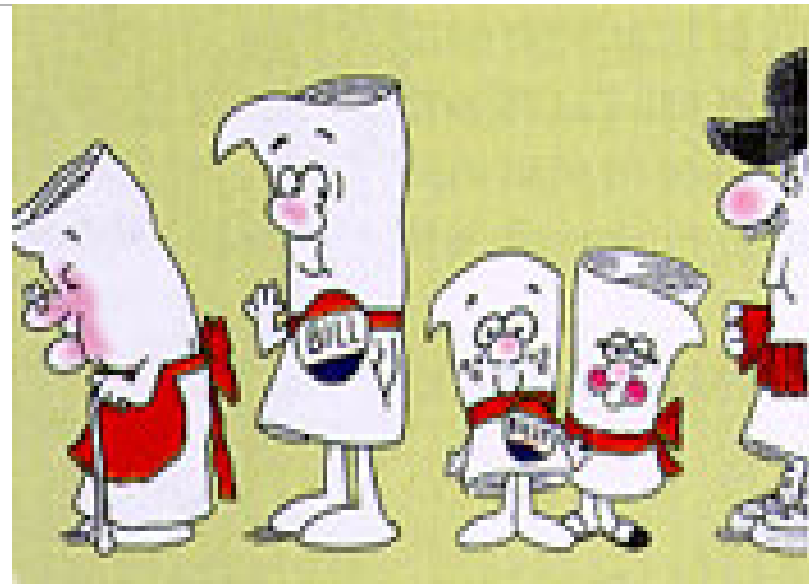

Grassroots Advocacy 101: Building Community Support for Sustainable Business Practices

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Presentation for The Washington DC Sustainable Business
Network (DCSBN)

www.mwe.com

Boston Brussels Chicago Düsseldorf London Los Angeles Miami Munich New York Orange County Rome San Diego Silicon Valley Washington, D.C.

Overview

- **Initiatives to Promote Sustainable Business Practices**
 - Local Efforts
 - Initiatives in Other Communities
- **Grassroots Advocacy – How Ordinary Citizens Can Make a Difference**
 - What is it? Why is it important?
 - 10 Tips for Effective Advocacy
- **Questions and Observations**

Grassroots Advocacy 101

The 4 C's

1. **Catalyst**
2. **Credibility**
3. **Constituency**
4. **Conscience**

Sustainable U.S. City Rankings

1. Portland, OR
2. San Francisco, CA
3. Seattle, WA
4. Philadelphia, PA
5. Chicago, IL
6. Oakland, CA
7. New York, NY
8. Boston, MA
9. Denver, CO
10. Minneapolis, MN
11. Baltimore, MD
12. Washington, DC

Initiatives – Washington, DC



- **Procurement Incentives**
 - 5% preference to local firms
- **Department of Environment**
 - Centralized agency responsible for sustainability functions
- **Green Building Council**
 - LEED technology embraced by gov't agencies

Initiatives – Portland, OR



- **Office of Sustainable Development**
 - Commercial Recycling Program
 - Telework Program
- **Portland Development Comm'n**
 - Sustainable Business Assistance Program
- **Sustainable Development Comm'n**
 - Sustainable government programs
 - Community Report Card
 - Economic Development

Initiatives – Seattle, WA



- **Office of Sustainability & Environment**

- Sustainable Purchasing Program
- “Green” city buildings initiative
- Strong environmental practices
- Incentives to private sector

Initiatives – San Francisco, CA



- **Green Building Initiative**
- **First city to adopt “green building” ordinance**
- **Payroll Tax Exemption for qualified clean tech companies**

Initiatives – Philadelphia, PA



- **“Local First” campaign**

- **Goals**

- Encourage investment in local businesses
- Lower gross receipts tax
- Implement green taxing strategies

- **Based on Oregon Marketplace program, which created:**

- \$2.5 million in new contracts
- 100 new jobs for Oregon

Grassroots Advocacy

**Making the case for more
sustainability programs in our
area...**

Grassroots Advocacy – What is it?



- **To Effect Change**
- **Citizen-driven Movement**
- **Bottom-up Approach**

Grassroots Advocacy - Why important?



- **No participation = No right to blame**
- **Absolutely necessary for change to occur**
- **We have responsibility to participate**

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Grassroots Advocacy

10 Tips for Effective Advocacy

Tip 1:

Define your objective.

- New local initiative?**
- Introduce legislation?**
- Initiate regional program?**

Tip 2:

Do your research.

-- Determine your audience.

- > federal, state or local level

-- Understand where audience stands.

- > prior actions
- > editorials
- > scorecards

Tip 3:

Do more research.

- Know the issues and facts.**
- Understand possible impacts.**
- Look at results from other communities.**

Tip 4:

Develop/deliver a central message.

-- Keep it Simple, Targeted.

- > issue at hand**
- > action to take**

Tip 5:

Determine the message mode.

- Email?**
- Letter?**
- Phone call?**
- Personal visit?**

Tip 6:

Schedule meeting.

- Call appropriate office in advance.**
- Average meeting lasts ≤ 10 mins!**
 - > Cover important points**

Tip 7:

Prepare one-pager to leave behind.

- Sharp, punchy bullets.**
- Include contact information.**
 - > Gives you/issue credibility**
 - > Facilitates follow-up**
 - > Reminds audience of objective**

Tip 8:

Close the deal.

-- Be direct.

> Can we count on your support?

Tip 9:

Follow up.

- **Send thank-you note.**
- **Offer additional assistance/info.**
- **Extend invitation for site visit.**

Tip 10:

Maintain line of communication.

- Keep audience apprised.**
- Attend “town halls” and other local events.**

Charge!

- **Stay Informed**
- **Take Initiative – Get Involved**