Chesapeake Bay Program and Businesses for the Bay
WEBINAR SERIES: FIVE THEMES

Clean
- 28 March 2018 -

Water
Create staying power in employees who value a sense of place in the community.
Tap into a ready-made network of businesses that span disciplines, sharing best practices and making connections. Businesses can make their voices heard.
The perfect way to help a business connect with others and positively impact your community

Connect to local community

Engage employees who live, work, and play in the Chesapeake Bay watershed

Enhance your environmental goals
Encourage 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.
The Chesapeake Bay Watershed

- The largest estuary in the United States
- Stretches over 64,000 square miles
- 11,684 miles of shoreline
- 150 major rivers and streams
- More than 100,000 streams, creeks, and rivers
- Supports a population of over 18 million people
- Land-to-water ratio: 14:1
Businesses for the Bay (B4B)

• Are part of a network of business leaders
• Connect with local NGOs, governments & watershed groups
• Build recognition
• Enhance business social responsibility
• Harness the power of employee engagement
• Link sustainability and Chesapeake Bay goals
• Take voluntary and measurable actions

Be a Member  Be a Sponsor  Be a Partner
5 THEMES

Clean Water

Abundant Life (Fisheries and Habitats)

Conserved Lands

Climate Change Resiliency

Engaged Communities
• The measurable actions of the five B4B themes correspond to the five themes of the Chesapeake Bay Watershed Agreement.
• The Watershed Agreement drives the Chesapeake Bay Program.
The Bay Program, watershed businesses, organizations, communities and individuals drive the action to improve the environment and the economy through the actions taken in these five themes.
Decrease erosion to reduce sediment runoff

- Reduce or improve tilling practices
- Use no-till farming
- Plant cover crops
- Prevent overgrazing with a grazing management plan
MOM’s Organic Markets
Watershed – Pa, D.C., Md, Va

- Promotes organic lawn care and native plants at all 18 locations
- Recycling centers at stores for the odd items – batteries, filters, squeeze pouches, eyeglasses
- No plastic bags
- Plastic Surgery campaign – banned bottled still water
- Green roofs and pervious pavers
- Carbon offsetting for customer travel
- Solar and wind power
- Local cleanups
Decrease the use of plastic

- Encourage employees and clients to bring reusable mugs and water bottles
- Provide education about decreasing plastic
- Put it into practice – Make reusable bottles and bags your swag
- Stop using disposable plates and cutlery at the office
- Phase out disposable water bottles and cups at events
InClime Solutions
Annapolis, Maryland

• Stopped using disposable cups at the office – paper or plastic!
• Provides reusable mugs and glasses for employees and guests
• Uses solar power energy source to power the office
• Lets employees telecommute
• One paid in-service day/month for employees

Image: Inclime website
• Don’t push the problem elsewhere – switch from a hose to a broom when you clean outdoors, and discard the trash you sweep
• Provide receptacles for smokers

Since 2014, Mr. Trash Wheel has collected 9,651,600 cigarette butts from the Baltimore inner harbor alone.
Environmental Quality Resources
Millersville, Maryland

- Provides reusable utensils and coffee cups
- Reducing the use of water bottles in the field
- Biodegradable hydraulic fluid in the majority of heavy machinery
- Using a broom for outdoor cleaning
- Environmentally friendly cigarette butt receptacles
- Organize tree plantings and stream cleanups
- Office green team
- Provide environmental education
• Reduce the use of:
  • Fertilizers
  • Insecticides
  • Pesticides
• Use manure storage structures to keep it contained

Keep excess nutrients out of waterways (nitrogen and phosphorus)
Smithfield Foods Watershed – Pa, Va, and across U.S.

- Manure-to-energy projects
- Buffers planted around hog farms, processing plants, and along streams
- Outdoor cigarette receptacles
- Environmental practices for outdoor cleaning
- Water consumption reduction plan
- Solar and wind generation on farms
- Energy-reducing light fixtures
- Employee trash pickups
- Environmental and sustainability education conferences
Control stormwater runoff

• Use a rain barrel.
• Install BayScapes.
• Improve the grounds with native plants in:
  • Rain gardens
  • Bioretention ponds
  • Conservation landscapes
  • Trees and perennials near streams
• Install and maintain a green roof or green wall.
• Remove impervious surfaces.
• Maintain pervious pavement.
• Installed filtered water and ice dispensers
• ALL stormwater captured on campus – then reused!
• 5,350 sq ft of pervious pavers
• Automatic temperature controls, motion sensors, LED lighting
• Employees volunteer for the environment
• Hosted the 2016 Virginia Forum
Keep harmful chemicals out of waterways

- Reduce chemical use when deicing in winter
- Use environmentally friendly cleaning products
- Be smart on the water
- Treating effluent – go above and beyond
Mobjack Bay Coffee Roasters
Hayes, Virginia

- Uses only environmentally-friendly cleaning products
- Putting it into practice – Mobjack gifts rain barrels to all employees for use at home
- Discounts for clients bringing their own containers
- Only washables mugs for coffee and espresso
- Next up: educational signs about the importance of protecting local ecosystems
Maintain streambanks or shorelines

• Create a living shoreline or streambank buffer.
• Minimize erosion on streambanks with bioengineering.
• Limit livestock access to streams.
Octoraro Native Plant Nurseries
Kirkwood, Pennsylvania

- Plant native shade trees next to their streams
- Grow and sell shade trees
- Created wetlands on site
- Drip irrigation
- Plastic reduction: containers are reused
- Strategic fertilization
Join our free 2018 webinar series to learn how your business can help restore the Chesapeake Bay.

- **March 28**: Clean Water
- **May 16**: Abundant Life
- **July 11**: Climate Change
- **September 25**: Engaged Communities
- **November 6**: Conserved Lands

Meant for a beginner to intermediate audience.
Caitlyn Johnstone
Outreach Coordinator for the Chesapeake Bay Program

cjohnstone@chesapeakebay.net
www.linkedin.com/in/caitlyn-johnstone

Visit:

www.chesapeakebay.net
www.chesapeakeprogress.com
www.baybackpack.com

ChesBayProgram
Businesses for the Bay contact information

Corinne Stephens
Alliance for the Chesapeake Bay
Business Partnerships Manager
cstephens@allianceforthebay.org

Visit:
businesses.allianceforthebay.org

Join our LinkedIn group:
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