Providing a forum for businesses to make their voices heard, share best practices, highlight accomplishments, be part of the solution, engage employees...
By Business, For Business

*Businesses for the Bay* should...

- Recognize Business Innovation and Achievement
- Link Sustainability and Chesapeake Bay Goals
- Harness the Power of Employee Engagement
- Include a Business-Based Steering Committee
- Build a Collaborative Network
- Share Information
Mission Statement

The *Businesses for the Bay* (B4B) program encourages businesses within the Chesapeake Bay watershed to take voluntary and measurable actions to support protection and restoration of the Chesapeake Bay and help the public understand the valuable role of the business community in sustaining the health of the Chesapeake Bay and its watershed.
Reasons to Join the B4B Membership Association

• Associate with the trusted Alliance for the Chesapeake Bay
• Be part of a network of business leaders
• Share lessons learned, success stories, and best practices
• Connect with local NGOs, governments, & watershed groups
• Participate in professional development opportunities
• Accomplish environmental sustainability goals
• Take voluntary and measurable actions
• Enhance business social responsibility
• Build recognition
• Engage employees

Agronomic Lawn Management
2014: a landmark agreement, signed by federal government agencies and local state governments, set goals that will advance restoration and protection of the Chesapeake Bay watershed.

Five themes, intended to create focus and alignment, in order to achieve goals within the Agreement by 2025:

- Provides a regional context to communicate and showcase B4B accomplishments
- The measurable actions B4B members commit to uniquely correlate to its 5 themes

**5 THEMES**

- Clean Water
- Abundant Life (Fisheries and Habitats)
- Conserved Lands
- Climate Change Resiliency
- Engaged Communities

Photos Courtesy of Chesapeake Bay Program
Areas of Focus to Achieve Vision
of an environmentally and economically sustainable Chesapeake Bay watershed

**Clean Water**
Reducing pollutants is critical to creating safe, healthy waters for people and wildlife

**Abundant Life (Fisheries and Habitats)**
Supporting sustainable fish and shellfish populations and restoring habitat for native and migratory species will support a strong economy and a balanced ecosystem

**Conserved Lands**
Conserving lands with ecological, historical, and community value is integral to maintaining a healthy ecosystem and vibrant culture

**Climate Change Resiliency**
Monitoring and adapting to changing environmental conditions will allow our habitats, infrastructure, and communities withstand adverse affects of climate change

**Engaged Communities**
Connecting with current environmental stewards and encouraging future local leaders helps build the network that will keep our work moving forward

Photos Courtesy of Chesapeake Bay Program
Example Actions to Achieve Vision
of an environmentally and economically sustainable Chesapeake Bay watershed

Decrease impervious surfaces
Keep trash out of waterways
Maintain streambanks and shorelines

Install or maintain wildlife habitat structures
Plant native trees
Control non-native, invasive species

Protect wildlife corridors
Protect land in a voluntary conservation easement
Acquire new land, with the purpose of conservation

Manage and protect cold, clean streams
Conduct a Flood Vulnerability Analysis

Create or sustain a "green team"
Provide environmental education opportunities
Participate in Project Clean Stream

Photos Courtesy of Chesapeake Bay Program

Businesses for the BAY
Ways to Join *Businesses for the Bay*

- Be a Member
- Be a Sponsor
- Be a Networking Partner


![Image of people holding birdhouses] (Lockheed Martin)
37 B4B Networking Partners

- Includes governmental and non-profit organizations
- Participate in *Businesses for the Bay* events
- Network with businesses and each other
- Raise awareness
- **FREE**
Corinne Stephens
Alliance for the Chesapeake Bay
Business Partnerships Manager
cstephens@allianceforthebay.org

Visit:
http://businesses.allianceforthebay.org

Join our LinkedIn Group:
https://www.linkedin.com/groups/8433450