

# 2021 ST. LOUIS GREEN BUSINESS CHALLENGE

The **St. Louis Green Business Challenge** supports integration of sustainable practice and policy into the kinds of everyday operations that are common to every business. Challenge participants are multipliers: voluntary achievements at both the individual and organizational levels are aligning St. Louis area environmental stewardship and social sustainability with global business standards.

Since launch in 2010, 250 companies, non-profits and municipalities have “taken the Challenge,” to engage and influence over 700,000 employees and residents. Challenge activity grows the Triple Bottom Line (fiscal, social, and environmental) for each participant. The benefits of these individual and increasingly collaborative actions ripple across our entire regional economy.

## Benefits to the Challenge community of Green practitioners:

- Customized coaching from experts at EarthWays Center, the sustainability division of Missouri Botanical Garden, including site visits and ongoing email and phone support; plus Green Business Tours and workplace talks.
- Scorecards for efficiently strategizing sustainable measures and tallying results.
- Networking, peer-to-peer resource sharing, and B-to-B business advantages.
- Recognition through annual awards and regional to national promotions.



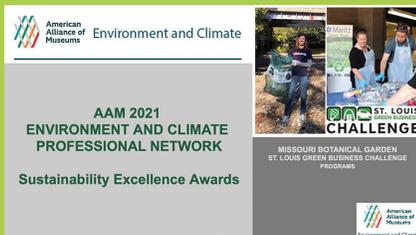
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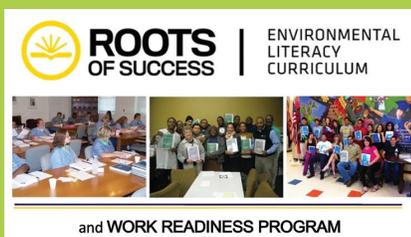
## 2021 SPECIAL FEATURES



The **American Alliance of Museums** honored the St. Louis Green Business Challenge with a **Sustainability Excellence Award** in the Programs category. A presentation by Challenge manager Jean Ponzi shared program process, participant achievements, and transferable elements with a national audience of museum professionals.



A Virtual **Kickoff Seminar** in March hosted Jason Hall, CEO of **Greater St. Louis Inc.**, for an overview of the Jobs 2030 Regional Plan. A panel from Challenge companies **StraightUp Solar** and **Focal Pointe Outdoor Solutions**, with **Renew Missouri** and **St. Louis Community College Horticulture Program** discussed Green Collar Job needs and opportunities.



In partnership with **St. Patrick Center**, the Challenge launched local use of **Roots of Success**, a nationally recognized environmental literacy and job training program that prepares adults and youth for Green Jobs and career pathways, and grows leadership to improve community health and resilience.

Weekly **Virtual Brown Bag Seminars** showcase the work and resources of Challenge participants and community partners. Concise half-hour talks are archived online with descriptions and related links, for efficient sharing by Green Teams with their colleagues and constituents. Virtual Brown Bag has presented **71 programs with nearly 4,500 views** since launch in April 2020. To be continued!



New mobile-friendly website and **LinkedIn Challenge Group** facilitate discussion, promotion, resource-sharing and the work of Challenge participants.

## Accomplishments

- Launched a city-wide composting program for residents.
- Planted 89 trees to help rebuild urban forest.
- Partnered with Grow Solar St. Louis to promote solar group-buy program; hosted a Grow Solar Power Hour virtual program.
- Installed a bike repair station and new bike hoop.
- Hosted four residential paper shredding events.
- Offered environmental education opportunity for youth and adults in each Parks & Recreation brochure.
- Prepared an RFP to complete energy audits for every municipal facility, planned for completion in 2022.
- Educated residents about recycling and other sustainable practices through social media, newsletters and website.
- Completed an ADA-compliant trail that includes use of porous and flexible Rubberway, partially composed of recycled rubber tires.



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*The City of Brentwood's commitment to sustainability shapes our operations and our future planning. Our new Sustainability Commission began work, led by five residents and two elected officials, with initial progress on a city-wide Sustainability Plan. Each city department continues to set goals and objectives related to sustainability. As a Green Cities Challenge participant for the second year, we strive to keep learning and incorporating green practices.*

David A. Dimmitt  
Mayor, City of Brentwood

## Innovations

- Installed four free public Electric Vehicle Chargers.
- Adopted stormwater management requirements for all new and infill residential development.
- Hosted four electronics recycling drives.
- Parks & Recreation Department purchased an electric mower, the first city fleet electric vehicle.
- Continued progress on Brentwood Bound, the major flood mitigation project that will restore floodplain, add trails and greenspaces, and link multiple parks in a highly visible location.
- Received \$300,000 grant from Missouri Department of Resources for design and construction of an extended wetland pond north of Deer Creek and Black Creek confluence.



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