



Vision

### Why does this committee or task force exist?

The San Rafael Chamber of Commerce Green Business Committee exists to connect the voice of sustainable businesses with the Chamber, its members, and the greater business community, to help gain awareness and progress towards a more sustainable future.



Mission

### What are the long-term objectives for this Committee? (3-5 years)

1. Promote sustainability in business and at the SR Chamber through outreach, education, networking, and publications
2. Provide training and education about green business practices/ resources/ expertise to business
3. Increase the number of certifications, legal structures, and reported metrics for green businesses
4. Promote collaboration between the Chamber, the City, educational and community groups

### Who are the Board Champions (Board Members on the Committee)?

- Bob Herbst, San Rafael Airport



Accomplishments

### What are the specific goals for this committee? (Limit to one sentence)

- Increase Chamber membership & green business practices by members & business community
- Elevate the Chamber as a green leader, embed sustainability into Chamber practices
- Promote sustainability through training/ education/accessible content
- Recognize green champions and organizations through managing the Green Business application and nomination process.
- Drive city/county/business networks adoption of green business incentives, preferred buying, and recognition



Goals

### Last Year's (2017) Accomplishments

- Supported the hosting and planning of Marin's first ever Sustainable Enterprise Conference
- Led the Joe Garbarino Green Business of the Year Award nomination, selection, and promotion of nominees process
- Expanded the portfolio of new applicants to the Green Business of the Year Award (12 total applications) – creating a small and large business award.
- GreenUP! – published quarterly releases with all new partner spotlights and regional resources. 1650 + circulation
- Collaborated with the City on energy, waste, water, and climate change awareness and action events



Strategies

### What is the work to be done?

- Promote the Sustainable Enterprise Conference in October 2018
- Green Team Committee Members each attend one monthly mixer (start Fall 2018): ambassadors to make new connections and share/highlight green features
- Develop an approved set of Mixer Guidelines for all Chamber Mixers
- *GreenUp!* production – quarterly, committee contributes content
- Promote educational events, mixers with Green Chambers, other SRCC committees, Sustainable groups in cities and county; VenturePad, MarinSEL, CFI, etc.
- Monthly committee meetings to coordinate activities and projects
- Along with City volunteers, the committee will work the Adopt-A-Highway cleanups on 4<sup>th</sup> Sat. of month