

Go Green Illinois Meeting Minutes
Topic: Business Partnerships and Sponsorships
November 12, 2019

Next Meeting: January 14, 2020

Topic: Solar – New incentives, community solar, aggregation and solar, PPA's, and more.

Overview

- Business Partnerships Panel & Discussion
 1. Evanston – Hal Sprague & Alyson Wright
 2. Glencoe – Elsabé Schimmelpennick
 3. Winnetka – Liz Kunkle and Terry Dason (Chamber of Commerce)
 4. Wilmette – Margaret Martin Heaton
 5. Northbrook – Sarah Sanford (Terracycle)
 6. Green Business Association – Cassie Carroll and Anthony Santarelli
- Q & A
- Accomplishments and Goals from GGIL Groups

Business Partnerships Panel & Discussion

1. Evanston – Hal Sprague and Alyson Wright

Climate Action Resilience Plan/Business Engagement

- Approved by Evanston City Council December 2018
- Mayoral Task Force

Some Focus Areas

- Reduce consumption 35% by 2035
- 100% renewable electricity
- Zero waste by 2050
- Reduce VMT 35% by 2035
- Increase electric vehicles

GHG Focus Areas

- 50% reduction by 2025
- 80% reduction by 2035
- Carbon neutrality by 2050

- There is a need to work with larger businesses

Business Engagement

- Sustain Evanston 2019 – only 1 year
 - Educates businesses on CARP and support and recognize them for their work
 - Assists city in reaching the CARP goals
 - Establish environmental leaders
- Incentives:
 - Competitive edge
 - Cost savings
 - Recognition from the city

- 17 businesses were recognized – none being restaurants

Overall Engagement

- Chamber of Commerce issued survey regarding CARP waste reduction policies/rules
 - Waste contract – renewable, input from all the businesses
 - How do they feel? How will it impact them?
- Office of Sustainability and Citizens' Greener Evanston attend Chamber meetings
- City canvassing
- City conducted CARP mini-grants program – \$1000 for waste reduction
- Sustain Evanston one of the first to keep the program growing
- Some large businesses made commitments

Engagement Tools

- Ecohub.greenerevanston.org
 - Map
 - Get involved!
 - Calendar - Synced with other orgs calendars!
- Postcards
 - Residents can write a note for businesses

2. Glencoe – Elsabé Schimmelpenninck

Sustainability Task Force: Business Recognition Program

- Established by the village, village-staff liaison

The Start

- Started in 2016, 1 of 7 initiatives
 - **Mission:** All Glencoe businesses implement sustainable practices
 - **Inventory:** Many businesses already taking steps
 - **Goal First Year:** Raising awareness and giving ideas
 - Involvement first, strict questionnaire
 - Didn't have to check all the boxes initially, just to give ideas

Steps Taken to Date

- Questionnaire sent out
 - 3 RRR → now 5 R's, added Rethink & Refuse, or maybe Rot
 - Cleaning products, LED, plastic bags, etc.
- Over 30 completed forms received
- "Walk Arouds" - Stopping in to visit with business owners/managers
- "Sustainable Glencoe" Stickers awarded (Tip: Ensure stickers are sticky and visible)
- Promotion of businesses (anchor, social media #sustainabilitystar)

Process

- Collaboration between:
 - Village
 - Chamber of Commerce
 - Sustainability Task Force

Glencoe businesses are doing:

- Composting
- Meatless Mondays menu items
- Reduction of plastic use
- Recycling/recyclables
- Lighting (LEDs)
- Energy reduction
- Reuse items-cups, plates
- Purchasing in bulk

Next Steps

- Develop new, tougher standards to qualify
- Revise questionnaire based on those new standards
- Revise stickers for multiple years (better visibility from the street)
- Include 2 junior high school students on actual business calls
 - Attend meetings, give feedback, new perspective

Conclusion

- Businesses are eager to participate and interested to hear environmentally friendly alternatives
- Harder to sell: National firms (Starbucks, Dunkin, Binny's, etc.)
- Most businesses see the financial and environmental benefits
- Non-aggressive approach appreciated by businesses

3. Winnetka – Liz Kunkle and Terry Dason (Chamber of Commerce)

Importance of Chamber and businesses as interest partners

Community organization

- Business recognition initiative first because of efforts in Wilmette
- First entities approached: 2 Starbucks
- Finding it difficult to get feedback from businesses
- Newsletters with Chamber, calendars, etc. to spread information

Businesses

1. Hard to get to them engaged and they do not pursue if people are not interested
 - Ways to combat:
 - Taking the step themselves mean that they are into it
 - Doing it for them might mean that they are not actually interested, but connect them to understand what to do
 - Figuring out how to speak the same language and access points
 - Collective Resource – commercial compost service
 - Barter idea, be creative, develop the relationship with the Chamber
 - What's the obstacle they are facing?
2. They are interested in doing the right thing, but approach and ask
 - What can YOU do to help them?
 - Survey – might not help – won't fill out
 - Instead – go in and help them fill out the survey

- Members and businesses interested – paper straws, regular plates, silverware, cups, better citizens
- Programs (e.g. recognition lunch) to recognize businesses
- Hashtag! – to raise awareness or publicize

4. Wilmette – Margaret Martin Heaton

Partnering with organizations: Chamber, library, Village government, etc.

“Business Partners for a Greener Wilmette”

- An option in 2014
- Then – Businesses had maximum amount of electricity usage limits
 - Hard to meet the criteria
 - But large and small businesses were being environmental responsible already, but did not incorporate the electricity situation
- Last revamped roughly year ago

Incentives

- Websites, window decal (3rd version), logo is visible, signed by president
 - Indoors on stiff cardboard – print as needed
- Press release
- Bi-monthly newsletter
- Table at fair
- Online application
 - List of suggested efforts to be checked off as businesses might not realize how much they are actually doing already

Get them to do more

- Friendly, helpful by being a source of information and assistance
- Introduce ideas
 - Recycling dumpsters are cheaper than landfill dumpsters – indoor space is difficult / lack of manpower
 - Substantial savings

Suggestions from businesses

- Connecting with businesses, make the appointment, talk and listen to what their issues are as well
 - Panera Bread – new window blinds – savings in A/C bill
 - Revolving door – electricity savings
 - Florist shop – less chemicals, flowers survive better

5. Northbrook – Sarah Sanford

Terracycle

Needs only two things:

1. Interest in reducing waste
2. Volunteers

Terracycle works through “Brigades”

- Village of Northbrook has:
 - Garnier Brigade
 - Lipstick, mascara, product bottles, etc.
 - Energy bar wrapper
 - Energy bars, Go-Go squeezes
 - Tom’s of Maine natural care
 - Deodorants, etc.
- Other brigades:
 - Find others through “Facebook Terracycle Super Friends”
 - People with access to different brigades can send you their brigade shipping labels
 - Reduce waste, but also get points with a donation to your charity of choice

Steps

1. Clean collection site
 - Example of collection sites:
 - Mount Prospect Library
 - Northbrook Metra train station
 - YMCA, Unitarian Church
2. Store the waste
3. Ship the waste

6. Illinois Green Business Association (IGBA) – Cassie Carroll and Anthony Santarelli

- Started 12 years ago and now it’s a resource!
 - Helps educate
 - Partnership with U of I

IGBA offers:

- Recognition program
 - Strong standards for businesses, consulted with other states, very comprehensive
- EPA online database
 - Program actions
 - Businesses can have profile, maps, tracks metrics
- Online platform
 - Work with them to integrate the program into your community
- Green business metrics (developing now)
 - Visualize global vs local variables
- Green business engagement national network
 - Expanding to California, Nevada, South Carolina, etc.
 - ** Event is every 2 years – 2020 Colorado! **

Other Programs:

- How to manage funding
- Engaging businesses
- Sharing resources

- E.g. waste signage – Seattle is willing to share!

Main Takeaways:

- Local presence drives sustainability forward state-wide
- This is a network to lean on and ask questions
- Important to go to businesses and have these conversations
- Leverage students, bridge gap
- Utilize the online database
- Can be worked with the business to help them run it independently or remotely

Q & A

Q: Where can one find the Businesses for a Greener Wilmette checklist/application?

A: Application: <https://www.gogreenwilmette.org/what-we-do/business-partners/business-partners-application/> and Program: <https://www.gogreenwilmette.org/what-we-do/business-partners/>

Q: How do we measure progress for greener businesses?

A: Illinois Green Business Association responded:

1. Through the recognition program checklist IGBA offers
2. Through the city/village goals
 - a. Is there a referendum or climate action plan? What can move the community forward?

Different ways through IGBA:

- Metric-dependent business metrics
 - about 30 to 35 different metrics
- Understanding which metrics are the most important to collect
- Businesses can authorize the program to access energy measurements, which can help when measuring potential annual savings

Q: How do you approach your village about starting a Sustainability Taskforce?

A: Going to every committee, public comment, and pushing for one. This also means getting multiple people involved to show different faces and show that this is a want for the community

Q: Glencoe, is there compost pick up for businesses and restaurants?

A: Village itself is composting more with access bins 24/7 at public works; it costs more to do pick up, but possible

Q: Is there a master list for 3rd party vendors on how to purchase more sustainably, i.e. straws, cups, plates?

A: IGBA responded:

Not necessarily, but possible to get a list

Q: Anything been done with senior care places and waste there?

A: Resources:

1. Practice Greenhealth
2. Clark-Lindsey Retirement Village Pilot
3. Small residential green programs

GGIL Members' Accomplishments and Goals

GO GREEN NORTHBROOK

2019 Accomplishments:

1. Adding Terracycling to the Village Hall and train station
2. Having the Village Board request GGN speak at each Village Board meeting on an environmental issue called, A Green Moment
3. A 30-person volunteer run Earth Day for Kids educational and fun event in April

2020 Goals:

1. Push for a goal of carbon neutral village government
2. Plant 100 trees in Northbrook

GO GREEN DEERFIELD

2019 Accomplishments:

1. Established a vision, mission, goals for 5 focus areas to reduce Deerfield's GHG emissions
2. Communications: Grew our newsletter reach to 600 residents
3. Energy: Collaborated with Village Staff to develop a Green Energy Aggregation solution for the community
4. Land & Water: Held 1st Annual Garden Walk and Planted native gardens at 3 community locations: Patty Turner Center, Park District, and Walden school

2020 Goals:

1. Overall: Village Trustees committing Deerfield to reduce GHG emissions 45% by 2030, and net Zero by 2050
2. Energy: Green Energy Aggregation for most if not all Deerfield Residents and Small Businesses
3. Land & Water: Expand our "2500 Trees by 2025 program"
4. Waste: Collaborate with Village staff to negotiate a curb side composting program for Residents, Small Business, and Commercial in 2021

GREEN MINDS LAKE FOREST LAKE BLUFF

2019 Accomplishments:

1. Recycle LFLB - mobile recycling app - <https://www.youtube.com/watch?v=YvTCLvE64g4>. Took us 7 weeks from kick off to launch.
2. T-shirt to Bags - converted 1400+ tshirts into reusable produce bags. Donated to the biggest food desert in USA, where waste management also is non-existent. Engaged 80 volunteers on this project alone. Here you see bags in use with shoutout to our T-shirt to Bags Chairs https://www.facebook.com/ReMemberRez/videos/712697782544240/UzpfSTY2MjcwMjQ3MTpWSzoyNTE3MzQxOTQ1MDQwMjY3/?multi_permaLinks=2517341945040267¬if_id=1571198300944936¬if_t=feedback_reaction_generic
3. Idling is Fuelish or stopped pesticide spraying at our schools. D115 and D67 now converting to organic products.

2020 Goals:

1. We are working on a recycle robot interactive display as a learning tool we can take around to schools, garden clubs etc,
2. On Jan 12th we are premiering the documentary Last Man Fishing and bringing the director and

exec producer to LF for a fireside chat. To promote sustainable fishing and eating. In Nov 2019 we will bring in a professor in urban sustainable agriculture to talk about sustainable food sources in the Midwest and sustainable fishing.

3. We want to work further on our Idling is Fuelish Campaign and the T-shirt to Bags program.
4. We are working on revamping our communication and renew webpage, social media etc.
5. We are continuing work with our municipalities on recycling education. We are also continuing our education programs on composting, recycling and plastic free life. Have several classes lined up for Fall/Winter 2019 and 2020.
6. We continue to promote chickens as pets.
7. We are beginning to mentor Environmental Committee students at our local high school.

GO GREEN PARK RIDGE

2019 Accomplishments:

1. 2 new SLURP certified restaurants
2. 2 park district financially supported community events that offered composting (Oktoberfest and a Concert in the Park)
3. We were recently awarded Healthy Communities Organization Award (to be received on 10/24 at MGG event with Chip Osborne)
4. We have a high school intern this year

2020 Goals:

1. We are looking into a working with a technical writer to help us create a virtual "binder" of who we are, what we do, where we are going, and why (to pass on to our new leadership from year to year as Amy transitions out of admin roles)
2. We are looking to incorporate as a non-profit with the state
3. We hope to have our schools and parks finally codify their Natural Lawncare policies

GO GREEN HIGHLAND PARK

2019 Accomplishments:

1. Zero waste picnic and toy swap
2. Although a challenge at times, weekly tabling at Food Truck Thursdays, helping people sort waste and learn about curbside composting in HP. We reached SO many people here.
3. The bag share bin at Ravinia Farmers Market
4. While I'm super proud of zero waste Schools, I think it has been more of a personal project than a whole GGHP.

2020 Goals:

1. Get more "core" volunteers and learn how to delegate projects and leadership roles. Define roles/tasks and improve communication among leaders to avoid unrealistic commitments for GGHP. Learn about structuring the group effectively.
2. Learn about using data from fb and website to find out what works, how we reach people and how to use social media
3. Get t-shirts for the group.

GO GREEN BARRINGTON

2019 Accomplishments:

1. Zero to 1: Our members attended Village Board Meetings urging the formation of an Environmental Committee and the Village of Barrington created an Environmental Advisory

Commission in 2019. The Village moved from zero to 1!

2. 3 to 400: We grew from three women to a core leadership group of eight and a mailing list of close to 400 from those who attended our events or spoke to us at tabling activities.
3. 500+ people chose a reusable bag over plastic in our 4 months of bag share at Barrington Farmers' Markets where we educated on the harms of plastic pollution.
4. 11 Green Drinks gatherings hosted in 2019, 3 Library presentations, 1 One Earth Film (approx. 170 in attendance), and 1 independent hosting of Joey FineRhyme at historic theater with audience over 100 people. We also had education tables at an area expo and had a demonstration of electric car at a street festival.
5. 1 Highway Adopted — Recent event in late Oct. 2019. While we do not have a beach to clean, we wanted to have more projects!
6. While we have a few less quantifiable results, we are pleased with connections we have made and positive feedback. Although so much remains to be done, I feel that some people in the area are like hungry children ready to gobble up ideas for environmental action.

Goals for 2020:

1. We want to balance our speakers with projects because those projects are useful and also because action helps relieve the feeling of desperation over climate change.
2. We want to continue to educate on plastic pollution and to help people find their voice to urge state legislation over single use plastic (because we are a non-home rule village, we look to state laws).
3. We want to advise the village and advocate with the village for sustainable components in its upcoming ten-year plan.

GO GREEN NORTHFIELD

2019 Accomplishments:

1. Partnered with the Park District to bring Working Bikes to Northfield Market and Music twice this summer
2. GGNF had a table at Market and Music several times promoting monarchs, worm composting and chickens
3. GGNF educated members about the Skokie Bike Trail proposals and offered support on an individual basis
4. Partnering with LWV, GGW, and GSK to show The Story of Stuff
5. Village wide pumpkin composting
6. Village holiday light recycling

2020 Goals (unofficial)

1. Focus on community education and increasing awareness of environmental issues/sustainability
2. Partner with GGW to offer ongoing presentations (alternating libraries?)
3. More programming at the Farmer's Market
4. Partner with other groups (schools/boy scouts/cub scouts/girl scouts?) on composting/recycling events
5. Suburban Farm Tour summer 2020

GO GREEN VERNON HILLS

2019 Accomplishments:

1. Food Waste Issue
 - a. Creating awareness of the Food Waste issue in the community:

- b. We held two discussions at the Vernon Area Library on the Climate Impact of Food Waste. Both sessions had a good turn out and Village Manager from both villages attended
 - c. Village of Vernon Hills is taking action to provide residents with residential Food Scrap Option. After the second Food Waste Event, the Village of Vernon Hills communicated that it will start renegotiating its Waste Contract a year prior to expiration (contract expires Nov 2020). If all goes well, i.e. price increase is acceptable to the village board, Village of Vernon Hills should have Residential Food Waste Pickup by spring of 2020.
 - d. Laura B Sprague School to start composting in the lunchroom
 - i. We have started an after-school Student Green Team
 - ii. The team will assist students to separate food scraps in the lunchroom. The scraps will be composted on-site
 - iii. The team has created videos and posters to educate students and parent community on the issue of Food Waste
- 2. Created in-roads with Vernon Hills High School: started discussion on how to become a Zero Waste School
- 3. Building Go Green Vernon Hills Organization
 - a. Create Brand Recognition: Created a logo and Banner for Facebook page
 - b. Collaboration: Joined hands with VH Composting group. Working with the Vernon Area Library to publicize events

2020 Goals:

- 1. Plan 3-4 Educational Seminars for the community on Single-Use Plastics, Food Waste and Native Gardening
 - a. Single Use Plastics: Screen a movie and discussion on how to be plastic free
 - b. Food Waste and Composting Workshop: Hands on activity
 - c. Native Garden Tour or Recycling Event
- 2. Implement Food Composting Program at Vernon Hills High School
- 3. Continue to Advocate for Residential Food Scrap Option in Lincolnshire
- 4. Develop Social Media Presence

CITIZENS' GREENER EVANSTON

2019 Accomplishments:

- 1. Launched EcoHub, with calendar, map and list of climate actions
- 2. Supported and helped organize student Climate Strike
- 3. Initiated regular meetings with ETHS administration on facilities climate actions, curriculum, and policy and planning for sustainability, and helped establish student run Sustainability Committee
- 4. Led effort to get Evanston Certification as a Natural Habitat by NWF
- 5. Worked w/parents & students to establish Green Teams at all D65 schools
- 6. Spoke at D65 and D202 Board meetings on Climate Action topics
- 7. Held "Green Drinks" events throughout the year
- 8. Co-hosted movies on climate change: "Sustainable" and "From Paris to Pittsburgh"
- 9. Led "Streets Alive" event with City of Evanston
- 10. Edible Evanston hosted many workdays and Food Festival in September
- 11. Hosted Repair Clinics
- 12. Supported and helped advance an Evanston City Council resolution on Environmental Justice
- 13. Co-hosted Interfaith CC Summit at Garrett Theological Seminary

14. Board members wrote or contributed to Roundtable articles on CC

EVANSTON ENVIRONMENTAL ASSOCIATION

2019 Accomplishments:

1. The Evanston Environmental Association (EEA) has added \$40,000.00 to funds earmarked for future Evanston Ecology Center improvements and special events presented to the community by the EEA. The income resulted from membership fees, donations, EEA events, and investments.
2. The EEA presented or co-presented four different environment-inspired events to Evanston and surrounding communities: Wild & Scenic Film Festival, Nature's Night Out, Evanston Garden Walk, and Streets Alive featuring the Green Living Festival. These events attract hundreds or thousands of attendees.
3. We also promote the EEA and the Evanston Ecology Center at events including Going Green Matters, OAKtober Fest, and Evanston indoor farmers markets.

2020 Goals:

1. We want to increase our membership, and their involvement in EEA activities.
2. We want to recruit new EEA Board membership.

GO GREEN WILMETTE

2019 Accomplishments:

1. Sustainable Yard Tour
2. Going Green Matters 2019
3. Beach Clean Up initiative
4. Welcome packets for new residents
5. Movie partnership with Wilmette Theater
6. Solar for Faith Communities events
7. Pumpkin Pitch
8. Wilmette Community Solar

Goals for 2020:

1. Continue with all existing initiatives
2. Promote Community Solar
3. Board Retreat - Set clear goals and SMART-ify them
4. Multi-family building – green guidelines
5. Business Partners for a Greener Wilmette

GO GREEN WINNETKA

2019 Accomplishments:

1. Regular and reinvigorated attendance at monthly meetings (leading to more and better work in our community)
2. Supported and/or implemented Zero Waste events with and at the Winnetka Community House, the Volunteer Center, Carleton Washburne's 8th grade graduation, the Winnetka Community Nursery School Children's Fair, the Winnetka Music Festival, the Winnetka Park District's Fall Fest, and the Winnetka-Northfield Chamber of Commerce events
3. Continued to strengthen and deepen alliances with public, private, individual, and commercial partners within the Village

2020 Goals:

1. Fundraiser/donation stream
2. Website
3. Business Partnership program

GO GREEN GLENCOE

2019 Accomplishments

1. Recycling pop-up event: to reduce the waste being sent to the landfill on curbside collection day we organized a recycling event a week in advance - it was a great success with a big traffic jam and lots of thankful people. One of the things collected was paint and this was the total amount of latex paint:
 - 5 totes = 757 gallons latex
 - 2 Pallets = 80 gallons latex
 - 18 / 5 gallons = 90 gallons latex
 - = 927 gallons latex paint
 - 7,350 lbs of latex paint all saved from landfill!
2. Solar: also because one of our members has been putting solar on the agenda in Glencoe, the Village subscribed to a community solar program as a result of which, 10% of the energy used by the Village entities will be green: <https://patch.com/illinois/highlandpark/north-shore-towns-save-money-new-community-solar-project>
3. Ravines: it will be a long process that will take a lot of small steps, but the fact that the Village is working with the Villagers and studies are being done can already be seen as a great accomplishment.
4. Awareness: thanks to the presence at many events (4th of July, Art Festival, Summer school, publications, Green Bay Trail Day), the awareness of the Task Force has been reinforced and the awareness of sustainability has grown in the community.
5. "A Night under the Sustainability Stars" a dinner to celebrate the Task Force, its accomplishments and members.
 - o Style: bring a friend and brainstorm about creating awareness. The rocks with sustainability stars were introduced with the request to share these around the community to promote/stimulate or encourage sustainable behaviors/initiatives.

2020 Goals

1. Water: party due to the discussions surrounding the Hoover Estate and the installation of new water meters around town, this theme seems to be a natural point of focus in 2020 (H2O year)
2. Solar: assessment of the various solar options (roofs) in the village by a third party contractor.
3. ATP: further implementation of the Active Transportation Plan.
4. Eco Districts: adopt this framework for the Village.
5. Public awareness: creating more awareness and therefore more leverage, will remain a goal/point of attention
6. Collaboration with sustainability initiatives in and around the village
7. Reinstatement of the Green Tips (2x a month) through the schools (hands-on tips that can be implemented into daily life easily and as such become part of the DNA of your daily routine)