

## HOW-TO GUIDE:

A Practical Guide to Turning Ideas Into Action

# Partnering with Businesses to Amplify Environmental Action

→ [Piedmont Environmental Alliance](#)



*Piedmont Environmental Alliance's (PEA) Green Business Network helps dozens of businesses and nonprofits take action to achieve their sustainability and climate goals in North Carolina's Piedmont Triad.*

As the only network of its kind in the region, the Green Business Network (GBN) broadens participation in local climate action and advocacy. PEA provides 30+ GBN members a clear road map, a network of collaborators, and one-on-one consulting services to achieve sustainability goals that are impactful, economical, and tailored to their company's mission and bottom line.

## Replicate This!

### How To Get Started

- 1 Build partnerships with those in your community who share your vision for a greener future.
- 2 Recruit the mission-driven small businesses and nonprofits already convinced about the need for action.
- 3 Meet businesses where they are by making it easy for any business to take action.
- 4 Offer regular events to build community and encourage collaboration.
- 5 Develop a network of trusted clean energy contractors.
- 6 Have a strong social media and earned media plan to amplify the environmental and community impact.