BUSINESS SECTOR

Summary:
The Business Sector aims to engage, educate and empower business owners and leaders to accelerate sustainable practices in their own businesses and throughout our local community.

Community Benefits

- Advance sustainability in businesses and our community
- Create local network with the opportunity to share best practices and experiences.
- Provide consumers access to sustainable businesses in Greenwich

2022 GSC Goals:

- Design an outreach plan and survey to assess interest in and approach to sustainable practices in local businesses
- Implement pilot outreach effort with private golf and boat clubs and summarize findings
- Develop a plan to scale outreach to other business entities
- Plan and host roundtable discussion with local businesses on issues in sustainability for fall 2022.

Long-Term Business Sector Goals

- Engage, educate, and empower business leaders to accelerate sustainable practices
- Educate business owners on the importance of generating healthy, safe, and sustainable economies (regenerative social and environmental resources)
- Facilitate tools and develop a network of businesses and leaders from partner organizations
- Expand sustainable practices in the private sector in Greenwich
- Enable consumers to select from a broader and more diverse group of sustainable businesses within Greenwich

Community Partners

- [Waste Free Greenwich](#)
- [The Foodshed Network](#)
- [Thinking Beyond Business](#)

Resources

- [CT Sustainable Business Council](#)
- [CT Green Bank](#)
- [CT DEEP: Opportunities for Greening Your Business](#)
**COMMUNITY CULTURE**

**Summary:**
The Community Culture sector tracks and supports community efforts focused on maintaining, protecting and enhancing public life in Greenwich. These efforts encourage beautiful, as well as functional, public areas and advocates for the protection of open space and well-conceived sustainable development. This sector seeks to encourage excellence and participation in all aspects of community life.

**Recent Community Progress:**
- Under Planning & Zoning leadership, advocated for the establishment of the Greenscape Committee to develop and enhance Post Road
- Assisted in the planting of 10,000 crocus bulbs planted at Chestnut Alley on Post Road
- Advocated for historic communities
- Supported environmentally responsible zoning initiative
- In partnership with Greenscape Committee developed a pocket park
- Served on committee to design a new entrance to Greenwich High School
- Advocated for safe traffic practices

**Community Benefits**
- Maintain natural environment
- Foster & support public art
- Lifelong learning for all residents
- Stimulate sustainable landscape & greenscape civic beautification projects
- Promote sustainable development patterns to incorporate more affordable housing and support residents at all income levels

**2022 GSC Goals**
- Foster public art
- Encourage lifetime learning opportunities
- Promote affordable housing initiatives
- Support adaptive use on Greenwich Avenue and holiday lighting
- Examine environmental and aesthetic impact of community lighting practices
- Enhance beauty of community
- Beautify Greenwich High School waterfall

**Long-Term GSC Goals**
- Further develop 2021 goals
- Assist Greenwich in starting a dialogue on long-term planning

**Resources**
- [Greenwich 2019 Plan of Conservation & Development](#)
- [Sustainable CT](#)
- [Bloomberg Philanthropies](#)

**Community Partners**
- [Greenwich Planning & Zoning Commission](#)
- Greenscape Committee
- [Greenwich Department of Public Works](#)
- [Greenwich Parks & Recreation](#)
- Local Garden Clubs
- [Greenwich Historical Society](#)
- [Greenwich Tree Conservancy](#)
- [Greenwich Green & Clean](#)
Summary:
The Food Systems sector (FSS) tracks and supports community efforts focused on thriving regionalized foodsheds within the context of a regenerative, equitable and just food system. By supporting a dynamic regional system, we can have local input to address some of our biggest challenges to human and ecological health, including economic disparity, racial inequity, food insecurity and climate change.

Recent Community Progress:
- Conducted a food assessment
- Cultivated Greenwich Community Gardens’ Culinary Wellness Garden
- Established Greenwich Food Alliance and Greenwich Food System Forum
- Expanded farmer’s market at Sam Bridge Nursery
- Grew nature’s classroom at GCDS’ French Farm
- Opened Coffee For Good and The Country Table
- Planted edible landscape throughout town
- Produced Kiss the Ground and “Regeneration and Beyond, Exploring Our Food System” panel discussion
- Strengthened the New Lebanon School Garden
- Tavern Garden Market at Greenwich Historical Society advanced a second season

Community Benefits:
- A comprehensive understanding of the value of a regional regenerative and just food system for a resilient community
- Increased awareness of the harmful impacts of the industrial food system
- Support existing local and area food system initiatives and food economies
- Build community and statewide connections and networks to support food insecurity and ecological justice
- Advocate for sustainable practices and initiatives that protect people, foodsheds and watersheds

Community Partners
- Greenwich Community Gardens
- Greenwich Conservation Commission
- Neighbor to Neighbor
- Sam Bridge Nursery Farmers’ Market
- The Foodshed Network
- For a full list: Greenwich Food Alliance

2022 FSS Goals:
- Convene Greenwich Food System Forum 2022
- Grow Greenwich Food Alliance

Long-Term FSS Goals:
- Promote a robust food system educational platform through Greenwich Food System Forum 2023
- Increase sustainable practices that protect people, foodsheds and watersheds
- Connect with statewide networks that share a vision for a regional, regenerative and just food system

Resources:
- CT Food Policy Council
- CT Grown
- CT-NOFA
- CT Farm to School Collaborative
- End Hunger CT!
- Green Village Initiative
- New England Food Vision
- Put Local on Your Tray
- The Foodshed Network
- Working Lands Alliance
- CT Food System Alliance
Summary:
The Land and Water (L&W) sector promotes the education of citizens and business owners on the benefits of responsible land and water stewardship by being a resource and advocating for the sustainable use of our landscape. A sustainable landscape enhances the health and wellbeing of all residents allowing them to fully participate in the economy. L&W fosters collaboration and communication amongst local organizations to strengthen partnerships. An educated collaborative community can more easily address local and regional environmental challenges, preserving our natural resources for a more resilient and thriving community.

Recent Community Progress:
- Friends of Pomerance Pinetum and Tuchman (PPT) Park established.
- Town Pollinator Pathways resolution passed.
- Greenwich Pollinator Pathways established North Street corridor plan and created pollinator garden at North Street school, advocated for pesticide-free zones and installed a mural and garden at High School bus stop.
- Educated on the value of pollinators and biodiversity for the regeneration of habitat
- Town and GLT partnered to protect 72 acres creating the Converse Brook Preserve, followed by an additional eight acres
- GTC partnered with Town to plant 645 trees on Town property.

Community Benefits:
- Promote dynamic, biodiverse landscape
- Maintain a clean, abundant water supply
- Create strong Town/community connections
- Cultivate a resilient community to support a healthy economy.
- Develop resilience to climate change
- Establish strong local, regional and state Land/Water partnerships
- Foster functioning ecosystems for wildlife habitat

L&W Progress:
- Published One Water initiative focused on water conservation in area newspaper
- Reported on sustainability issues in area publications
- Interviewed community leaders in land and water protection and convened discussion with regional partners
- Promoted Pollinator Pathways through educational workshops on pollinator-friendly practices and community plantings
- Helped Town achieve Sustainable CT highest level recertification

L&W Goals:
- Develop One Land initiative focused on biodiversity through sustainable homeowner land care
- Assist in building a corps of volunteers trained to identify and remove invasive plant species and assist with native plantings.
- Assist in educating and advocating for natural resource protection and enhancement in local regulations and ordinances
- Support developing plans for the stewardship of Pomerance/Pinetum/Tuchman Park
- Create social media presence to engage with public

Community Partners:
- Greenwich Botanical Center
- Greenwich Land Trust
- Greenwich Tree Conservancy
- Greenwich Pollinator Pathways
- Friends of Pomerance/Pinetum/Tuchman Park
- Friends of Greenwich Point
- Greenwich Audubon Center

Resources:
- Pollinator Pathways
- Save The Sound
- Healthy Yards
- CT Council on Soil and Water Conservation
- Homegrown National Park
- Mianus River Park
Summary:
The Legislation and Advocacy (L&A) sector monitors activities within the Greenwich Community that educate and advocate for sustainable actions via local ordinances, state laws, adoption of best practices and raising public awareness. L&A advances this work by providing information and opportunities to support green initiatives and legislation that will impact our town, its departments and residents.

Recent Community Progress:
- Provided testimony/advocacy: Greenwich Plastic Bag Ban, Bike study, Grass field study
- Published articles on Greenwich Water Supply, Water Run-off, moderated Water forum
- Initiated nitrogen mitigation project for Greenwich waters with regional partners/DEEP
- Initiated research on the impact of gas powered leaf blowers in Greenwich
- Assisted P & Z with potential environmental provisions as per P.A. 21-29
- Contacted Greenwich State Delegation for key state bill support
- Wrote/distributed 19 CT legislative summaries and action alerts for key bills to Greenwich residents
- CT Legislators received 25+ resident testimonies on 19 green bills with local impact
- Worked with bill sponsors for state legislation on plastics and Styrofoam
- Contacted US Rep Himes office with research presentation on Federal Plastics Bill
- Supported: GSC Land and Water Sector and Cos Cob Pomerance Pinetum Tuchman Parks

Short-Term L&A Goals:
- Provide testimony and advocate in support of local and state sustainable legislation
- Provide contact information and opportunities to activate residents and local partners in support of sustainable legislation, projects or policy
- Lobby legislators and administrators
- Assist partners and residents in their efforts to advocate in support of sustainable objectives
- Further develop community contact list

Long-Term L&A Goals:
- Deepen legislative relationships and partner in support of sustainable legislation
- Strengthen ties and connect with local and regional conservation groups.
- Develop social media presence.

Resources:
- CT Coalition for Sustainable Materials Management
- Governor's Council on Climate Change
- Sustainable CT
- Sustainable Fairfield
- CT State Legislature
- CT League of Conservation Voters

Community Benefits:
- Educate Town leadership about sustainability issues before them
- Increase awareness of environmental policy, ordinance, and state law changes and opportunities
- Ensure equitable hearing of environmental ordinance changes in Greenwich
Summary:
The Marketing and Public Relations Sector (M&PR) seeks to promote the collective work of the Town of Greenwich Sustainability Committee through multiple outlets. Additionally, M&PR supports individual sectors within the Committee as needed by providing Marketing and PR support for individual projects or events in the form of press releases, marketing materials, fundraising strategy and in the future, social media posts.

Community Benefits:
● Educate public about sustainability in general
● Raise awareness of local sustainability efforts, events and projects

Community Partners:
● Greenwich Daily Voice
● Greenwich Free Press
● Greenwich Sentinel
● Greenwich Time
● Hamlet Hub
● WGCH Radio
● Sustainable CT
● Bazini Hopp PR

Recent Community Progress:
● Promote all major projects and accomplishments of the GSC and individual Sectors with articles in the local press.
● Work to enhance working relationships with various local press.
● Regularly update and maintain the GSC page on the Town of Greenwich Website, to include Sector Reports and other notable postings from ongoing project work.

Long-Term M&PR Goals:
● Develop and maintain a GSC Facebook page and Instagram account to promote the work of the GSC and invite citizens to comment and ask questions.
● Consider development of a quarterly newsletter to be sent electronically to sustainability-minded community organizations and individuals
Summary:
The Transportation & Air Quality Sector (T&AQ) works with local groups seeking to promote innovative transportation solutions to improve air quality in Greenwich.

Recent Community Progress:
- Promoted electric school buses
- Installed first electric car charging station at Town Hall parking lot
- Advocated for East - West Bike Route Study (grant application) and for installation of bicycle awareness signage
- Installed "No idling" signs
- Hosted bike safety training programs and participated in Bike to School Day
- Initiated Bike Friendly Greenwich Plan
- Built networks with Town departments, WEST COG, Eversource and community

Community Benefits:
- Improve micro mobility options and safety
- Increase accessibility to electric car charging stations
- Reduce noise and air pollution
- Improve community health by promoting emission-free transportation modes
- Provide educational opportunities
- Promote equity and enhance mobility for the low income community members

2022 T&AQ Goals:
- Reorganize the TAQ and tighten collaboration with Energy Management Advisory Committee
- Prepare EV ready plan to make the town positioned for future grant opportunities
- Revisit the electric school bus project
- Support Quiet Yard Greenwich in their path to the emission free landscape equipment use
- Work with commercial property owners on the funding opportunities for new EV chargers

Long-Term T&AQ Goals:
- Create a network of bicycle lanes to make Greenwich a bike-friendly community
- Create new P&Z regulations to require installation of the infrastructure for the EV charging stations for both commercial and multi-family project.
- Make public electric car charging stations readily available
- Collaborate with local transportation centers on increasing their use of emission-free vehicles
- Restrict/reduce the use of combustion engine lawn mowers and leaf blowers replacing them with zero pollution electric equivalents
- Continue educational events and community outreach

Community Partners:
- Pedal Greenwich
- Greenwich Department of Public Works
- CT Department of Transportation
- Western CT Council of Governments
- CT Department of Energy & Environmental Protection (DEEP)
- Greenwich Tree Conservancy

Resources:
- Guidelines for EV Supply Equipment
- CT DEEP: Air Quality, Air Quality & Health & Electrical Vehicle Roadmap
- CT DOT: Complete Streets & Bicycle & Pedestrian Resources
- EPA: National Emissions from Lawn and Garden Equipment
Summary:
The Waste Reduction (WR) sector promotes and supports responsible waste management and stewardship of natural resources through strategies and policies that target source reduction, reuse and recycling, among other diversion strategies. Not only is solid waste disposal costly to taxpayers, it also has detrimental impacts on the environment and public health. Practicing source reduction and reuse is the best approach to divert the growing volume of waste. Increased education and simple, low cost changes are keys to turning the tide. Recycling, including food scraps and textile recycling, is also effective in diverting waste from incinerators, and there is a need to expand opportunities to divert additional materials. As Connecticut faces a waste crisis, these strategies take on increasing importance.

Recent Community Progress
- Expanded municipal food scrap recycling program to satellite drop sites in backcountry and Old Greenwich
- Launched and marketed the Waste Wizard, an online search engine for donation, recycling and disposal using proceeds from the textile collection program
- Designed the Greenwich Food Waste Initiative (GWFI) to cut food waste through prevention, rescue and recycling
- Continued the Save the Food Challenge to reduce residential food waste by 25%
- Organized film screenings of The Sacrifice Zone and Kiss the Ground and panel discussions with local advocates on environmental justice and regenerative agriculture
- Hosted compost giveback day for community
- Held annual collection events for hazardous household waste and shredded paper
- Continued diversion opportunities for extended producer responsibility and special recycling programs, as well as GRAB holiday light collection and the ReCork program
- Organized beach and town-wide clean ups

Community Benefits:
- Conserve energy and natural resources
- Save money
- Cut greenhouse gas emissions
- Protect public health and environment
- Reduce air, soil and water pollution
- Reduce tonnage of waste disposed in incinerators and landfills
- Promote culture of environmental stewardship and awareness

Long-Term WR Goals:
- Implement an educational program to encourage green deconstruction over demolition
- Establish the Town of Greenwich properties as a model for waste reduction
- Advocate for the master plan at Holly Hill
- Support waste reduction policy and legislation at local and state level

Resources:
- CT Coalition for Sustainable Materials Management
- Upstream Solutions
- Save the Food
- Rethink Disposable
- Waste Dive
- Break Free from Plastic
- ReFed

Community Partners:
- Greenwich Department of Public Works
- Greenwich Conservation Commission
- Greenwich Recycling Advisory Board
- Waste Free Greenwich
- BYO Greenwich & BYO CT
- Greenwich Green & Clean