Greening Our Businesses: The Exciting Path Forward

Charles C. Reith
• GBP Success!
• Field of Opportunity
• Engaging our Strengths
• A Prescription for Progress
Successful History

- Dozens of members
- Excellent education
- One-on-one coaching
- Motivational examples
- First step toward enhanced sustainability
Next Step Opportunities

Promoting the Greenest Leaders

- Higher bar of green performance
- Consensus-based performance standard
- Third party or internal verification
- Fees, pooled marketing, and social media
- Loyal patronage by environmentalists
Uniquely Regional Certification

- Climate Mitigation and Adaptation
- Renewable Energy Deployment
- Sustainable Water Management and Drainage
- Protection of Gulf and Natural Habitats
- Smart Growth and Transportation
- Urban Canopy and Local Food
- Phase-out one-time plastic and food waste

Sustainability Vanguard Enterprise 2019

Sarasota-Manatee
Getting There

- Facilitated Meetings
- Recruitment
- Performance Standard
- Operating Agreement
- Branding and Promotion
- Patronage
- Organizational Sustainability
Status

• Engaging Stakeholders
• Raising Funds
• Petitioning for Academic Involvement
• Fielding your Questions and Suggestions