

ANNOUNCING RRR BUSINESS LEADERS 2.0

THE NEXT CHAPTER IN SUSTAINABLE BUSINESS PRACTICES, RESOURCES, & PARTNERSHIPS

By Mari Allan Hanna, Riverwind Foundation



The RRR Business Leaders (RRRBL) program is Jackson Hole's green business recognition program and membership-based association that has been managed by Teton County Integrated Solid Waste and Recycling (ISWR) since 2006. The program has experienced a surge in membership in recent years, primarily due to its partnership with the Riverwind Foundation. Riverwind's infusion of resources, including a rotating team of "Hotshots" recruiters and trainers and the option for advanced certification through the Business Emerald Sustainability Tier, or BEST Program. This renewed focus on the sustainable practices underway within local businesses and organizations has highlighted the potential that exists in the Jackson Hole community to do more. "There are nearly 200 current members poised to lead the way," explains Riverwind Foundation Executive Director, Tim O'Donoghue. "All they need is an organizing framework to guide their efforts and channel their energy. RRRBL 2.0 provides that framework."

Teton County ISWR and the Riverwind Foundation have enlisted a steering committee of veteran RRRBL members from local businesses, nonprofits, and government entities to help design and lead the next chapter of the program. The committee's vision for this next iteration is one in which the **RRR Business Leaders becomes an actively engaged, self-sustaining, professional organization dedicated to sustainable business practices in Jackson Hole.**

Specifically, the goal for RRRBL 2.0 is to create a program that:

- is useful to members and positively impacts their ability to incorporate sustainable business practices
- provides information and resources in all areas of sustainability (i.e. waste, water, transportation, energy, etc.)
- generates support and member benefits in the areas of training, information/resources, marketing, and funding/grants
- reaches out to new audiences and attracts new members
- is coordinated with other community sustainability, resiliency, and climate action initiatives

INFO SESSION - SAVE THE DATE

Learn more about RRRBL 2.0

April 20, 2021

11am-12pm via Zoom

Open to members and non-members

Watch for announcements and contact

cbell@tetoncountywy.gov for more information.

Welcome newest RRR
Business Leader Give'r



RRR Business Leaders Current Program

RRR Business Leaders 2.0

Program Focus

A sustainable business recognition program

Self-sustaining professional organization dedicated to sustainable business practices in Jackson Hole.

Members are actively engaged in the leadership and direction of the program, and the focus is shifted toward information and resources.

Program Description

- Membership-based association for businesses, nonprofits and government agencies.
- Managed by Teton County ISWR with support from the Riverwind Foundation.
- Member organizations receive community recognition and a variety of networking benefits.

- Membership-based association for businesses, nonprofits and government agencies.
- Managed by a committee of members in partnership with Teton County ISWR supported by the Riverwind Foundation.
- Member organizations receive community recognition, a variety of networking benefits, quarterly information sharing presentations, and an annual internal grant award(s).

Program Benefits

- Use of storefront decal signifying membership.
- Use of an electronic logo signifying membership.
- Promotion via print, online, and radio media channels.
- Recognition in regular RRR Business Leaders press releases and newsletters.
- Listing in the online Road to Zero Waste Business Leaders Directory, including a link to your website.
- A highlighted RRR listing in the Jackson Hole Chamber of Commerce Membership Directory.
- Support and recognition for Zero Waste Green Event hosting, including zero waste advising, resources, and use of RRR Business Leaders banner and supplies.
- Networking benefits, including invitations to annual RRR Business Leaders networking and educational events.
- Eligibility for advanced recognition and sustainability certification through the Business Emerald Sustainability Tier or BEST program.
- A 15% discount on electronics recycling, household hazardous waste disposal, and shredding services at the Teton County Recycling Center.

All previous promotional benefits, as well as:

- The opportunity to actively engage with a membership of like-minded, sustainable businesses to identify resource topics and participate in quarterly information sharing presentations.
- Eligibility in an annual internal grant award(s) in which a portion of membership dues are awarded to a member business(es) in support of expanded sustainable practices.
- The opportunity to participate in the leadership and direction of the RRR Business Leaders program to voice the interests, goals, and needs of your organization in pursuit of more sustainable practices.

More information on membership benefits and how to schedule an appointment for a membership survey is [available here](#).

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PROGRAM FLYER**