



# 2020 ANNUAL REPORT



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Bethesda Green

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## Vision

Bethesda is a sustainable urban ecosystem that enhances green living, ensures environmental protection, and facilitates growth of responsible businesses.

# About Bethesda Green

## Mission

Bethesda Green works to address environmental challenges locally by creating a sustainable, green community, built collaboratively through citizen engagement, environmental education, government partnership, and innovative business development.

# Letter from the Executive Director

Dear Friends,

It goes without saying that 2020 was the most disjointed, challenging, and uncertain year in my (professional) life. At no time have operations been so dramatically affected for so prolonged a period of time. That said the Bethesda Green team deftly transitioned from our Bethesda office to home offices, shifted meetings and programmatic endeavors to virtual engagements, and never missed a beat in their efforts to contribute to making Bethesda a sustainable urban ecosystem, thereby achieving our organizational vision.

During the year, we had to cancel or postpone some events as a result of physical distance restrictions and public gathering thresholds. Greenfest was cancelled and public events such as the Bethesda weeding day and recycling bin installation were postponed. The entrepreneur pitch event originally planned for the beginning of June was delayed as we waited to see what the pandemic would bring.

That said, the majority of our vital work continued apace. Our Environmental Leaders' final projects were presented via zoom meeting and all students were able to present on video and share their PowerPoint presentations.

Similarly, instead of our planned in-person "pitch event", we held a virtual Innovation Lab event: *Entrepreneurs as Transformers*. We had more than 150 attendees, a keynote presentation by County Executive Marc Elrich, a panel presentation on entrepreneurship during challenging times, and brief presentations by our entrepreneurs, followed by smaller sessions in zoom breakout rooms.

We completed and distributed promotional videos on our Glen Way Gardens stormwater mitigation project and our Bethesda Recycles! bin installation project in support of these noble programs.

And we engaged with county leaders in the final production of a robust *Climate Action Plan* and *An Economic Roadmap to Recovery and Long-Term Success*.

Meanwhile, our staff and operations all were maintained throughout the year, despite challenging and uncertain economic conditions. Revenue generation was challenging as some corporate supporters acted with austerity, unsure of the future profitability of their businesses. Grantmaking foundations shifted priority giving areas to reflect the dramatic relief needed throughout their covered communities. However, we were able to take advantage of federal support, Maryland state support, and Montgomery County support to ensure that we didn't lose a single hour of productivity. This, added to our steadfast community supporters, board members, ongoing corporate and foundation partners, meant that Bethesda Green survived the first year of the pandemic unscathed and ready for 2021.

We succeed for the community with the support of the community. So thank you for all you've done to help Bethesda Green this year. Our mission is an important one, and the crisis we face in environmental and climate protection is an emergency, but together we will absolutely succeed.

Keep Bethesda Green,



Adam M. Roberts  
Executive Director



# Our Team



Adam Roberts,  
Executive Director



Patty Simonton,  
Director Be Green  
Business



Kim Goddu-Alexander,  
Director Be Green Living



Emily Bernard,  
Program Associate



Jordan Lee,  
Communications Associate

# 2020 Events in Review

## Sustainability Series

- Organic Lawn Care
  - A session on how to care for your lawn organically, ditching harsh chemicals and fertilizers. Discussed strategies to maintain a beautiful, ecofriendly lawn with local experts
- A One on One Chat with Paul Turkey: Organic Lawn Care
  - A session with Paul Turkey, the Director of Sustainability at Glenstone Museum
- Montgomery County Climate Action Plan Update

## B Corp Workshops

Hosted every month

- Part 1: Get a Baseline
  - Assess how your company performs against dozens of best practices on employee, community, and environmental impact
- Part 2: Compare Your Impact
  - See how your company stacks up against thousands of other businesses through the Quick Impact Snapshot.
- Part 3: Improve Your Impact
  - Create a plan to improve your business's practices, and help your staff implement them quickly with our best practice guides and examples.

## Speaker Series

- What is Bookkeeping and Why is it Important?
- Guerrilla Marketing
- Addressing Food Waste From Farm to Table in times of Covid-19
- From Packaging to Ingredients: Knowing When to Spend Money on Sustainability
- How Fashion can Embrace Sustainability and the Circular Economy
- Feeding 450 Million Americans by 2050
- The Business Models, Innovations, and Policies Needed to Build a Circular Economy

## Educational Webinars / Other

- How to Manage Stormwater: Q&A Session with Glen Way Gardens
- Tour of Glen Way Gardens
- Community Welcome Event with the Innovation Lab
- Environmental Leaders Project Presentation
- Meet the Greens: Winter Green Drinks

# Be Green Business: Innovation Lab

*Be Green Business is working to cultivate innovative "eco-entrepreneurs" and incubate green business development to ensure compatibility between economic development and environmental protection. We also advise local businesses through the B-Corp certification process, focusing on best practices for sound governance, support for workers, and sustainability.*

## Innovation Lab

*The Innovation Lab is the leading entrepreneurship program in the Mid-Atlantic region that identifies and attracts leaders who are building for-profit business models around innovative and sustainable solutions to tackle environmental and social challenges.*



## Program Accomplishments

Successfully **Transitioned to 100% Virtual Programming** to ensure the safety of all Bethesda Green staff, member companies, and community members during the COVID-19 health crisis.

Expanded Entrepreneurial Programming at the Innovation Lab in 2020 to provide additional support for Accelerator alumni and welcome new growth-stage companies

Distributed **\$10k to Grateful Gardeners, a woman-owned, organic flower farm** based in Montgomery County, bringing our total Financial Award distributions to \$95,000 to 6 companies over three years

Hosted **4 Pitch Events, including two virtual sessions**, welcoming over 340 investors and community leaders to hear from members of the Innovation Lab. Member companies have raised over \$3M since 2018.

The 2020 Accelerator program included over **35 curriculum sessions, five CEO Roundtable discussions, and six practice pitch sessions** ahead of the June 11th virtual pitch event.

Recruited over **45 Volunteer Mentors** who provide Innovation Lab entrepreneurs with hands-on guidance on evaluating business decisions, facilitated workshops, and offered access and referrals into important networks.

Partnered with the **Mentor Capital Network** to access a global mentor network of industry experts who provided personalized and extensive feedback on entrepreneurs' business plans.

# Be Green Business: B Corp

*Be Green Business is working to cultivate innovative "eco-entrepreneurs" and incubate green business development to ensure compatibility between economic development and environmental protection. We also advise local business through the B-Corp certification process, focusing on best practices for sound governance, support for workers, and sustainability.*

## B Corp Consulting

B Corp consulting for businesses is offered to help businesses improve their social and environmental impact, and build not only a stronger business, but a stronger community. The consulting provides participating companies with tools and workshops to benchmark, express, and improve their triple-bottom-line impact.

## Three Stages of Coaching

### 1. Measure What Matters

- Help businesses complete B Lab's B Impact Assessment to measure their impact across five areas:
  - Governance
  - Workers
  - Community
  - Environment
  - Customers

### 2. Improve Your Impact

- Outline business's priorities and create a plan to improve their business practices. With our best practice guides and examples, we can help businesses make improvements in areas of Governance, Workers, Community, Environment and Customers by creating formal policies, tracking impact metrics, and including supply chain considerations.

### 3. Become B Corp Certified

- Help companies prepare for B Corp Certification

## Bethesda Green Speaking Engagements on B Corp

*Our staff are trained and certified experts in the B Corp field and are often asked to share their knowledge at different events around the area.*

- Kim Goddu-Alexander was asked to speak at a B Local Mid-Atlantic B Corp Event at McDonough School of Business
- Kim Goddu-Alexander was asked to be a judge at Plan-it Earth, a sustainability ideathon at Georgetown University, she was selected for her expertise in B Corp





# Be Green Business: Best for DMV

Best for DMV is a campaign-style program that will expand the number of District of Columbia, Maryland, and Virginia (DMV) businesses that incorporate impact into their business models



The B Corp 101 Workshop Series is a package of three, one-hour workshops for businesses to benchmark, express and improve their triple bottom line through B Lab's Impact Assessment

The average size of businesses participating in the B Corp Workshops is 1 to 9 employees

12 businesses participated in the B Corp Workshops throughout 2020. 25% of these businesses participated in the entire B Corp Workshop Series throughout 2020

Industries participating in the B Corp Workshops include agriculture, forestry & fishing, retail, real estate development, and professional & technical services.

There are 4 companies using our B Corp Coaching services to prepare for certification.

Out of the businesses using the B Impact Assessment, 4 policies per business have been changed to attain more impact

Two businesses are using the SDG Action Manager in correspondence with the B Impact Assessment

The Student B Corp Workshops provide an introduction to the B Corp Certification and how businesses can improve their social and environmental impact

44 students, staff, or faculty of local academic institutions participated in the Student B Corp Workshops throughout 2020

# Be Green Business Portfolio

## Innovation Lab Cohort 2020

- Grateful Gardeners
- JaM Treats
- Rendered, Inc.
- VegAndes



## Innovation Lab Financial Award Recipients

- Elysian
- Living Canopies



## ELYSIAN HOLDINGS

## Amplifier Members

- M'Panadas
- True Algae



## Alumni



# Be Green Living Highlights

*The Be Green Living Program works to promote sustainable practices through community engagement. We foster involvement through programs that address environmental challenges and through projects that enhance the quality of life for local residents. Part of this community-driven work includes an Environmental Leaders program to support environmental education, cultivating the next generation of visionary green leaders.*

## Environmental Leaders Program

Bethesda Green's school-year-long Environmental Leaders Program offers high school students in Montgomery County the opportunity to learn about sustainability and environmental stewardship, while gaining valuable hands-on experience conducting environmental research, engaging with their community, and designing and implementing their own community project to address an environmental challenge.

This year, we accepted 6 high school seniors into the program. Five students from Walt Whitman High School and one student from St. John's Catholic High School. This year was the first to include a private school participating in our program.

Due to COVID-19 the program was held entirely virtually over the course of the school year.

## 2020-2021 Student Projects

- A 6-episode podcast about single-use plastics covering their production, how they act in the environment, how recycling plays a part, and alternatives
- A student designed and illustrated coloring book of endangered species of the Chesapeake Bay, includes information on the Bay's habitat and why species are endangered
- Informative webpage and video on anaerobic digestion as a means of creating energy through waste
- A community pollinator garden to provide habitat and food to pollinating species, such as honeybees and butterflies
- Informative webpage, including education coloring pages and a video on the invasive Northern Snakeheads

# Be Green Living Highlights

The Be Green Living Program works to promote sustainable practices through community engagement. We foster involvement through programs that address environmental challenges and through projects that enhance the quality of life for local residents.

## Bethesda Recycles

Our recycling program began 10 years ago, conceived by Honest Tea's Seth Goldman and former Montgomery County Councilmember George Leventhal, who envisioned the first public space recycling program in Bethesda. With the generous help of Honest Tea and The Coca-Cola Company, and that of individual and small business sponsors, we placed 36 public recycling bins in downtown Bethesda. Bethesda Urban Partnership (BUP) maintains the bins, and the Montgomery County Transfer Station collects, sorts, and disposes of the materials. Since the initial pilot, the bins collected more than 55,000 pounds of recyclables.

### Goals:

- Place 50 new recycling bins in Downtown Bethesda
- Add recycling education signs in high traffic areas
- Reduce recycling contamination in existing bins
- Conduct litter studies and clean ups to prevent pollution contamination in neighboring waterways

### Accomplishments in 2020:

- Received sponsorship from Bethesda businesses
- Placed 15 new recycling bins around the Bethesda area
- Received Community Engagement Recycling Award from Montgomery County Department of the Environmental Protection
- Data collection of how full the bins are at any time



Sponsor a bin and help us keep our community green! Your business will be acknowledged by name and/or logo on one bin placed in downtown Bethesda.

Special thanks to this year's sponsors!



Metro Bethesda  
**Rotary**  
Club



eatTHE change™



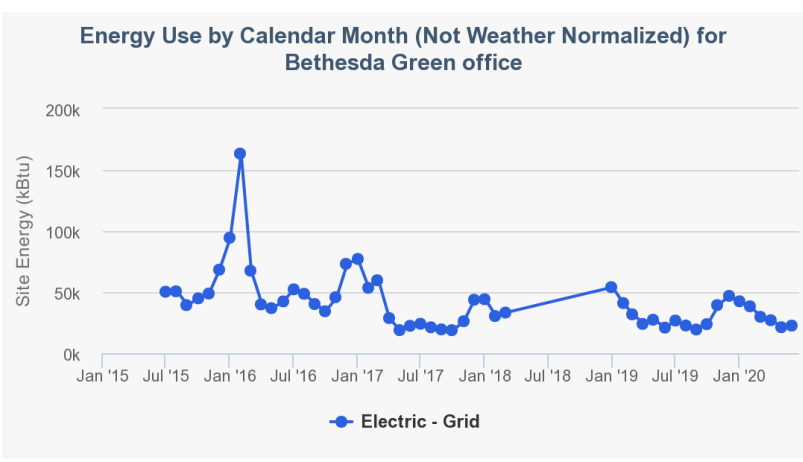
**EAGLEBANK**



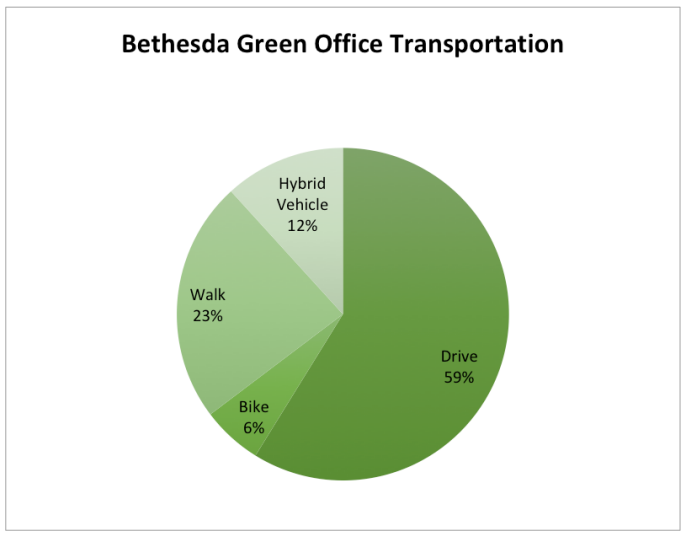
# Our Green Office

In order to foster sustainability in the marketplace, we first need to take an introspective look at our own accomplishments as well as our ecological footprint. We used the Energy Star Portfolio to record and assess our footprint and then implement a plan of action to reduce it. When we first started tracking our footprint we were able to make changes that significantly reduced our emissions. Over time, we have continued to monitor our office practices and made changes for the better when possible.

Below is a graph of energy use over time for our office, recorded every month starting in 2015-2020



Below is a graph of transportation methods used by employees for 2020.



We practice composting and recycling in our office!



Almost all the furniture in the office was donated to us for reuse.



# Sponsors, Partners, and Contributors

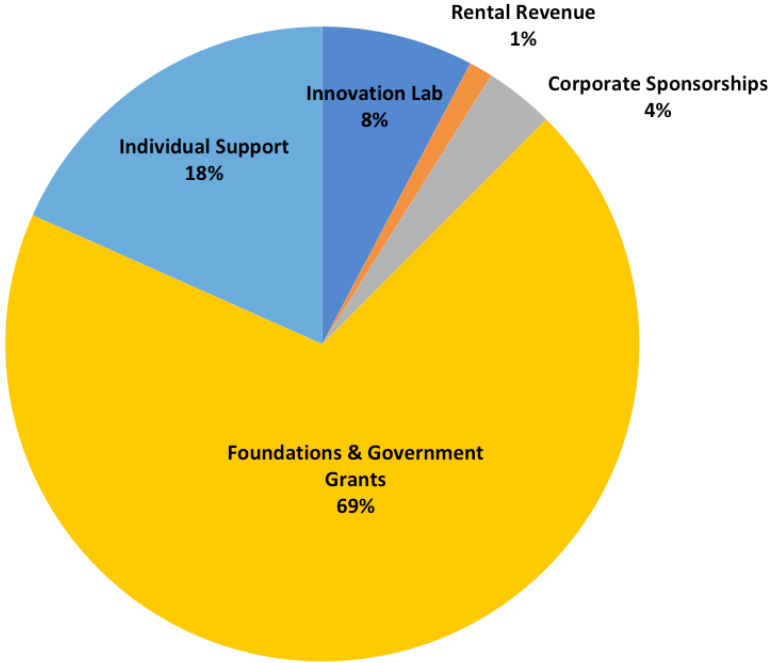
- Annual Wharton DC Innovation Summit
- B Lab
- Calvert
- Capital One
- Chesapeake Bay Trust
- Clean Tech Open Southeast
- CohnReznick
- Comcast Business
- Council Fire
- The Compost Crew
- Department of Environmental Protection
- Diana Davis Spencer Foundation
- The Greater Bethesda Chamber of Commerce
- Green Eagle
- Honest Tea
- Investors' Circle
- Jackson Lewis
- Marcum Financial Services
- Maryland Business Incubation Association
- Maryland Clean Energy Center
- Maryland Technology Enterprise Institute
- Mava
- Mentor Capital Network
- MCEDC
- Net Impact
- Robert H. Smith School of Business
- Roundpeg
- TD Charitable Foundation



# Fiscal Year 2020 Financials

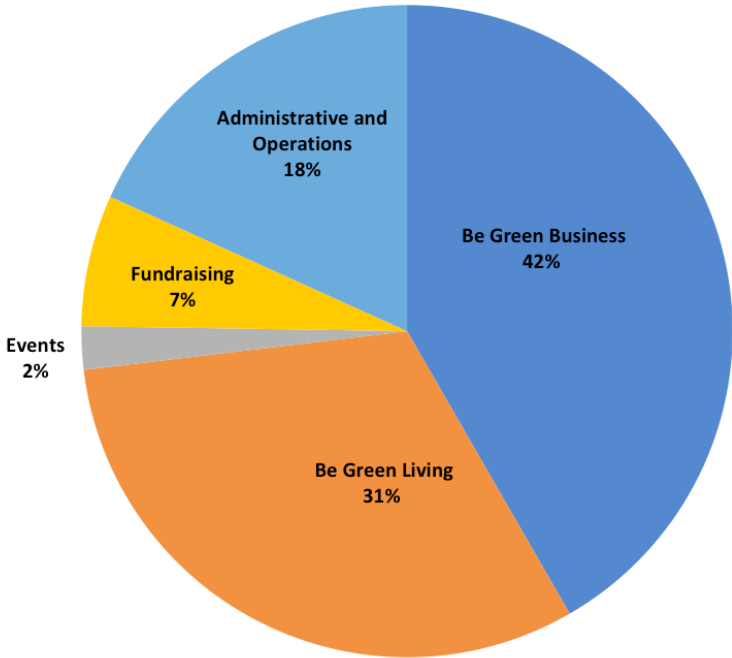
## Income

2020 BG Operating Income

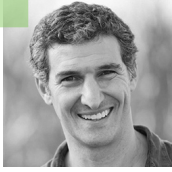


## Expenses

2020 BG Expenses



# Board of Directors



**Seth Goldman**

Chief Change Agent at Eat the Change, Co-Founder at PLNT Burger, Chair of the Board at Beyond Meat



**Richard Boly**

Principle at Beurichly



**Ari Ghosal**

Partner at DOJO Law



**Mickie Simpson**

Real Estate Professional  
TTR Sotheby's  
International Realty



**Kenneth Hartman-Espada**

Director of the Bethesda-  
Chevy Chase Regional Services  
Center



**Amtia Shukla**

Executive Founder &  
CEO at Vimita



**Robert Snyder**

Incubator Advisor and  
Ambassador



**Dianna Watts**

Social Innovation and  
adaptive strategies within  
food systems educator



**Andrew Friedson**

District 1 Montgomery  
County Council Member



**Jane Brooks Horn**

Tax Partner at Marcum LLP



**Joseph Chirico**

Market Executive  
John Marshall Bank



**Katya Marin**

Incubator Advisor  
and Ambassador



**James Martinko**

Office Managing Partner  
at CohnReznick



**Stu Daheim**

Corporate Engagement  
Strategist at Calvert Research  
and Management



**Mary O'Connor**

Senior Vice President of  
Development at National Parks  
Conservation Association