

City of Edina – Volunteer Service Description



Service Title: Green Business Volunteer
Department: Energy & Environment Commission
Supervisor(s): Grace Hancock, Sustainability Coordinator
Service Location: various

Purpose: Conduct outreach with Edina businesses to promote Green Business Recognition Program (GBRP), recruit new business participation, and check in with participating businesses.

The only way the City can reach its environmental goals is by involving businesses. The GBRP is a tool in which to engage the business sector on the environment. It is a means for the City to celebrate Edina businesses for making a positive impact on the environment, as well as provide businesses with ideas and resources to become more sustainable. The GBR application lists various sustainable actions a business can take, and each action has a point value. By taking the total acquired points and meeting the minimum requirement, a business can be recognized as being a "green business".

Population Served: Businesses

Time Commitment: Varies, activities are seasonal, 1-4 hours/shift pending volunteer availability

Minimum Length: Ongoing. Can be event-based (1-4 hour commitment) or time-based (1 year commitment)

Qualifications/Desired Skills: Interest in helping the City's efforts to reduce greenhouse gas emissions and support other sustainability goals. Interest/ability to talk with business owners about GBRP, explaining program requirements and benefits.

Service Duties: Duties generally fall into three main categories;

- **Recruit new businesses:** Identify list of Edina businesses who do not currently participate in GBRP, reach out to business owner to describe program and invite participation
 - Can be completed in person or remote via phone/email
- **Business support volunteer:** Assist businesses as they complete a GBRP application; check in with participating businesses at least annually or as directed by EEC representative
 - Can be completed in person or remote via phone/email
- **Business recognition volunteer:** Visit participating businesses to check on decal placement, answer in-person questions
 - Should be completed annually in person

Outcomes/Learning Opportunities: Volunteers have the chance to better get to know Edina's business community, and act as green ambassadors to this group. Volunteers will learn more about building energy efficiency and sustainability in the commercial sector. Volunteers will be the main vehicle for outreach of the program in the community and can share valuable insights with the EEC on a regular basis.

On-boarding: Every volunteer will have to apply and interview.

Training Requirements: Every volunteer will be required to attend volunteer orientation (currently virtual). List additional training requirements as well.

Supervisory Plan: EEC member will support City staff in recruiting and training volunteers

Edina residents have stated that the environment matters to them and should be made a priority by the City. The GBRP will allow residents to make purchases with businesses that reflect that value. The GBRP can also be a tool for the City to further reach out to businesses about the environment, and the important role business plays in reaching the City's sustainability goals.