Leadership Program Overview

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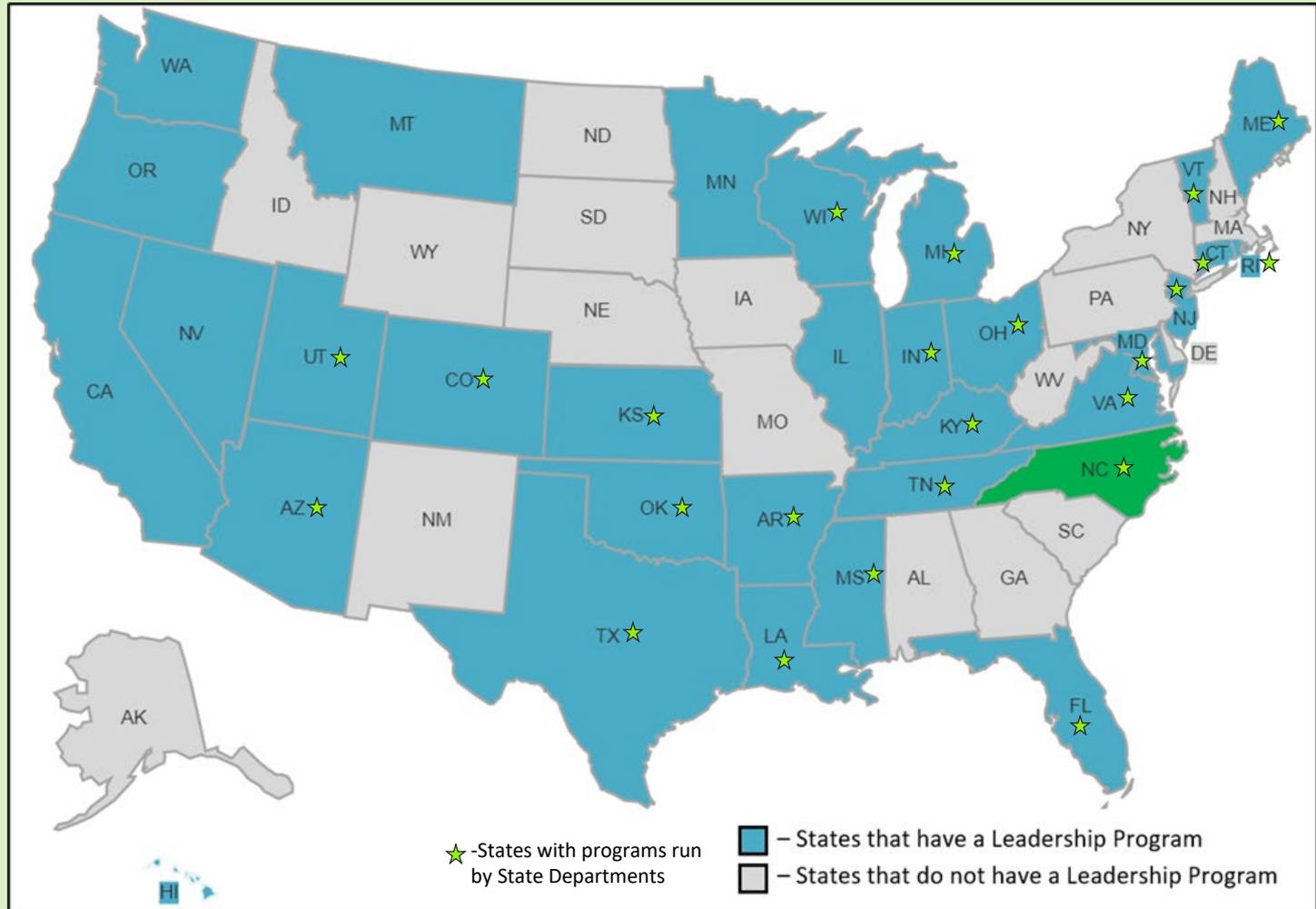
38
Programs Researched

32
States Covered

28
Programs run by State Departments

10
Programs run by Non-profits, Private-Public Partnerships, or Colleges and Universities

2

-States with programs run by State Departments

☐ – States that have a Leadership Program

☐ – States that do not have a Leadership Program

Types of Programs

Recognition Programs: 19/38

- Awards or certifications
- No requirement for an Environmental Management System
- No documented progress requirements
- Similar aspects to ESI but different structures

Leadership Programs: 19/38

- Required EMS AND/OR documented year-to-year progress
- All run by State Departments
- Most closely reflected structure of ESI
- Some also fell into Recognition Programs category

Overview of Requirements

Number of Programs With Each Requirement

* Out of 38 Total Programs

Legend: Total Programs, Recognition Programs, Leadership Programs

Goals, Improvements, and Projects: 31, 14, 17
Annual Report: 16, 3, 13
Renewal: 16, 6, 10
EMS: 15, 1, 14
Compliance: 14, 3, 11
Site Visits: 8, 6, 2
Point System: 7, 1, 6
Community Involvement: 6, 1, 5
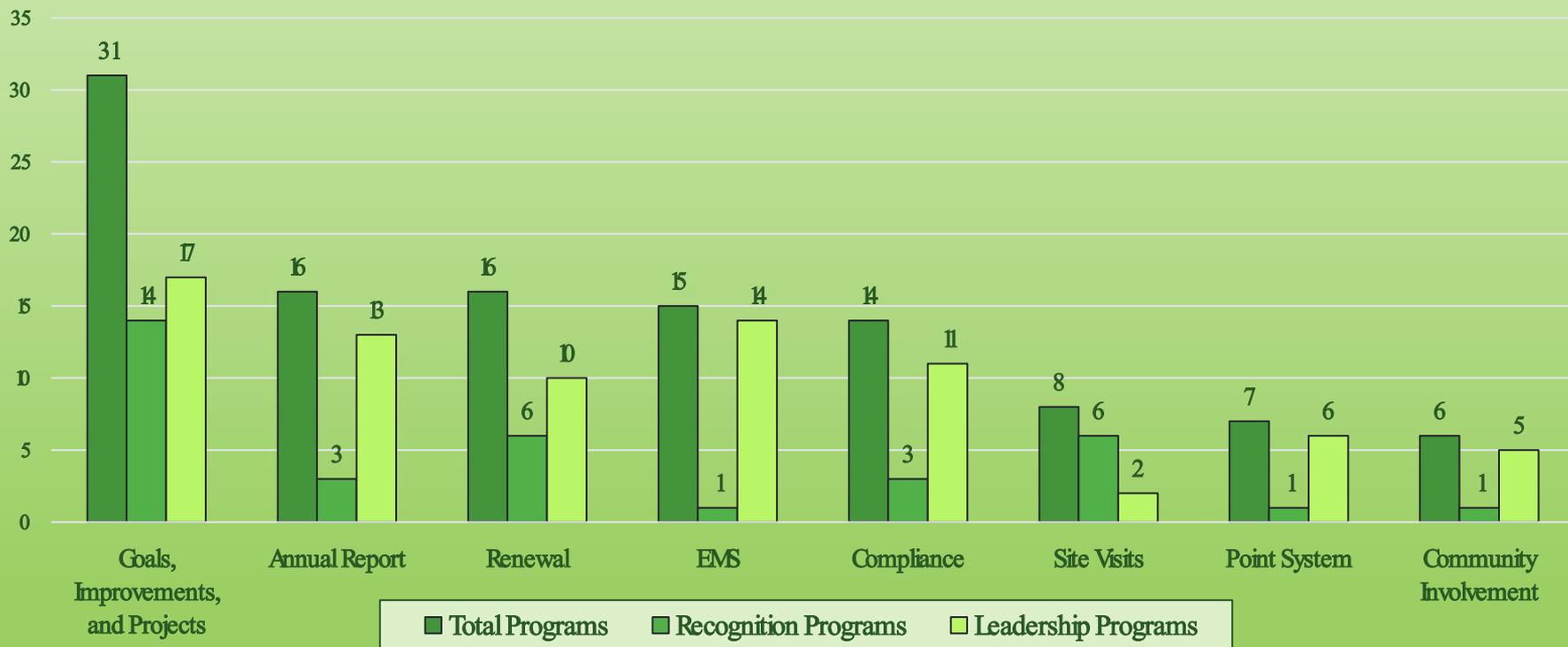
Breakdown of Requirements

Goals, Improvement, and Projects: 31/ 38 Total Programs, 14/ 19 Recognition Programs, 17/ 19 Leadership Programs
- Required continuous improvement
- Implementation of new initiatives
- Projects
- Reductions

ESI:
- Members must show continuous improvement and set annual goals

Renewal Application or Evaluation: 16/ 38 Total Programs, 6/ 19 Recognition Programs, 10/ 19 Leadership Programs
- Resubmit new applications
- Resubmission/ renewal ranging from annually to every 5 years

ESI:
- Minimum goals and progress annually
- Advisory Board renewal process every 5 years

Annual Reporting: 16/ 38 Total Programs, 3/ 19 Recognition Programs, 13/ 19 Leadership Programs
- Required annual reports submission
- Some require more frequent progress reports

ESI:
- Members submit annual reports with their progress

Environmental Management System (EMS): 15/ 38 Total Programs, 1/ 19 Recognition Programs, 14/ 19 Leadership Programs
- Required EMS
- Some third party such as ISO 14001
- EMS Checklists

ESI:
- Rising Stewards and Stewards are required to have a functionally equivalent or ISO 14001 certified EMS

Breakdown of Requirements

Compliance: 14/ 38 Total Programs, 3/ 19 Recognition Programs, 11/ 19 Leadership Programs
- Compliance checks upon application
- Compliance checks annually, along with renewals, or checked throughout the year

ESI:
- Checks upon application
- Annual reporting requirements
- Upon renewal

Site Visitation: 8/ 38 Total Programs, 6/ 19 Recognition Programs, 2/ 19 Leadership Programs
- Require a site visit upon application and renewals
- Site visit might be required for verification of implementation of sustainability initiatives

ESI:
- DEQ Staff perform site visits at time of renewal
- May visit a site at another time if requested

Point System: 7/ 38 Total Programs, 1/ 19 Recognition Program, 6/ 19 Leadership Programs
- Programs use checklists for their application and annual reporting
- Points awarded based on sustainability projects

ESI:
- Does not use point system

Community Involvement: 6/ 38 Total Programs, 1/ 19 Recognition Program, 5/ 19 Leadership Programs
- Required community outreach relating to sustainability

ESI:
- Only required of Stewards
- Mentoring other organizations

Overview of Benefits

Number of Initiatives With Each Benefit

Benefit	Value
Recognition/ Publicity	34 ⭐
Technical or Marketing Assistance/ Specific Contact	26 ⭐
Award Ceremony/ Certificate/ Physical Displays	25 ⭐
Logo Use	20 ⭐
Networking/ Training/ Collaboration	16 ⭐
Financial Benefits/ Eligibility for Other Awards	15
Regulatory Benefits	12
Influence in Higher Levels/ Leadership Positions	6 ⭐

⭐ ESI Benefits

(axis: 0, 5, 10, 15, 20, 25, 30, 35, 40)

Breakdown of Benefits

Recognition and Publicity: 34/38

- Press releases
- Website listings
- Listings in annual reports
- Marketing materials about leadership program

ESI:

- ENews
- Links on ESI website

Award Ceremony and Certificates or Other Physical Displays: 25/38

- Decals
- Flags
- Ceremonies on-site
- Letters of recognition
- Store signage
- Internal Awards

ESI:

- Award Ceremonies
- Rising Stewards and Stewards receive tree to plant at their site at 5 years, plaque at 10 years, and trophy at 15 years
- Internal Awards

Technical and Marketing Assistance and/ or Designated Contact: 26/38

- Designated contact
- Technical assistance
- BMP
- Research

ESI:

- Designated coaches
- Technical assistance
- Free EMS development assistance

Logo Use: 20/38

- Members receive rights to use leadership program logo in marketing, on their websites, on letterheads, and in displays

ESI:

- Designated Partner, Rising Steward, and Steward logos

Breakdown of Benefits

Networking, Training, and Collaboration: 16/ 38
- Annual meetings and conferences
- Trainings or workshops
- Dedicated networking events
- Site visits from other members

ESI:
- Annual conference
- Steward Forum
- Free trainings and webinars

Financial Benefits and Eligibility for Other Awards: 15/ 38
- Additional points towards external awards
- Recommendations and nominations
- Financial prizes, grants

ESI:
- Does not directly award funds or nominate members for external awards or grants

Regulatory Benefits: 12/ 38
- Reduced inspection frequency
- Coordinated inspections
- Reduced reporting requirements
- Advance notification of inspections
- Priority for permit writing and modifications
- Deferred civil enforcement

ESI:
- Does not currently offer any regulatory benefits

Leadership Positions or Upper-Level Influence: 6/ 38
- Inclusion in stakeholder process when initiated
- Input on new legislation
- Meetings with regulatory officials
- Opportunities to recommend changes to leadership program
- Direct collaboration with state agencies

ESI:
- Advisory board
- Steward Forum

Ideas for Additional Benefits

Recognition and Publicity:
- Form to submit success stories or interesting projects
- A revision of members list on ESI website to include a small profile for each member and ENews mentions
- Investigate Social Media promotion

Technical and Marketing Assistance and/ or Designated Contact:
- Chat feature to chat with an ESI Coach
- Internal Review of coaching interactions and benefits

Award Ceremony and Certificates or Other Physical Displays:
- Publicize renewals
- Update new member information packet to a welcome packet with promotional materials i.e., flags or decals

Logo Use:
- Revise logo use policy

Ideas for Additional Benefits

Networking, Training, and Collaboration:
- Mentoring request form
- LinkedIn page for ESI Members and their staff
- Profiles of inter-member mentoring and assistance

Financial Benefits and Eligibility for Other Awards:
- Collaboration with external awards
- Assistance with grant applications
- Opportunities for members to request letters of recommendation

Regulatory Benefits:
- Ongoing internal discussion

Leadership Positions or Upper-Level Influence:
- Members group to discuss benefits and perform periodic reviews of our program
- Opportunities to present with DEQ Secretary at special events

Other Ideas

- Compiled handbook containing requirements for membership, benefits, event summaries, and other information that will be publicly available on ESI Website
- Members SharePoint site
- Anonymous comments and concerns form on ESI website that is reviewed weekly at ESI Check-in Meetings
- Online annual report form and online application form
- ESI Booster Club

  Purpose of a Booster Club is to encourage and support the core values, mission, and continual improvement of the ESI program. Could assist with:
  - Funding opportunities
  - Event planning
  - Sponsorship

Questions? Comments?

- A more detailed report is in progress
- This presentation will be sent to you
- If you have any ideas or comments, please reach out to us at ESI@NCDENR.GOV