



# GREEN TEAM BREAKFAST FORUM

SHERATON BOSTON, JULY 14, 2011



Funded by:

**BARR FOUNDATION**



# Green Team Forum

## *Welcome*



# Green Team Forum

## *Agenda*

- 8:15 Welcome & Introductions
- 8:25 Panel Discussion
- 9:15 Break
- 9:30 Workshop
- 10:45 Keeping us Connected



# Green Team Forum

## *Who is A Better City?*

A Better City (ABC) is an independent, membership-based organization that improves the economic competitiveness and quality of life of the Boston region by advancing significant transportation, land development and environmental policies, projects and initiatives.



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## *Challenge for Sustainability*



A BETTER CITY

**CHALLENGE** for  
**SUSTAINABILITY**

*Business and Institutional Leaders  
Working Toward a Sustainable City*

- 26 Companies
- 35 Facilities
- 23 million square feet
- 40,000 employees and tenants
- Scorecard
- Toolkit

[abettercity.org/toolkit](http://abettercity.org/toolkit)

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## *Why are we here today?*

- What's in it for you?
- There is no right way to organize a Green Team, every organization is different.
- Be inclusive – cross departmental and at least one senior representative
- I'm not an expert



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## *Panel Discussion*

Lucy Darragh .....



Amy Lipman .....



Beth Israel Deaconess  
Medical Center



A teaching hospital  
of Harvard  
Medical School

Elaine Strunk .....

Kate Cosgrove .....



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*Break*





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## *Workshop – Group brainstorming*

- What makes a team successful? 5 minutes

- [Notes](#)

- What are incentives and barriers (real or perceived) associated with Green Teams? 5 minutes

- [Notes](#)

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## *Workshop – Checklist for Forming*

- Energy Star Green Team Checklist
- Step 1 Get Organized
  - Meet with management to get approval and representation
  - Recruit co-workers from different levels and departments
  - Kick off with a meeting and develop a plan of action
  - Pick a marketable project

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## *Workshop – Checklist for Forming*

- Step 2 – Plant the Seeds of Success
  - ▣ Develop Green Policies & Procedures
  - ▣ Communications Plan
- Step 3 – Grow Green Together
  - ▣ Host fun events like a picnic or outdoor activity
  - ▣ Organize volunteer days
  - ▣ Lunch & Learn

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## *Workshop – Checklist for Forming*

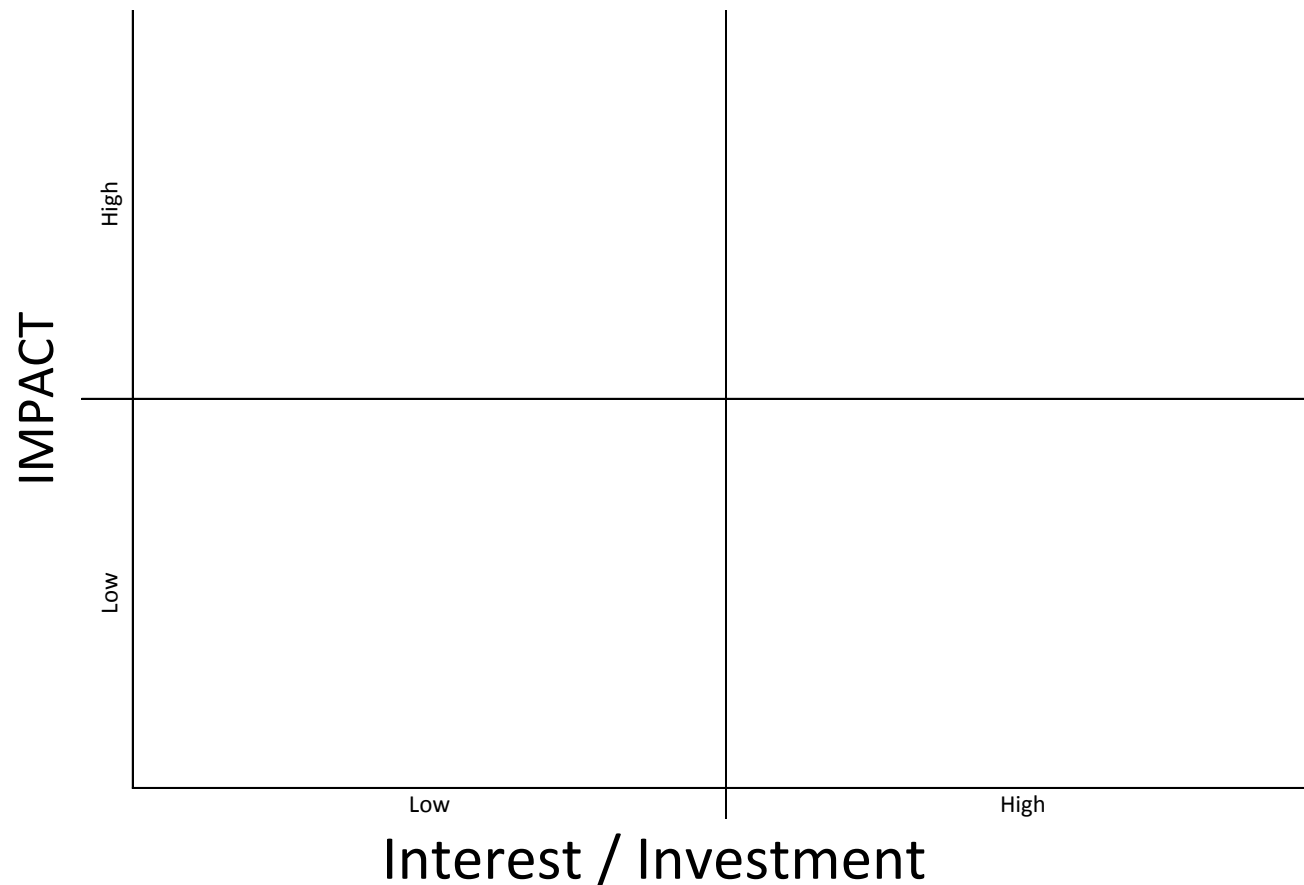
### □ Step 4 – Help it Bloom

- Encourage corporate commitment with energy policy and environmental mission
- Does the facilities team have an energy management plan and tool like Portfolio Manager?
- Comfort and commuting survey
- Capital Improvement Action Plan and Budget
- Champion facilities' efforts
- Reward Employees
- Encourage Energy Star or LEED rating
- Spotlight your success

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## *Workshop – Stakeholders Mapping*

5 minute individual exercise



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## *Workshop – Identifying Projects*

5 – 10 minutes

[Notes](#)

[Net Impact document](#)

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## *Workshop – Communications & Engagement*

- How do you communicate with the team?
- How do you communicate with the public?
- How do you engage the employees?

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## *Keeping us Connected*

- Annual Forum?



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## *Keeping us Connected*



### ▣ Local Networks

- Net Impact
- Green Drinks
- Sustainable Business Leader's Program
- Idealist
- Practically Green

### ▣ Challenge Expansion

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*Thanks to our funders!*



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*What have you learned and what will you do tomorrow?*

