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

Enhance your environmental goals

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

Businesses for the BAY
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.
Create and install environmental educational signs

• Interpretive, engaging signs in highly visible areas
• Attract diverse users and nature lovers by printing signs in multiple languages
Ecolistic Cleaning
Annapolis and Baltimore, Maryland

• Educate clients through extensive environmental explanations on website.
• Teach by example: composting paper towels, green cleaning products, and educate the clients as they work.
Facilitate community clean-ups

- Organize and host a trash clean-up
- Adopt a park for regular clean-ups
- Adopt a road for regular clean-ups
- Adopt a stream for regular clean-ups
Agronomic Lawn Management Inc.
Virginia Beach, Virginia

• Educate on environmental issues through written materials to staff
• Educate on environmental issues through radio show
• Multiple area cleanups through Project Clean Stream
Create a Green Team

- Discuss sustainability goals
- Work on projects
- Involve community partners in planning activities
- Involve community partners in implementing activities
Mohawk Industries – Commercial
Glasgow, Virginia

- Green Team meets 6x year
- Provide education for employees about conservation and waste reduction
- 2016 established on-site bee colony
- Recycling awareness for the public at community festival
ALM Green Team grows community love

Doing what we can to give back to the community and keep our waterways clean. We’re out in Pungo picking up trash at Campbells Landing and along various roadside ditches. #trash #pickitup #dontlitter #pungo #backbay
Host a planting event

- Organize and host a native tree planting
- Organize and host a native plant planting
- Reestablish and revitalize a neglected planting sight
• Coach junior envirothons
• Sponsor and coordinate plantings and cleanups
• Worked with the county to create a nature trail on site
• Donate plants and staff time to 15+ local organizations
Provide environmental education

- Help environmental awareness extend beyond the office
- Support leadership training that goes beyond role descriptions
- Hold lunch and learns, workshops, seminars
- Make environmental volunteering possible
Recycling Perks
Norfolk, Virginia

• Multimedia education
• Child artwork program promoting recycling
• School carton recycling contest
• America Recycles Day game, interview, and quiz
• Talks on environment and recycling
Reflect your community

• Invite groups from your community to participate in your programs
• Provided human and equipment support to public and private groups for a Port of Baltimore cleanup

• Work through existing community groups for environmental restoration and education opportunities
Encourage time outside

• Create a nature trail for and community members
  • Include educational signage
• Create a public access point to the water
• Full office closed for two days so staff can attend the “Come to the Bay” conference
• Collaborates with multiple environmental organizations on projects and events
• Educate clients on natives, best management techniques, and pest management
• Created a pollinator garden at an environmental center
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
Chesapeake Bay Program contact information

Caitlyn Johnstone
Outreach Coordinator for the Chesapeake Bay Program

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

Visit:
www.chesapeakebay.net
www.chesapeakeprogress.com
www.baybackpack.com

ChesBayProgram
Ted Wolfe
Alliance for the Chesapeake Bay
Maryland Program Coordinator
twolfe@allianceforthebay.org

Visit:
https://www.allianceforthebay.org
Our Work ➔ Key Programs ➔ Building Stewardship ➔ Project Clean Stream
Corinne Stephens
Alliance for the Chesapeake Bay
Business Partnerships Manager
cstephens@allianceforthebay.org

Visit:
businesses.allianceforthebay.org

Join our LinkedIn group:
Businesses for the Bay - LinkedIn