



PROPOSAL

March 18, 2011

To: Linda Clark and Climate Justice Task Force, First Parish in Cambridge

From: Scott Wood, SCLP Boston Program Coordinator, Sustainable Business Network of Greater Boston

RE: Sustainable Community Leader Program Proposal

Dear Linda and Climate Justice Task Force members,

Thank you for your interest in the Sustainable Business Network (SBN) of Greater Boston's Sustainable Community Leader Program (SCLP). The SBN is excited about working with such a pioneering group of environmental leaders as First Parish's Climate Justice Task Force! Your commitment to environmentally responsible practices is clear and we are confident in our ability to help guide First Parish in Cambridge to the next level of sustainability.

The following proposal outlines the program process, schedule, fee, etc. Please do not hesitate to contact me should you have any questions or concerns. We look forward to working with you to make First Parish in Cambridge a *Sustainable Community Leader!*

Thank you.

Best regards,
Scott

1. INTRODUCTION

In 2008, the Sustainable Business Network (SBN) of Greater Boston, in partnership with the Massachusetts Department of Environmental Protection and the Boston Redevelopment Authority, launched the Sustainable Business Leader Program (SBLP), a comprehensive certification program that supports local businesses and organizations in greening their business operations and practices and reducing their carbon footprint. To date, the SBN has enrolled over 90 businesses and organizations across a wide range of industries to decrease their environmental impact and reduce operating costs. The SBLP has recently expanded its focus to include houses of worship and non-profit organizations in a new program called the Sustainable Community Leader Program (SCLP).

2. PROGRAM PROCESS

The SCLP follows a six-step process, outlined below. While these steps are standardized and undertaken by every organization enrolled in the program, the recommendations generated, action plan developed, and support provided are customized to the needs and situation of each specific group.

Step 1: Complete the Sustainability Assessment Form (SAF)

This 113 question questionnaire covers the SCLP's seven key sustainability categories: Energy Efficiency, Water Conservation, Waste Management, Pollution Prevention & Safe Alternatives, Transportation, Local Purchasing & Local Food, and Sustainability Management. Your answers to these detailed questions, along with the initial site visit (described below) will form the basis for your sustainability recommendations and action plan.

Step 2: Initial Site Visit

After the SAF is completed, your SCLP Coordinator will schedule a meeting with you to review the document in detail, answering any questions you may have. In addition, your Coordinator will conduct a thorough walk-through of your space, verifying measures listed in the form and taking additional notes to inform the recommendations.

Step 3: Recommendations & Green Team Meeting

Based on the SAF and site visit, your SCLP Coordinator will create an extensive list of recommendations and associated resources (available grant/rebate programs, local and green vendors, product recommendations, etc). At this time, your SCLP Coordinator will schedule a meeting to present and review the recommendations with you in detail, addressing any questions or concerns you may have. Ideally, you will have formed a "Green Team" (organization leaders and/or employees committed to supporting your group's "green" development) by this point and all members will be present at the meeting.

Step 4: Develop a Sustainability Action Plan (SAP)

You and your Green Team will use the recommendations provided by your Coordinator to develop a Sustainability Action Plan (SAP). The SAP - an easy to use excel

spreadsheet - is where you will list the sustainability action items to be taken, note the person responsible for researching/implementing each item, target dates to be completed, notes, etc. Once you have completed your SAP, you will send it to your SCLP Coordinator to be reviewed and approved. Your Coordinator may request that you reconsider additional action items that were not selected, but the final approved SAP will only include items agreed upon by both you and your SCLP Coordinator.

Step 5: Implementation and Ongoing Assistance

Your Green Team implements the SAP. The SCLP Coordinator provides guidance and support and will recommend resources, services, and vendors to achieve sustainability goals.

Step 6: Evaluation and Certification

Once the Green Team has completed as much of the Action Plan as possible (at least 80% to earn certification), your SCLP Coordinator will return for a final meeting and walk through. At this meeting you and your Green Team members will walk your SCLP Coordinator through each of the action items, describing/showing your SCLP Coordinator what was done and how, and not done and why. At this point, if you have completed at least 80% of the action plan satisfactorily, your SCLP Coordinator will certify you as a *Sustainable Community Leader* and issue you a certificate of completion, a window decal, and a high resolution logo for use on your website and/or in printed PR materials. You will also be invited to attend a formal graduation ceremony with other SCLP/SBLP graduates. Finally, the SCLP will list you in its on-line directory of Sustainable Business Leaders, and will conduct online and in-print promotion regarding your organization's completion of the program.

3. DETAILS OF SUSTAINABLE BUSINESS LEADER CERTIFICATION

Sustainable Community Leader certification is valid for two years from the date of issue. Shortly prior to expiry of your certification, your organization can undergo an abbreviated and discounted re-certification process at which time you and your SCLP Coordinator will revisit your SAF and SAP and consider additional steps/actions that you can take to further increase the environmental sustainability of your organization. Similar to the initial process, all action items must be mutually agreed upon by both parties and verified before recertification.

4. PROGRAM FEE

Based on the physical space and expected scope of recommendations for First Parish in Cambridge, and in consideration of your organization being a house of worship and falling, geographically, within the SCLP's grant eligible area, the cost of the program for your organization is \$600, a more than 60% discount from our normal, unsubsidized rate.

Should your group be interested, the SCLP can accept payment in installments. Please discuss this with your SCLP Coordinator if wish to develop such a payment schedule.

5. SCHEDULE

On average, the program lasts six months from enrollment to graduation and certification. The length of the program is largely a factor of your organization's commitment to it and the speed with which you complete the required forms, implement the agreed upon actions, and communicate achievements to your Coordinator.

Once your SCLP application and payment have been received, your SCLP Coordinator will send along a formal 'Welcome' email detailing next steps, which will include the Sustainability Assessment Form, Metrics Collection Form, SCLP Agreement Form, and a suggested schedule for the program.

6. PR, MARKETING & OTHER ADDITIONAL BENEFITS

Besides the environmental benefits and likely cost savings resulting from participation in the SCLP, SBN staff work hard to promote the work and achievements of its Sustainable Community Leaders. We want to make sure that you are properly recognized and rewarded for your pioneering efforts and commitment to environmental sustainability. To this end you can expect the following benefits as a participant and graduate of the SCLP:

- Listing in SBN's new online Sustainable Business Directory (to be launched Spring 2011)
- Listing on the Sustainable Business Leader Program (SBLP) website
- Detailed member profile with images, website link, etc. on the SBLP website
- Listing in select SBLP marketing materials (newsletters, brochures, etc.)
- Free introductory membership (1yr) to the Sustainable Business Network of Greater Boston (SBN) - \$125 value
- Event promotion and special notice announcements on SBLP's website, Facebook and Twitter pages
- Guest blogging opportunities on SBLP's website
- Participation in special events - SBN/SBLP fairs, trade shows, etc.
- Business-to-Business networking opportunities with SCLP/SBLP/SBN peers
- PR surrounding SCLP/SBLP kick-off and graduation events
- Discounted or free entrance to all SBN/SBLP events

The SCLP and SBN are always open to exploring new ways to promote its graduates and members and would be willing to discuss and consider other ideas that you may have.

7. SCLP COORDINATOR DETAILS

Scott Wood will be your primary coordinator and Katrina Kazda will be your secondary coordinator in the event that Scott is away on vacation, out sick, etc. Their contact details are as follows:

Scott Wood
Boston Program Coordinator
Email: Scott@sbnboston.org
Ph: (508) 241-9627

Katrina Kazda
Managing Coordinator
E-mail: Katrina@sbnboston.org
Ph: (617) 909-3027

Sustainable Business Network of Greater Boston
186 Hampshire Street, #6
Cambridge, MA 02139

8. SUSTAINABLE BUSINESS NETWORK MISSION AND PROGRAMS

The Sustainable Business Network of Greater Boston (SBN) engages business and community leaders in building economies that are local, green and fair.

The Sustainable Business Network of Greater Boston (SBN) is an organization of business leaders committed to changing the way the world does business. Once known as the RBA (Responsible Business Association), the SBN changed its name in 2006 to reflect the growing consensus that, in order to survive and thrive, businesses must minimize the impact that their activities have on the earth's natural systems.

The SBN has over 20 years of experience in bringing together business leaders and others interested in topics such as business ethics, the multiple-stakeholder model, environmental sustainability, and sustainable workplaces to share information and take action. Today we are building on that history in a new, intense effort to make significant progress toward a sustainable world. The SBN welcomes for-profits, non-profits, cooperatives, and individuals to join in supporting its important work.

The SBN is a member of a network of organizations across the United States and Canada called the Business Alliance for Local Living Economies (BALLE), which promotes business practices that support the needs of all stakeholders.

SBN programs include:

Local First Campaigns - SBN has played an important role in seeding Local First campaigns in the Greater Boston area.

The Sustainable Business Leader Program (SBLP) - The SBLP is a technical assistance program designed to help small- and mid-sized local and independently owned businesses improve their environmental practices and decrease their carbon footprint.

SBN Entrepreneur Roundtables - Business owners committed to sustainability are invited to join groups of other committed business owners in SBN Roundtables; open

forums where entrepreneurs can explore ideas and seek advice from fellow business owners and receive technical assistance.

Annual New England Conference on Socially Responsible Business - For almost 20 years, SBN and its predecessors have hosted the longest-running local conference on socially responsible business.

Annual Boston Local Food Festival- Beginning fall 2010, SBN hosted its first annual Boston Local Food Festival, which brought together over 30,000 people and over 1,000 local and sustainable food vendors to Boston's Fort Point Channel in celebration of local, sustainable food.

Educational Programs - SBN has a long history of providing cutting edge educational programs (workshops, conferences, etc) addressing critical issues of our time.