



Green Chamber of the South: Mission, Core Purpose and Benefits



Green Chamber of the South

What is a Green Chamber of Commerce?



A Chamber of Commerce for

- Green Businesses
- Clean Technology/Alternative Energy
- Sustainable Businesses
- Businesses on the Road to Sustainability
- Businesses considering to relocate to the region

Core purpose:

The Green Chamber of South focuses on bringing together businesses across the Southeast to promote growth, innovation, and success of sustainability.

Mission



The Green Chamber of the South will facilitate the growth and promotion of sustainable businesses in the Southeast by providing opportunities for networking, education, business development and collaboration.



What do sustainable businesses need?



- **Networking**
 - Suppliers (clean energy, service providers, green products, fair trade, LEED certified, Green...)
 - Vendors (clean energy, service providers, green products, fair trade, LEED certified, Green...)
 - Best practices – learn from others, collaborate
- **Education**
 - Tax credits, Certification
 - Learn what is going on in the industry, what the trends are, what deals are made, where money is invested...
 - Learn from industry leaders
 - Learn from cutting edge research
- **Exposure**
 - Access to the public
 - Access to emerging and established businesses in the sustainability arena
 - Demonstrate leadership
 - PR and Brand Recognition

How does the Green Chamber help?



- **Networking**
 - Networking among sustainable businesses-Atlanta Green Wednesdays luncheon
 - Joint events with other organizations (Clean Tech, SJFund, BOMA, Startup Lounge, TAG, Gwinnett Chamber of Commerce...)
 - “Clearing house” for green products/service providers, clean tech / alternative energy
 - Business exchanges (where clean tech/green product companies meet corporations looking for clean technology)
- **Education**
 - Seminars
 - Resources and member services
 - Exchange Best Practices
- **Exposure**
 - Events and Seminars
 - Newsletters, listings, publications
 - Leadership opportunities



Traditional Chamber / Green Chamber – why do we need both?



- **Traditional Chamber of Commerce:**
 - Focuses on a geographic area
 - Addresses general overall business needs
 - Advocates for business friendly public policy
 - Provides general exposure and networking
- **Green Chamber of the South**
 - Focuses on subject area: sustainability in business
 - Provides education, networking and best practice sharing around green and sustainability
 - Connects new Clean Technology, green products vendors and service providers with businesses that need it
 - Provides exposure to green initiatives and sustainably measures taken by the company

Member Benefits



- **Large corporations** gain access to the unique clean technologies developed in the region that can enhance their "top" and "bottom" lines. This is also a unique opportunity to influence the sustainability development of the Southeast by demonstrating your leadership and sharing your knowledge and best practices with region businesses.
- **Emerging companies** have an opportunity of presenting their new technologies and products as well as incorporating technologies of others into their offerings, finding opportunities to form marketing and sales partnerships, joint technology development, and other modes of cooperation and collaborations.

Summary



Green Chamber of the South is a place to meet other players in the sustainability arena, to focus on business, profit and promote growth of the sustainable economies in the Southeast.

