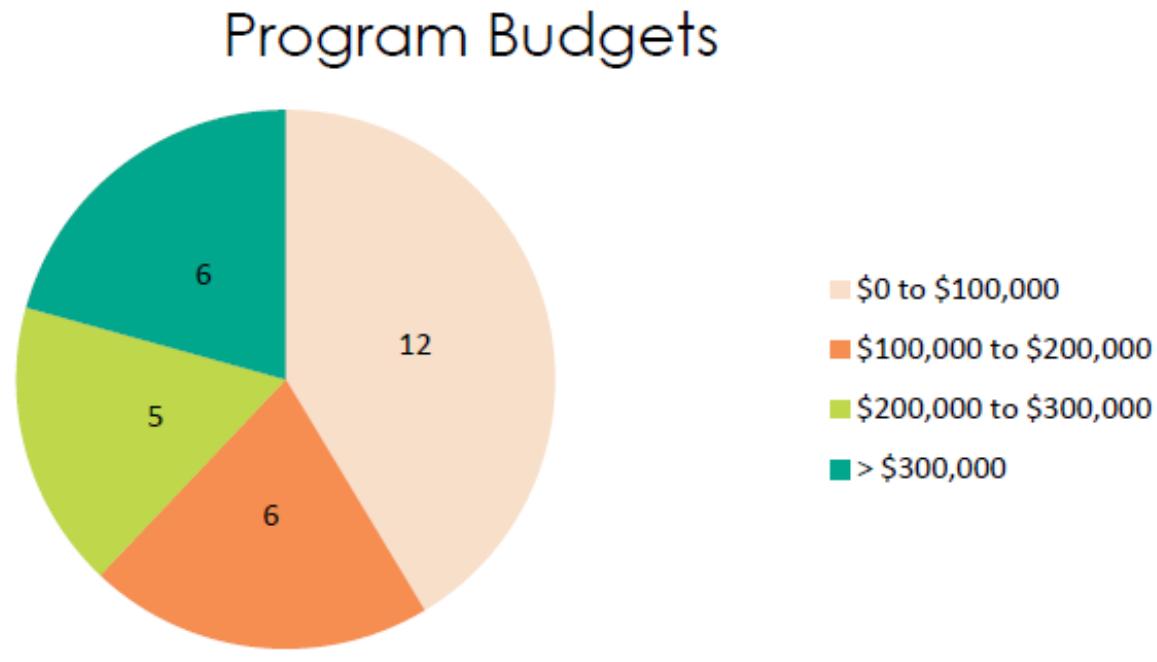
September 10: “So you want to start a Green Business Program?”

Green Business Programs are being started all across the nation. Where does one start? What are the benefits and how much does it cost? There are 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.](https://www2.gotomeeting.com/register/435605850)

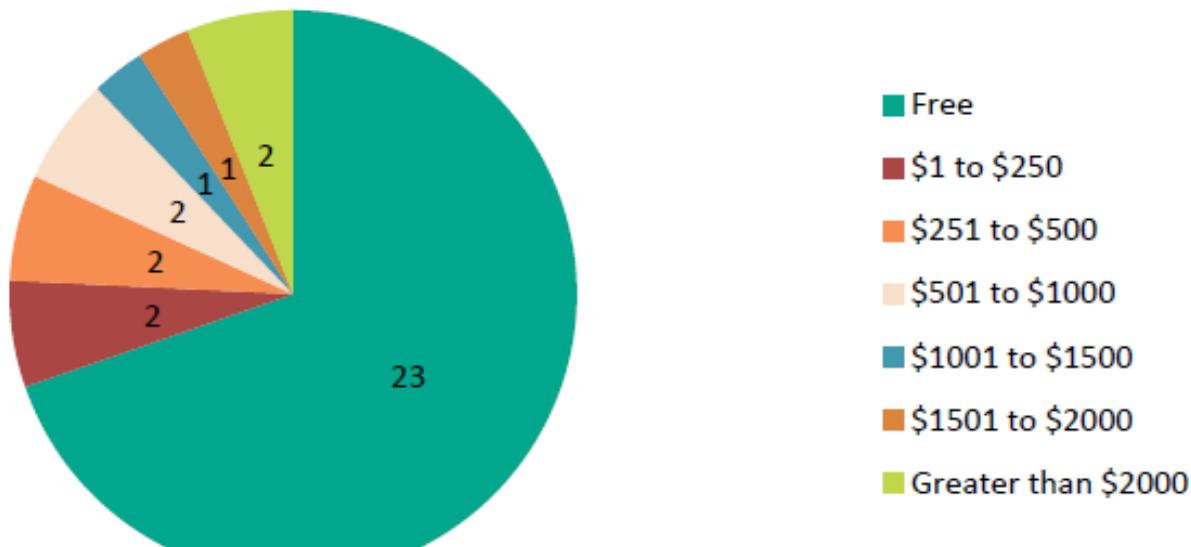
Summary of funding approaches

- 45 programs surveyed,
29 responses
- Survey reported a variety of funding structures
 - utility
 - membership fees
 - public financial support
 - foundations or sponsorship support
- \$100,000 - \$200,000
 - One main funding source



Summary of funding approaches

Program Fees for Participation



- Most programs do not charge a fee