



Effective Practices for Implementing Local Climate and Energy Programs: *Working with Corporations*

Lessons Learned *by Communities for Communities*

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WHAT IS IT?

Programs can work with corporations to reduce companies' greenhouse gas emissions and energy use, as well as create partnerships to reach employees and the community with local sustainability program offerings.

WHY DO IT?

- Engaging the corporate community is often helpful in making significant progress in reducing greenhouse gas emissions and expanding clean energy use.
- Corporations may be willing to contribute resources.
- Corporations can be a key channel for reaching employees.
- Corporations may have success stories that they can share with employees and peer companies to generate interest in a program.

WHAT WORKS?

- Use examples of successful public-private partnerships to demonstrate the value of continued corporate engagement and to generate ideas for additional projects.
- Identify one or more champions in the corporate structure (such as a corporate sustainability director).
- Convene a "Green Business Council" to bring together corporate leaders interested in promoting sustainability through outreach and partnerships.
- Be sensitive to a company's situation. The time may not be right for a business to engage now, but it may in the future.
- Provide opportunities for recognition and exposure, and promote corporate leaders as community partners.

WHAT SHOULD YOU WATCH OUT FOR?

- Focus on building relationships and trust over time if corporations are wary of working with government agencies.

WHAT RESOURCES HAVE PROJECTS FOUND TO BE USEFUL?

- Green Business Solutions from Seattle's Resource Venture Program: www.seattle.gov/util/ForBusinesses/GreenYourBusiness/
- StopWaste Business Partnership: www.stopwaste.org/Partnership
- Home Energy Affordability Loan Program—Supports employee energy efficiency through an employer-based program: www.epa.gov/statelocalclimate/local/showcase/littlerock.html



"Corporations can increase the reach of programs through their customer and supplier networks."

StopWaste.org, Use Reusables Campaign, Alameda County, California