



Submitted by: Craig Robert Brown
Company/Organization: Green Alliance

Challenge or Opportunity:

Our challenge is to help build a greener, more sustainably-minded community throughout New Hampshire and the seacoast region of Maine and north-shore of Massachusetts.

Approach or Solution:

The Green Alliance has built a network of over 100 local, sustainable businesses that vary in service - including restaurants, breweries, retail, home building, solar and more, practicing Corporate Social Responsibility at some level. GA also created a network of community consumers focused on supporting local, sustainable business and provided incentive for them to expand their purchasing power through discounts provided by GA's Business Partners.

Bringing local environmental initiatives into the Green Alliance network and providing them with a voice and space to collaborate on new, innovative and progressive ideas, has enabled the Green Alliance to help grow smaller, local businesses by offering brand-building and education to the public through journalistic storytelling and integrity, social media and events throughout the year. The Green Alliance also certifies the sustainability of each of its Business Partners, offering an in-depth, three-part document that provides an introduction to a business's green initiatives, a 20 question evaluation that determines the final report card, scoring each business on a scale of zero to 10 and awarding each business a rating level of sprout, bud or blossom. All of these documents are available to the public on each Business Partner's page hosted on the Green Alliance website. These certifications allow consumers shopping at Green Alliance businesses to know just how sustainable each business is and why.

Impact:

The Green Alliance has helped well over 200 small green businesses grow their brand, increase revenue and gain recognition for the green products and services the businesses offer. The Green Alliance now boasts just over 3,800 card carrying consumer members that do business with and help others to do business with the green businesses in their communities. With its rapid growth and strong presence in the green community, the Green Alliance is a voice for businesses that might otherwise remain voiceless.