



WNY SUSTAINABLE BUSINESS ROUNDTABLE

# ANNUAL REPORT 2020





# OUR MISSION

**“The mission of SBR is to foster collaboration that enables our member businesses to build and act on sustainability goals, maintain profitability, and promote healthy communities.”**



# PRESIDENT'S STATEMENT

We are a place-based not-for-profit deeply committed to our mission and our region. We are working together to create an environmentally and economically resilient Western New York. We provide leadership to create competitive advantage and contribute to a thriving, sustainable future for the Western New York region.

Our Fiscal Year (FY) 2019 ended on October 31st 2020, and this report sums up our impact, our reach and our financial statement for the period. We are proud to report that our membership base grew despite the pandemic, as we welcomed 11 new members by the end of the FY.

We see this as a sign for our organization's work being more important than ever before. We are looking forward to growing and making further progress as a sustainable business community!

Together, let's help companies **INVEST** in their economic and environmental future, **CONNECT** organizations to resources, educate businesses and communities so we can **LEARN** best practices for sustainability, and **RECOGNIZE** achievements!

**KRIS ANN BOLT**

*SBR President*



# OUR IMPACT

We grew our membership by 17%. New members were: DataSure24, EnergyMark LLC, Environmental Advantage, LED Energy Solutions, Linde, MaterialsIn, Mower, NOCO, OMNI Renewables, Oxbo and SWBR. At the end of the fiscal year we had 62 dues paying members in total. We are proud to report that we grew despite the pandemic and we currently engage 67 members in total.

**11** new members

**15** educational events

**10** recognition program applications

**10** sustainability projects reported





# BUSINESS STORIES

*Ten member organizations submitted 2020 recognition program applications and were recognized for their outstanding work in sustainability during the 2020 Sustainable Business Summit.*

"We capture waste heat generated from our ammonia compressors to heat the water used for cleaning. Through this process, our company has avoided the release of 9.1 metric tons of CO2 annually."

***Perry's Ice Cream***

"For our 7 MW Community Solar Array located on Grand Island, we planned around the protection of natural habitat and wildlife during construction and integrated native plant species into the design" ***Montante Solar***

"We installed a wood pellet boiler, a hydronic heat exchanger and a solar rooftop system. To date, our company has generated a total of 20.28 MWh of electricity, saving an estimated 14,258 kg of CO2 emissions."

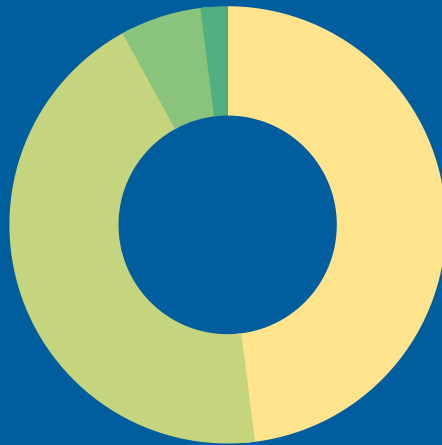
***Niagara Malt***



# OUR REACH

**569** event attendees

"Good" event rating  
6%



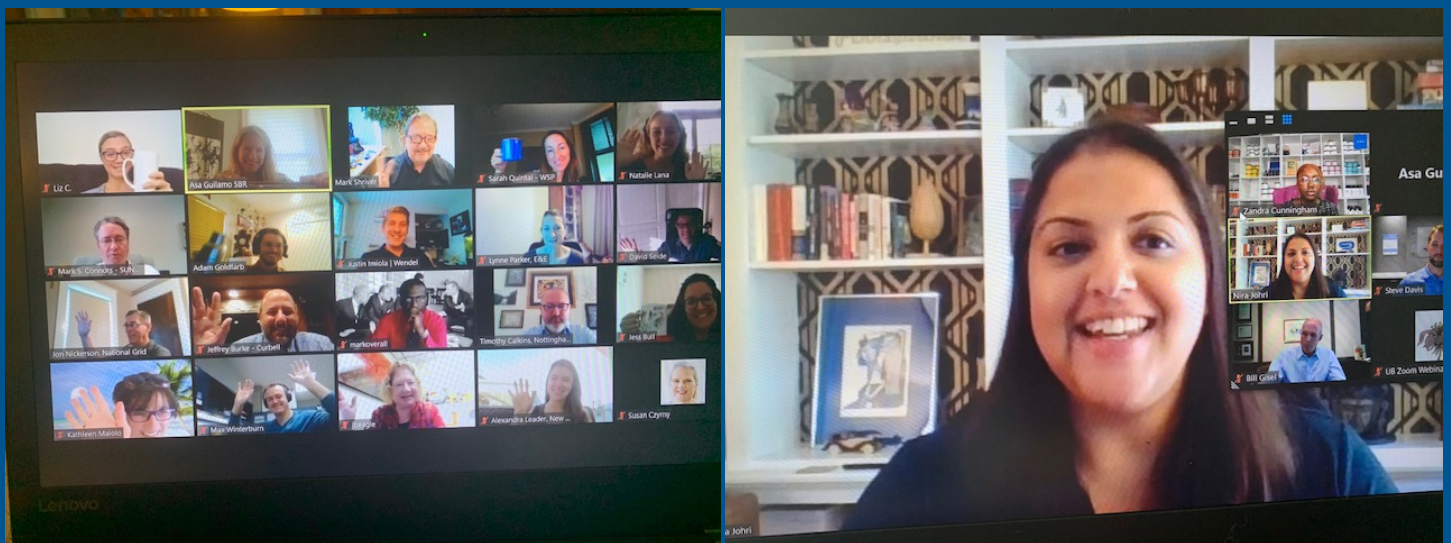
"Excellent" event rating  
48%

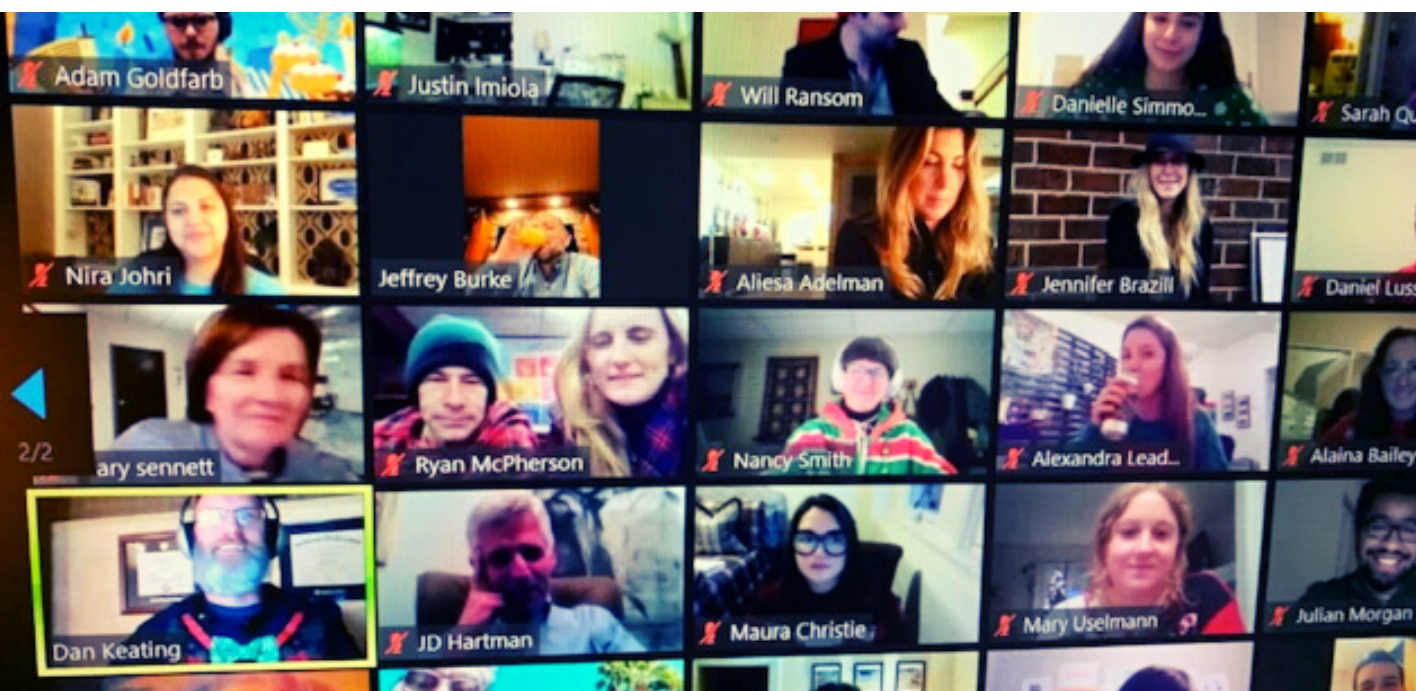
"Very Good" event rating  
44%

**1,141**  
email contacts

**7,100**  
website users

**895**  
social media followers





# MEMBER TESTIMONIALS

“SBR is inspirational by bringing professionals together from many different businesses with common values, enabling everyone involved to learn and explore new creative ideas. The biggest value of our membership and participation in SBR is the opportunity to build relationships and expand my network. Since Triad became members, we have gained over 12 new contacts and started 4 new initiatives, and there’s more to come!”

***John Hannon, Partner, Triad Recycling & Energy***

“Wow – What an engaging team of individuals the SBR has assembled. Participating in the SBR’s workshops/ happy hours/seminars have been super beneficial. Being able to learn from and share paths forward with super smart people and more importantly passionate people in the sustainability world has been valuable. The SBR has great membership, with positive people who challenge others to do the right thing and find a better way. This is why National Grid is proud to be an engaged member of the SBR.”

***Dan Keating, Engineering Manager, National Grid***

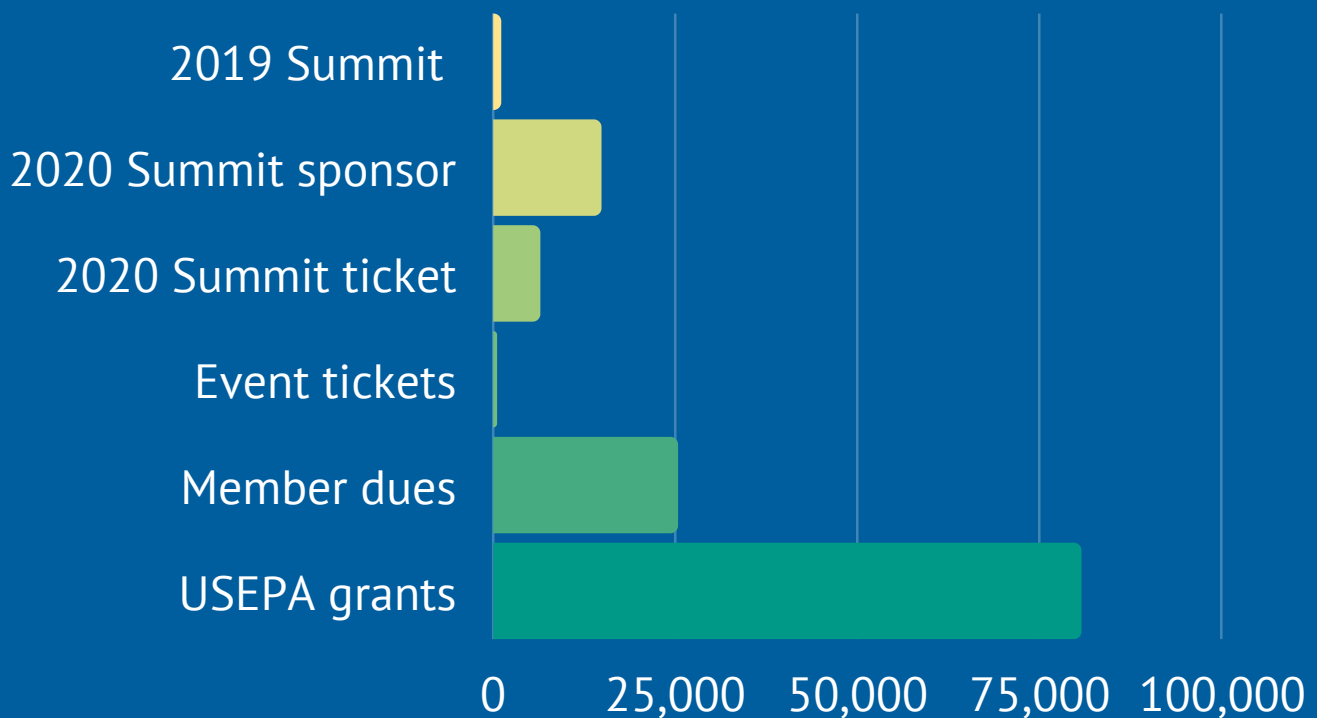


# FINANCIAL STATEMENT

## INCOME CATEGORIES (USD)

Total revenue: \$135,929

FY November 1st 2019 to October 31st 2020. Please see SBR's 990-EZ for more details.

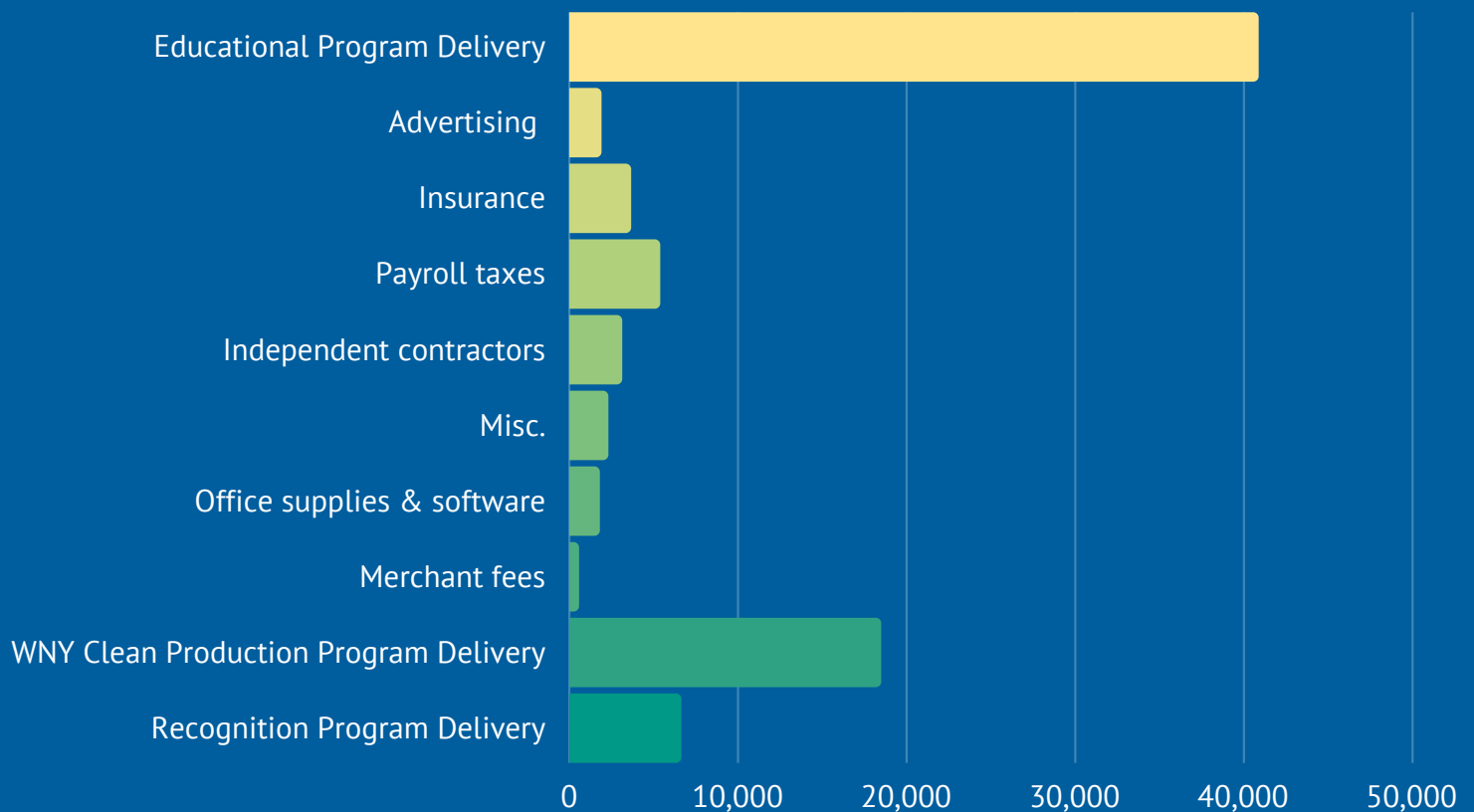


# FINANCIAL STATEMENT

## EXPENSE CATEGORIES (USD)

Total expenses: \$87,153

FY November 1st 2019 to October 31st 2020. Please see SBR's 990-EZ for more details.





# SBR IN THE FUTURE

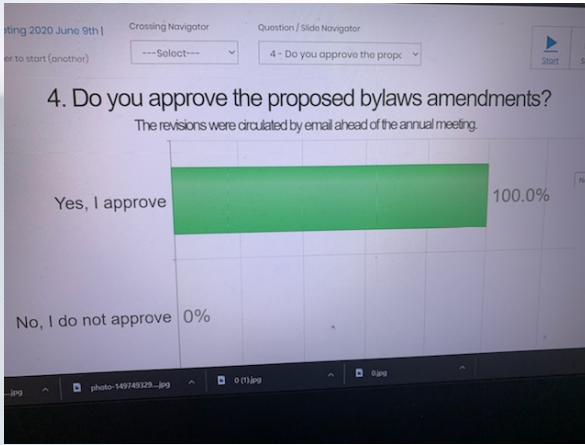
During 2020, we adapted our offering to be fully online, established a digital networking forum and launched a new Tools and Resources section on our website, with a login for Members Only Resources. At the Annual Meeting in June, the organization's bylaws were revised. Membership in SBR now requires that each applicant will report metrics in advance of achieving membership approval, and will continue to report metrics annually. Metrics refer to section one of SBR's Recognition Application, a self-assessment survey tool.

SBR also adopted a policy for Diversity, Equity and Inclusion (see page 12) and worked on implementing action items to help promote diversity and inclusion in our workplace and the sustainable business community we serve.

For 2021 and beyond, we are continuously working hard on ensuring our own sustainable future. In the past, SBR has been solely dependent on EPA grants, membership dues and event fundraising. We are looking into securing future funding through foundations, corporate sponsors and individual donors. Corporate Sponsorship packages and Event Sponsorship packages are available upon request. Let us know if we can start a discussion with you and/or your organization!

At the time of writing - well ahead of the annual meeting in June 2021 - we are working on sustainability & strategic planning and are busy preparing for another virtual summit in early May. Let us know what you would like to see more of as we navigate forward together!



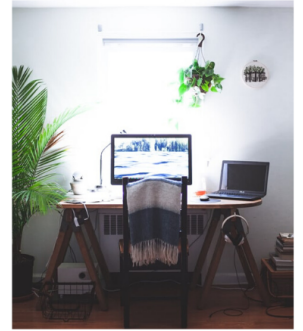


SBR INVITES YOU TO  
GIVE US YOUR VIEWS OF  
THE FUTURE OF THE  
ROUNDTABLE!



## ANNUAL MEETING

TUESDAY JUNE 9TH, 2:00 - 4:00 PM @ZOOM.US  
JOIN US FOR AN INTERACTIVE ZOOM MEETING!



SBR Education Com

WHY SUSTAINABLE BUSINESS ROUNDTABLE  
SBR EDUCATION CALENDAR

- Quarterly topic presentations on:
  - By the numbers - metrics matter
  - Value propositions & business innovation
  - Strategic planning to build & shape your business
  - Challenges & lessons in practice
  - The business case for action
  - Resource connections

WINTER SEMESTER - CARBON FOOTPRINT

- How to calculate, understand and act on your carbon footprint
- Carbon accounting & reporting
- Carbon pricing & trading
- Carbon risk & opportunity
- Carbon strategy & action

SPRING SEMESTER - LAND & LAWS

- Land use & planning
- Land & water resources
- Land & water policy
- Land & water risk & opportunity
- Land & water strategy & action

SUMMER CAMP - LEADERSHIP BUSINESS

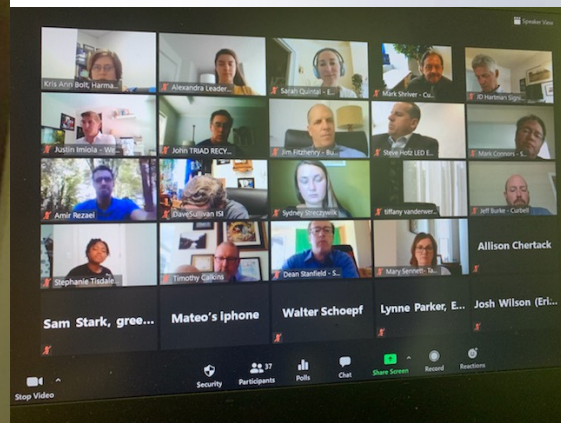
- Leadership & business
- Leadership & business
- Leadership & business
- Leadership & business
- Leadership & business

FALL SEMESTER - TRANSPORTATION

- Transportation & business
- Transportation & business
- Transportation & business
- Transportation & business
- Transportation & business

SHOW ME THE MONEY!

WEDNESDAY JUNE 17TH 4:00 - 5:00 PM  
HOW TO PAY FOR BUSINESS SUSTAINABILITY





## Western New York Sustainable Business Roundtable Diversity, Inclusion & Equity Policy

At Western New York Sustainable Business Roundtable (further referred to as SBR) a diverse, inclusive, and equitable workplace is one where all employees, interns and volunteers, whatever their gender, race, ethnicity, national origin, age, sexual orientation or identity, education or disability, feels valued and respected.

We are committed to a nondiscriminatory approach and provide equal opportunity for employment and advancement in all aspects of our programming. To provide informed and authentic leadership SBR strives to:

- See diversity, inclusion, and equity as connected to our mission and critical to ensure the well-being of our staff and the organizations we serve.
- Acknowledge and dismantle any inequities within our policies, systems, programs, and services.
- Advocate for and support board-level thinking about how systemic inequities impact our organization's work, and how best to address that in a way that is consistent with our mission.
- Practice and encourage transparent communication in all interactions.

SBR abides by the following action items to help promote diversity and inclusion in our workplace and the sustainable business community we serve:

- Commit time and resources to develop and expand more diverse leadership within our board, staff, committee, and presenters.
- Develop a system for being more intentional and conscious of bias during the hiring, promoting, or evaluation process.
- Develop and present educational sessions on diversity, inclusion, and equity to provide information and resources internally to SBR members, and the WNY sustainable business community.
- Advocate for public and private-sector policy that promotes diversity, inclusion, and equity.



# WNY SUSTAINABLE BUSINESS ROUNDTABLE 2021 EDUCATION CALENDAR

Quarterly topic perspectives on:

- The business case for action
- Resource connections
- By the numbers - metrics matter
- Equity as part of a triple bottom line approach
- Clean production & chemical reduction



Western New York  
Sustainable Business  
Roundtable

## WINTER SEMESTER - SUSTAINABILITY PLANNING

- How to create and implement a sustainability plan
- Ways to measure progress and report to stakeholders
- The power of story telling and data visualization
- Methods for transparency and benchmarking



**GOAL - SETTING UP YOUR BUSINESS FOR LONG TERM SUCCESS**

## SPRING SEMESTER - ENGAGING EMPLOYEES

- Best practices for establishing a green team
- Ways for workplaces to support individual action
- Healthy living and employee volunteer opportunities
- Linkages between sustainability and recruitment



**GOAL - TRANSFORM YOUR COMPANY CULTURE**

## SUMMER CAMP - VALUING NATURE

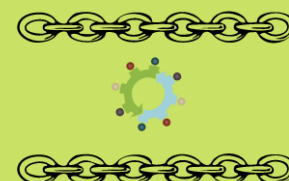
- Ecosystem services and accounting for nature
- Native plants and pollinator gardens
- Invasive and endangered species in Western New York
- Hike and learn opportunities



**GOAL - EXPLORE OUR INTERCONNECTEDNESS**

## FALL SEMESTER - RESPONSIBLE SOURCING

- Life cycle assessments
- Buying local from minority and women owned businesses
- Certifications and standards for purchasing responsibly
- Business stories showcasing social responsibility



**GOAL - REIMAGINE YOUR SUPPLY CHAIN**





# WESTERN NEW YORK SUSTAINABLE BUSINESS ROUNDTABLE



Green Home Innovations Inc.



The Knoer Group, PLLC



We Rule Electronics Recycling

