

The Greater Lehigh Valley Chamber of Commerce Energy and Environmental Subcommittee

OBJECTIVE: To develop, coordinate, and advance long term economic-sensitive strategies for sustainable energy efficiency initiatives, environmental protection and infrastructure development that will improve the economic climate and quality of life for businesses and people of the Lehigh Valley.

STRATEGY: Educate and engage the business community and partner with local, state and federal organizations in promoting sound sustainable energy policies, environmental protection and infrastructure.

ACTION ITEMS:

Survey small businesses to identify energy & environmental issues they are not aware of which will make their businesses more energy and environmentally friendly.

- Develop a communications strategy including:
 - o Partnerships with local chambers and business councils
 - o Partnerships with other organizations (i.e., LVPC to advance our common agendas
 - o Develop and utilize a marketing product for GLVCC members
 - Present at GLVCC regional events.
 - o Chamber website page with information
 - Highlight success stories- recognize a business with success story.
 - In Connections give energy-saving tips and resources.
 - Better utilize social media.
- Work with local, state and federal officials and regional organizations to educate the business community on (i) sustainable, cost-cutting measures such as energy and efficiency options and available incentives/funding; and (ii) green business opportunities.
 - o Evaluate the use of podcast for training/education sessions.
- Influence local, state and federal entities to promote energy, environment, infrastructure and green policies that are business sensitive

VOTES:

E&E passed July/08

Public Policy passed 12/08

Exec Committee passed unanimously 12/8/08

BOG passed unanimously 1/26/08

E&E passed updated version 5/12/15