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Executive Director, Bethesda Green
Partner, Livability Project

Kelley Rajala
Director, Share Exchange
Partner, Livability Project
Today’s Agenda

- Introduction
- Dave & Kelley,
- Local Economy Centers
- Bethesda Green
- Share Exchange
- Q & A
Background

Dave Feldman
- Lifelong Environmentalist
- Entrepreneur
- Economic Development
  - Consul, UK Trade & Investment
  - Incubation

Kelley Rajala
- Environmental Studies/Urban Planning
- Sales & Marketing
- Entrepreneur
- Midwest Permaculture
- Transition Town Training
- BALLE – Local Living Economies
Local Economy Centers

Places across the country that are epicenters of emerging leadership and action in economic localization. For now, we are identifying these places as physical brick-and-mortar places that incubate and showcase local solutions for better and smarter living.

Centers are independently run and take on the needs and projects for its particular community. Centers likely share common values such as:
1. Community-oriented acting in the interest of the greater good
2. Locally-focused with an eye for regional trade and cooperation
3. Value **cooperative** principles and an ethic of sharing
4. Operate under triple bottom line practices
5. Integrate Natural Step, Permaculture, Biomimicry, Restorative or Whole Systems Thinking
Local Economy Centers
Or Sustainability Centers

Many Attempts!
Bethesda, Maryland
Bethesda Green History

- Public-Private Partnership
- Launched January 2008
- Multiple Stakeholders
  - Business
  - Government
  - Residents
  - Community Organizations
- Working groups and Volunteers
- 501(c) (3) (non-profit) – 2008
- Part-time staff
**Mission/Strategy**

**Our Purpose/Mission**
At Bethesda Green, we bring business, government and community together through programs and services to promote a healthy economy and sustainable living practices in order to reduce our collective impact on the environment.

**Strategies to Achieve Our Mission**

<table>
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<tr>
<th>Incubate</th>
<th>Educate</th>
<th>Initiate</th>
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<tbody>
<tr>
<td>Stimulate next generation green business models and solutions.</td>
<td>Raise awareness and inspire action through the programs, online tools, and education and resource center.</td>
<td>Develop, manage and promote programs that leverage community assets.</td>
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Culture and Model

1. Engage all community stakeholders

2. Scale what works
   - Electronics recycling
   - Education Center
   - Events and Quality Programs

3. Innovation and Collaboration

4. Multiple revenue streams
   - Partial funding by government
   - Strong private sector component
   - Incubator and paid services

5. In-Kind contributions
1. Fields of Green Internship Fair
2. Solar and Green Home Expo
3. On the Farm; Around the Table
4. Green Building Expo
5. Green Awards and Gala
6. Education Center
7. Recycling Bins
8. Many more…. 
Partnerships

1. Neighborhood Associations
2. Trade Associations, 501(c) (3)s
3. Business Improvement District
4. Dept. Economic Development
5. Chamber of Commerce
6. University and local Colleges
7. Small Business Development Center (SBDC)
8. Other
Green Business Incubator

- Develop green entrepreneurs to create jobs and build wealth
- Facilitate local market demand
- Support products, services and ideas that complement mission
- Diversify local, regional economy
  - Food, Agriculture
  - Energy Efficiency, Renewable Energy
  - Green Build, Transportation
  - Green Purchasing
Facilities and Amenities

1. Facility and Shared Resources
   - Furniture
   - Sustainable center design (contributions)
   - Broadband wireless internet
   - Conference rooms
   - Full Kitchen
   - Copier, printer, A/V equipment
   - Information area, library

2. Facility management
   - Staffed reception
   - Mailboxes
   - Security
1. Business plan development
2. Marketing, promotion through website and press
3. Access to professional services including accounting, investing and legal
4. Networking, contacts and events
5. Speakers bureaus
6. Semi-annual progress reviews
7. Internships
8. Technical assistance
9. Introductions to potential strategic partners
Lessons Learned

1. Non-profit structure encourages community engagement
2. Flexibility is ingrained in culture
3. ‘Local’ focus is key
4. Broad focus is strength
5. Private sector role is important
6. Need creative opportunities for financing
7. Strategic partnerships provides strong leverage
4 Elements

Marketplace

CoWork Space & Incubator

Events & Education

Local Economy Institute
Startup

• Signed lease November 2010
• Opened Marketplace December 2010
• Opened CoWork space March 2011
• 250+ local makers
• 60 CoWork members
• 200 events

• Organized as a California Cooperative
• Funding – Bootstrapped
• Revenue - Sales, Membership, Events, Rent, Sponsorship, Contracts
• 2 key staff, 5 volunteers

• Startup is challenging!
Programs
Lessons Learned

- Leading edge work
- Perseverance and patience
- Flexibility and adaptability
- Test marketing
- Get buy-in early
- Capitalization
- Collaboration
“We can’t solve problems by using the same kind of thinking we used when we created them.”

~ Albert Einstein

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