Businesses for the BAY

Providing a forum for businesses to make their voices heard, share best practices, highlight accomplishments, and facilitate volunteer opportunities for employees...

By Business, For Business

- Recognize Business Innovation and Achievement
- Link Sustainability and Chesapeake Bay Goals
- Harness the Power of Employee Engagement
- Business-Based Steering Committee
- Build a Collaborative Network
- Share Information





Mission Statement

Businesses for the Bay (B4B) encourages businesses in the Chesapeake Bay watershed to take voluntary and measurable actions to support protection and restoration of the Chesapeake Bay and help the public understand the valuable role of the business community in sustaining the health of the Bay and its watershed.





Reasons to Join the B4B Membership Association

- Network with other business leaders
- Support of the Alliance for the Chesapeake Bay
- Take voluntary and measurable actions and accomplish environmental sustainability goals
- Share lessons learned, success stories, and best practices
- Enhance business social responsibility
- Participate in professional development opportunities
- Connect with local NGOs, governments, & watershed groups
- Build recognition
- Engage employees





Who should join?

- Businesses
 - In the watershed
 - All sizes
 - All sectors
 - With or without sustainability goals
 - Employee interest a plus

CHESAPEAKE BAY WATERSHED







Ways to Join Businesses for the Bay

- Be a Member
- Be a Sponsor
- Be a Networking Partner







B4B Membership Requirements

- Must be a business
- In compliance, or working towards compliance, with all applicable environmental regulations and requirements
- Commit to actions that go above and beyond requirements
- Pledge to actively participate and encourage employees to volunteer
- Commit to at least one Action tied to the Chesapeake Bay Watershed Agreement
- Membership application
- Membership fee





B4B Membership Levels & Benefits

Gold

5 Actions Fulfilled Annually

- Personalized Support
- Program-specific Press Releases
- Ability to Post Articles on the B4B LinkedIn Community
- Discounts to Alliance and B4B events
- Recognition on Alliance Websites
- Inclusion in B4B Press Releases
- Inclusion in B4B Annual Report
- B4B Membership Certificate
- Invitation to B4B Networking Events and Meetings
- Free B4B Stickers
- Use of the B4B Logo

Silver

3 Actions Fulfilled Annually

- Discounts to Alliance and B4B events
- Recognition on Alliance Websites
- Inclusion in B4B Press Releases
- Inclusion in B4B Annual Report
- B4B Membership Certificate
- Invitation to B4B Networking Events and Meetings
- General Support
- Free B4B Stickers
- Use of the B4B Logo

Bronze

1 Action Fulfilled Annually

- Recognition on Alliance Websites
- Inclusion in B4B Press Releases
- Inclusion in B4B Annual Report
- B4B Membership Certificate
- Invitation to B4B Networking Events and Meetings
- General Support
- B4B Stickers
- Use of the B4B Logo

B4B Membership Levels are Action-Based





Example Actions to Achieve Vision

of an environmentally and economically sustainable Chesapeake watershed

Decrease impervious surfaces
Keep trash out of waterways
Maintain streambanks and shorelines

Install or maintain wildlife habitat structures
Plant native trees
Control non-native, invasive species

Protect wildlife corridors
Protect land in a voluntary conservation easement
Acquire new land, with the purpose of conservation

Manage and protect cold, clean streams Conduct a Flood Vulnerability Analysis

Create or sustain a "green team"
Provide environmental education opportunities
Participate in Project Clean Stream











Photos Courtesy of Chesapeake Bay Program



Businesses for the Bay Founding Members (90 Actions)























































Sustainable program support.....

Annual B4B Membership Fees

1-50 employees: \$200

51-100 employees: \$500

101-1000 employees: \$1,000

>1001 employees: \$2,000

Bundle Discount*: \$5,000





^{*} businesses with multiple facilities in the watershed

B4B Sponsorship Levels & Benefits

Annual Contribution in Addition to or Instead of Membership

Leadership Sponsor

\$10,000 Annual Contribution

- Recognition as a Chesapeake Business Forum Sponsor
- Logo on B4B Promotional Materials
- 4 Free Meeting Registrations
- Personalized Support
- Speaker Opportunities

Scotts Miracle Gro



franklin P. & Arthur W. Perdue Foundation



Partner Sponsor

\$5,000 - \$9,999 Annual Contribution

- Recognition as a Chesapeake Business Forum Sponsor
- Logo on B4B Promotional Materials
- 2 Free Meeting Registrations
- Personalized Support





Supporting Sponsor

\$1,000 - \$4,999 Annual Contribution

- Recognition as a Chesapeake Business Forum Sponsor
- ✓ Logo on the B4B Sponsors Website



B4B Networking Partners

- Includes governmental and non-profit organizations
- Participate in *Businesses for the Bay* events
- Network with businesses and each other







KE EVERY SQUARE FOOT COUNT









Choose

Clean







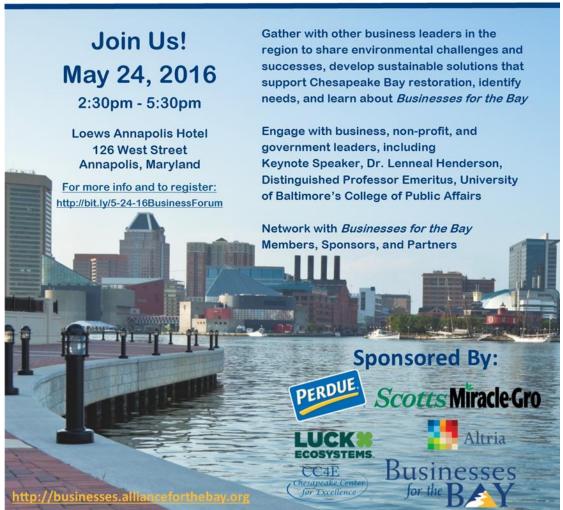


CHESAPEAKE BUSINESS FORUM

Linking Businesses and the Chesapeake Bay

Presented by





Contact Info

Corinne Stephens

Alliance for the Chesapeake Bay Business Partnerships Manager cstephens@allianceforthebay.org



Visit:

http://businesses.allianceforthebay.org

Join our LinkedIn Group:

https://www.linkedin.com/groups/8433450

