



2021 ANNUAL REPORT



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www.BethesdaGreen.org



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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.

Our Team



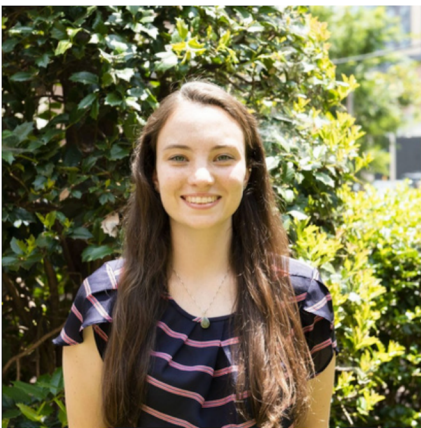
Adam Roberts,
Executive Director



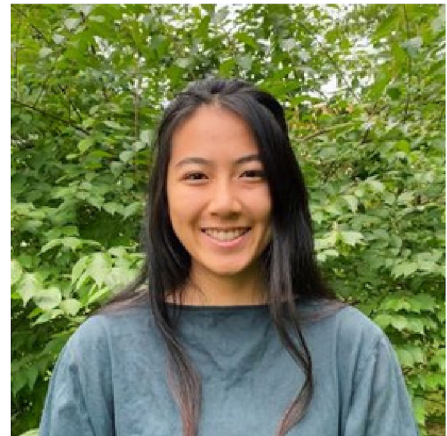
Patty Simonton,
Director Be Green
Business



Kim Goddu-Alexander,
Director Be Green Living



Emily Bernard,
Program Associate



Jordan Lee,
Communications Associate

2021 Events in Review

Sustainability Series

- New Compost Legislation for MoCo Farms
- Choosing Renewables with Clean Choice Energy
- City Nature Challenge, iNaturalist Training
- Biking in Bethesda
- Stormwater Management in MoCo
- Nuclear Energy: A Sustainable Option?

Speaker Series

- Building Resilience into Your Sustainable Supply Chain
- Considerations for Startups Applying Sustainability Principles in Their Supply Chain
- Understanding the Role of Sustainability Reporting Frameworks in Impact Investing
- Green Business Certifications: Which One and Why?
- Climate Risk Management (CRM) for Early Stage Startups

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.

Teen Science Café

Launched in November 2021, a part of the National TSC Network

- The Science of Coffee Roasting with Donnie Hill, CEO of Cosmos Roastery
- Solutions to Plastic Waste with Dr. Christopher White, Senior Managing Scientist at Exponent
- More sessions in 2022...

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

Won US Small Business Administration 2021

Growth Accelerator Fund Competition to expand support for inclusive entrepreneurship and development innovative STEM/R&D ideas to promote environmental sustainability.

Hosted our largest and most diverse mission-aligned Accelerator cohort to date, welcoming seven mission-aligned companies, 57% of which were owned and run by women and entrepreneurs from underrepresented communities.

Hosted 7 virtual investor sessions for member companies to help our entrepreneurs access capital and promote new business offerings to targeted audiences.

Grew the Innovation Lab Mentor Network by over 40% through targeted outreach and recruitment efforts.

Hosted our second annual Summer Speaker Series: Tackling Environmental Challenges Through Sustainable Entrepreneurship, welcoming 14 speakers over five sessions designed to educate and inspire prospective entrepreneurs.

Awarded \$10k each to four qualified graduates of our 2021 Accelerator cohort, 50% of which were women and/or minority-led companies. We've awarded \$135k since 2018.

Welcomed six idea-stage companies to a new year-round Incubator, with innovations including hydrogen refueling stations, zero-emissions coffee roasting, and eliminating methane emissions from wetlands, among others.

Hosted our January Community Welcome Event and a virtual pitch event in April 2021, where we welcomed over 100 attendees and which included remarks by U.S. Senator Chris Van Hollen.

Hosted over 20 virtual workshops, 19 CEO Roundtable discussions, 6 practice pitch sessions, and weekly and monthly check-ins with all Innovation Lab members.

Innovation Lab Portfolio Companies

Accelerator Cohort 2021

- Cinnamon Tree Organics
- Greenlist
- Loop Closing
- Maka Superfood
- Paradigm One
- Plastic Tree
- Universal Schedule



Incubator Members

- Ally Power
- Cosmos Coffee Roastery
- Peatland Technologies
- The Goods Finder



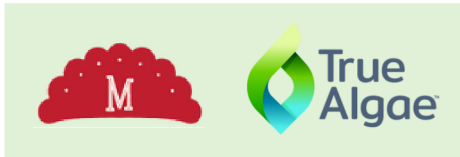
Residency Members

- Elysian
- Living Canopies
- Grateful Gardeners
- DGrid Energy



Amplifier Members

- M'Panadas
- True Algae



Alumni



Be Green Business: B Corp

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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.



Best for DMV Campaign

Best for DMV is a campaign-style program that expands the number of District of Columbia, Maryland, and Virginia (DMV) businesses that incorporate impact into their business models. The following are some accomplishments from 2021:

- Launched Best for DMV website and a monthly newsletter
- Attended B Lab's Global Climate Summit
- Continued the Partnerships Chair role on the B Local Mid-Atlantic group, through which we organized several events
- Hosted 3 student interns from local universities



Our 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, director of Be Green Living, spoke at these events:

- Plan It Earth Judge, Georgetown University, March 21, 2021
- Social Enterprise Forum with Washington College, February 28, 2021
- Panel speaker at Ethical Marketing event hosted by UMD Center for Social Value Creation
- Session host for BLD New England Conference on Open Hiring Practices: Rhino Foods and Greyston Bakery
- Climate Justice Playbook workshop, November 18, 2021 with UMD
- Panel speaker at DC Net Impact Speed Networking event
- Building B Corp Conference with Georgetown University Business for Impact Program, schedule January 28, 2021

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 7 high school seniors into the program. The students attend Walt Whitman High School, Bethesda-Chevy Chase high school and one student from Holton-Arms School.

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

2021-2022 Student Projects

- A bat conservation project that will consist of building bat houses to sustain the threatened bat population in Bethesda, and researching the Eastern Red bat through interviews with species conservation experts.
- A booklet designed to show readers the importance of planting native species, highlighting different native species and places in the community where habitat fragmentation has occurred.
- A 4 episode series of short, informative, and entertaining videos designed to educate viewers about how environmental topics relating to energy generation, efficiency, and consumption directly relate to their lives.
- A community garden with the purpose of capturing and storing atmospheric carbon. The garden will demonstrate how sequestration works, display key ideas and techniques, and will encourage others to take similar action. Two students worked collaboratively on this project.
- A 6 episode podcast on the circular economy, that includes interviews with experts. The aim is to generally increase awareness about the emerging circular economy concept to inspire teenagers to recognize their impact and to become a part of the solution.
- An educational model of an offshore wind farm based on the current Virginia Beach location, providing information about the growing presence of wind energy, and what it means for our future.

Be Green Living Highlights

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Teen Science Café

The Bethesda Green Teen Science Café hosts regular, informal speaker sessions in which participants learn about advances in environmental science and technology and gain exposure to different careers in the environmental field. Our program is a part of national network of "Teen Science Cafés" with the mission of getting young students involved in Science, Technology, Engineering, and Mathematics (STEM) careers.



Goals:

- Empower young students in their quest for leading and learning
- Encourage students to pursue environmental science and technology fields

Accomplishments in 2021:

- Launched program in November
- Hosted an event on The Science of Coffee Roasting with Donnie Hill, CEO of Cosmos Roastery
- Hosted an event on the Solutions to Plastic Waste with Dr. Christopher White, Senior Managing Scientist at Exponent

Our Student Officers:



Rakesh Krishnan, President



Alicja Mazurkiewicz, Events Officer



Roshni Arun, Secretary



Zeke White, Ambassador

Be Green Living Highlights

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Stormwater Mitigation Projects

Increased development in downtown Bethesda leads to increased stormwater runoff in the area, allowing for pet waste, pesticides, fertilizer, oil, and other contaminants to flow into the Chesapeake Bay and other local waterways. This runoff issue not only impacts water quality and aquatic life, but affects the lives of 17 million people. Bethesda Green works with private and public organizations to plant rain gardens and deploy stormwater technology to help manage the release of stormwater into the environment, thereby mitigating the harmful effects of runoff.



Accomplishments in 2021:

- Glen Way Stormwater Reduction Project
 - RainGrid controllers installed
 - Video completed by Mark Leisher Productions
 - Submitted Chesapeake Bay Trust final report
- Kensington Mews Stormwater Reduction Project
 - BG completed a basic site assessment
 - Applied for Chesapeake Bay Trust Community and Outreach Grant application for the project
- Downtown Raingardens Project
 - Hired Conroy Landscape Architecture to complete conceptual design plans
 - Completed PEPCO Sustainability Grant
- Hosted Sustainability Series event on stormwater in Bethesda

Pollinator Gardens

Bethesda Green works with volunteers and students in the Environmental Leaders Program to plant and maintain three pollinator gardens in the area. These pollinator gardens provide nectar and other resources that support crucial native pollinators such as butterflies, honeybees, bumblebees, and humming birds. One of the gardens was designed especially to absorb carbon from the atmosphere.

Accomplishments in 2021:

- Created species inventory process
- Environmental Leaders conducted pollinator garden research
- Harvested seeds to propagate and expand garden in spring 2022
- Drafted final year report of species inventory and identified pollinator species



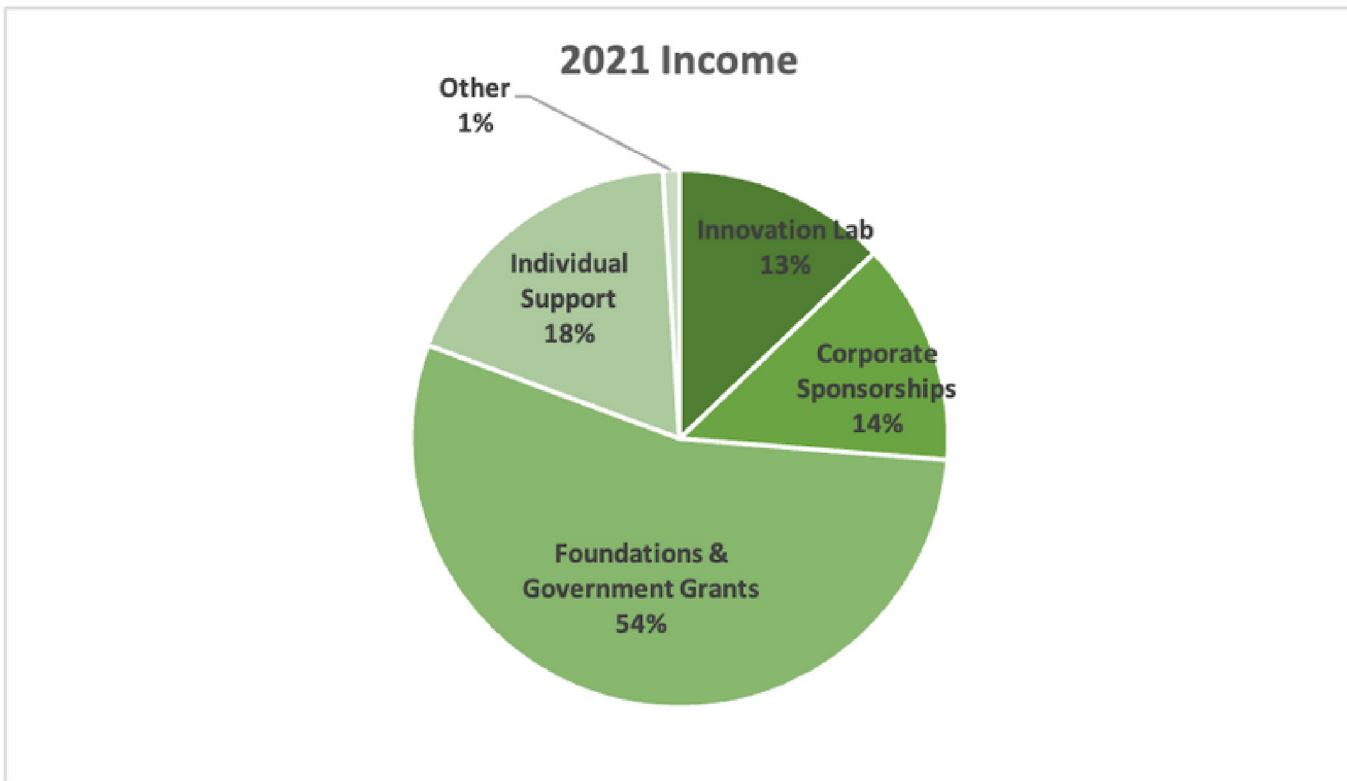
Sponsors, Partners, and Contributors

- 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
- 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

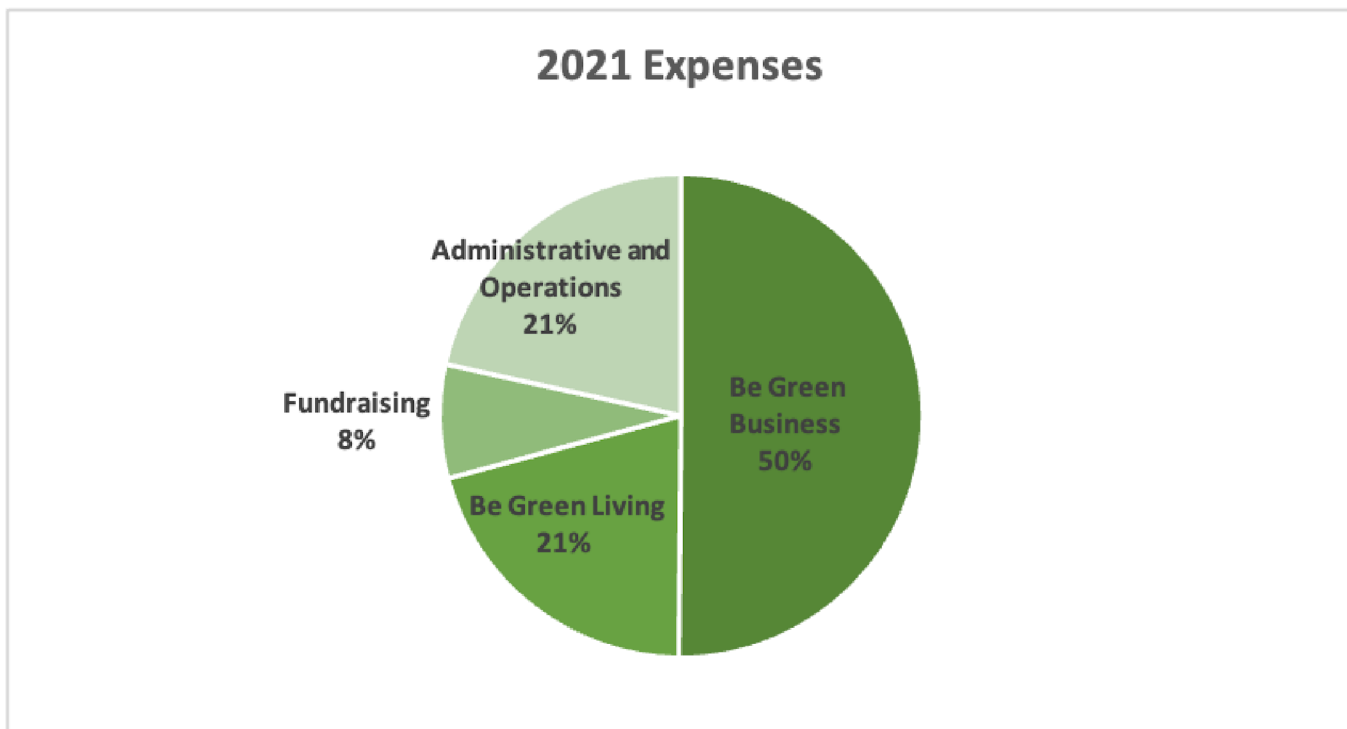


Fiscal Year 2021 Financials

Income



Expenses

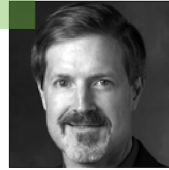


Board of Directors



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



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



James Martinko

Office Managing Partner at CohnReznick



Stu Dalheim

Corporate Engagement Strategist at Calvert Research and Management



Mary O'Connor

Senior Vice President of Development at National Parks Conservation Association

In Memoriam



Mickie Simpson

Real Estate Professional
TTR Sotheby's
International Realty