

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

