

BDC 2011-12

BRING RE:Think Business Sustainability Practices Partnership

Summary:

Partnership with BRING Recycling and their RE:Think program which focuses on the profitability of sustainability practices for small business. This is a no-cost program offered by BRING and funded currently by a number of public entities.

Description

Infuse the RE:Think Program into SBDC programs and classes, encouraging businesses to participate. Promote and help market the program to SBDC/ET/eDev clients.

Questions and Answers

How is the initiative linked to the Unit Plans most recently submitted?

1. How does it continue the achievement of those goals?
2. If this is a continuation of an initiative started last year, make sure that relationship is clear.

How is this initiative linked to the efficiencies and productivities plans you had last year?

1. How does it continue the achievement of these plans?
2. If this is a continuation of an efficiency or productivity plan started last year, make sure that relationship is clear.

This initiative would become our focus on sustainability practices for small business versus the Climate Masters Program developed by the U of O. We have found Climate Masters not to generate the demand that we had hoped for with it's more academic orientation and more intensive information on global warming and carbon emissions.

Describe the resources needed:

Currently we are planning an "in-kind" contribution with BRING to include them and the RE:Think Program in our marketing and promotion efforts. BRING would provide the hands on inhouse training and activities for small business to realize the cost savings from these enhancements.

What specific measurable program outcomes do you expect to achieve with this initiative? The outcomes should be specific enough to be measurable. Also, outline the method that will be used to determine the results.

We expect three major outcomes from this initiative:

1. added "no cost" service that we offer our clients
2. referrals to our programs from BRING
3. to get our business clients to do the "right thing" with regards to sustainability practices

Department Priority:

MEDIUM

Unit Resources:

This initiative will "piggy-back" on our current programs, classes, marketing and promotion.

Funding Request: Carl Perkins

Funding Request: Curriculum Development

Funding Request: Technology Fee