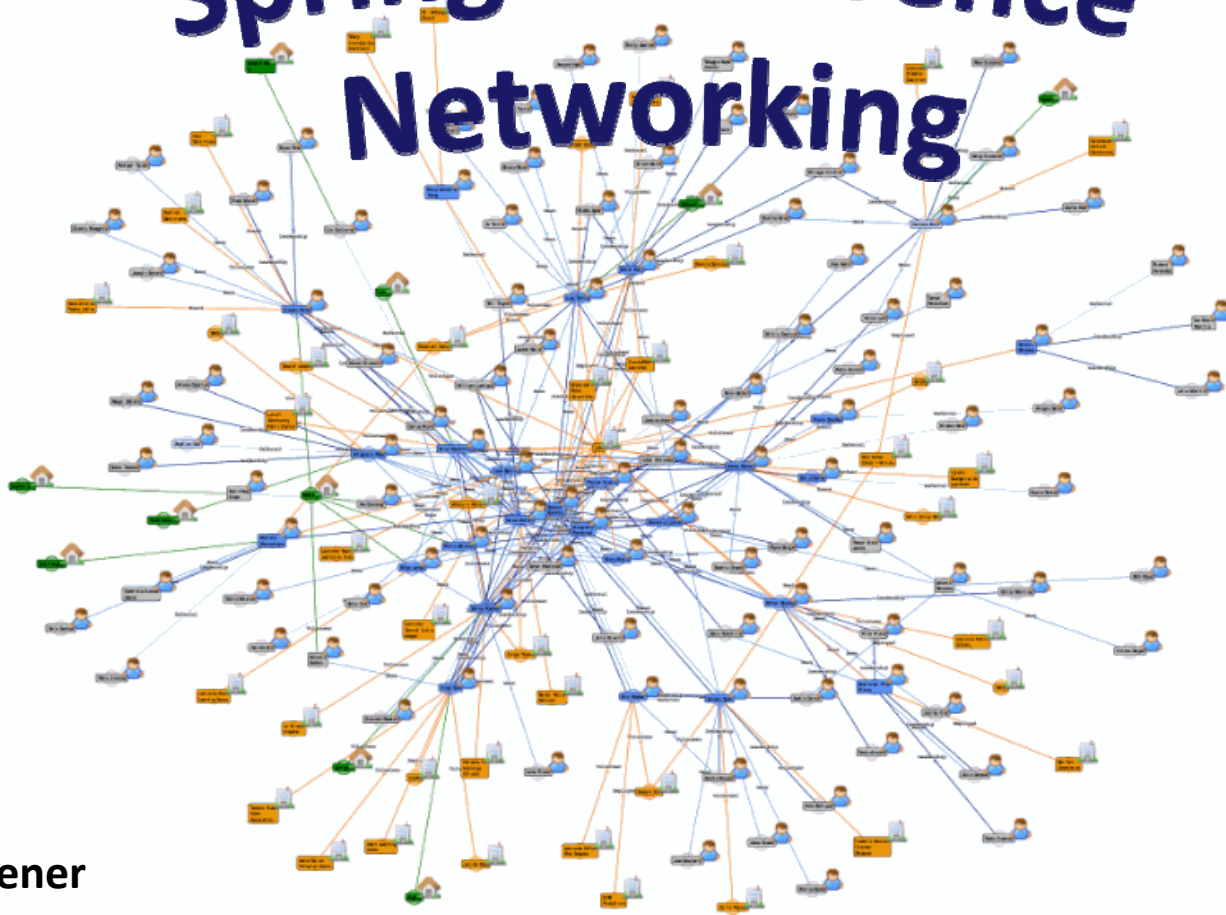


# NHBSR Spring Conference Networking

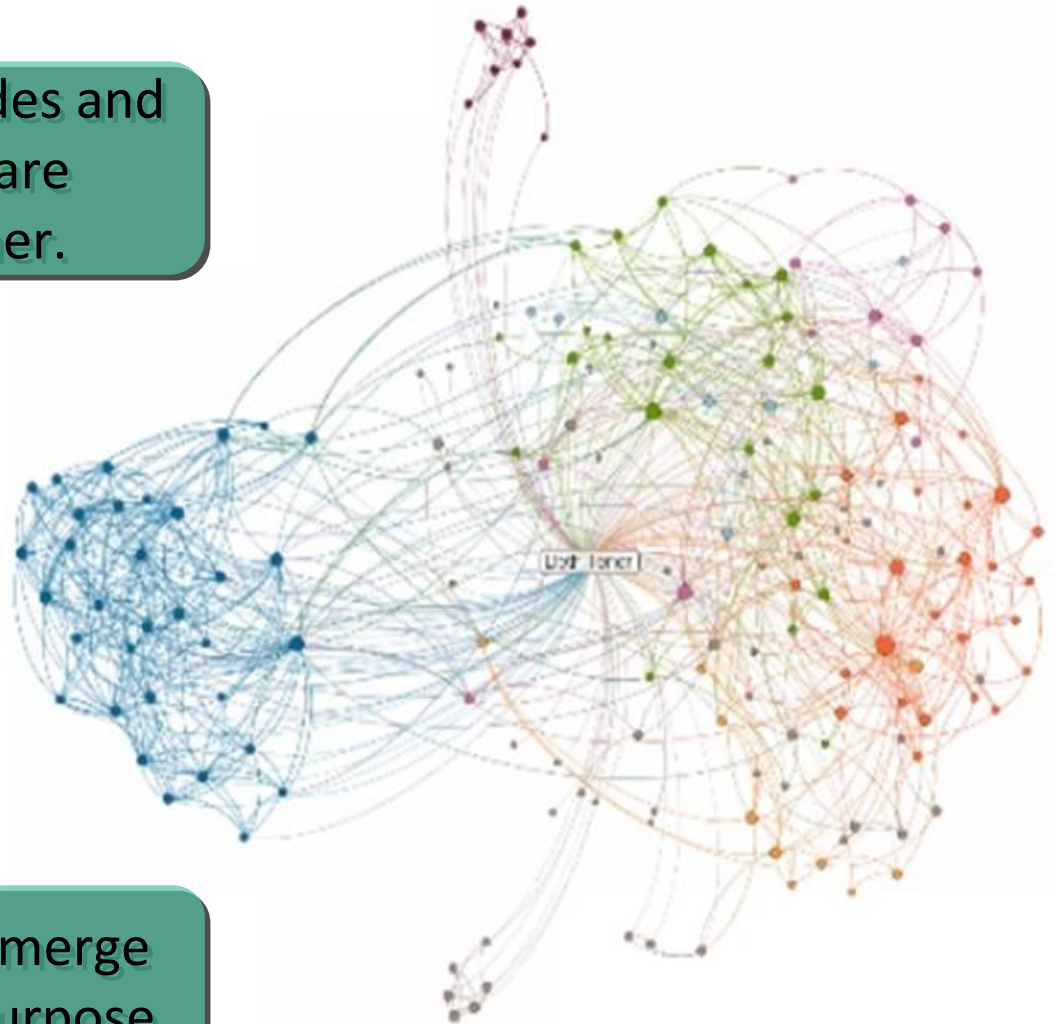


Beth Tener

May 14, 2012

# Defining networks

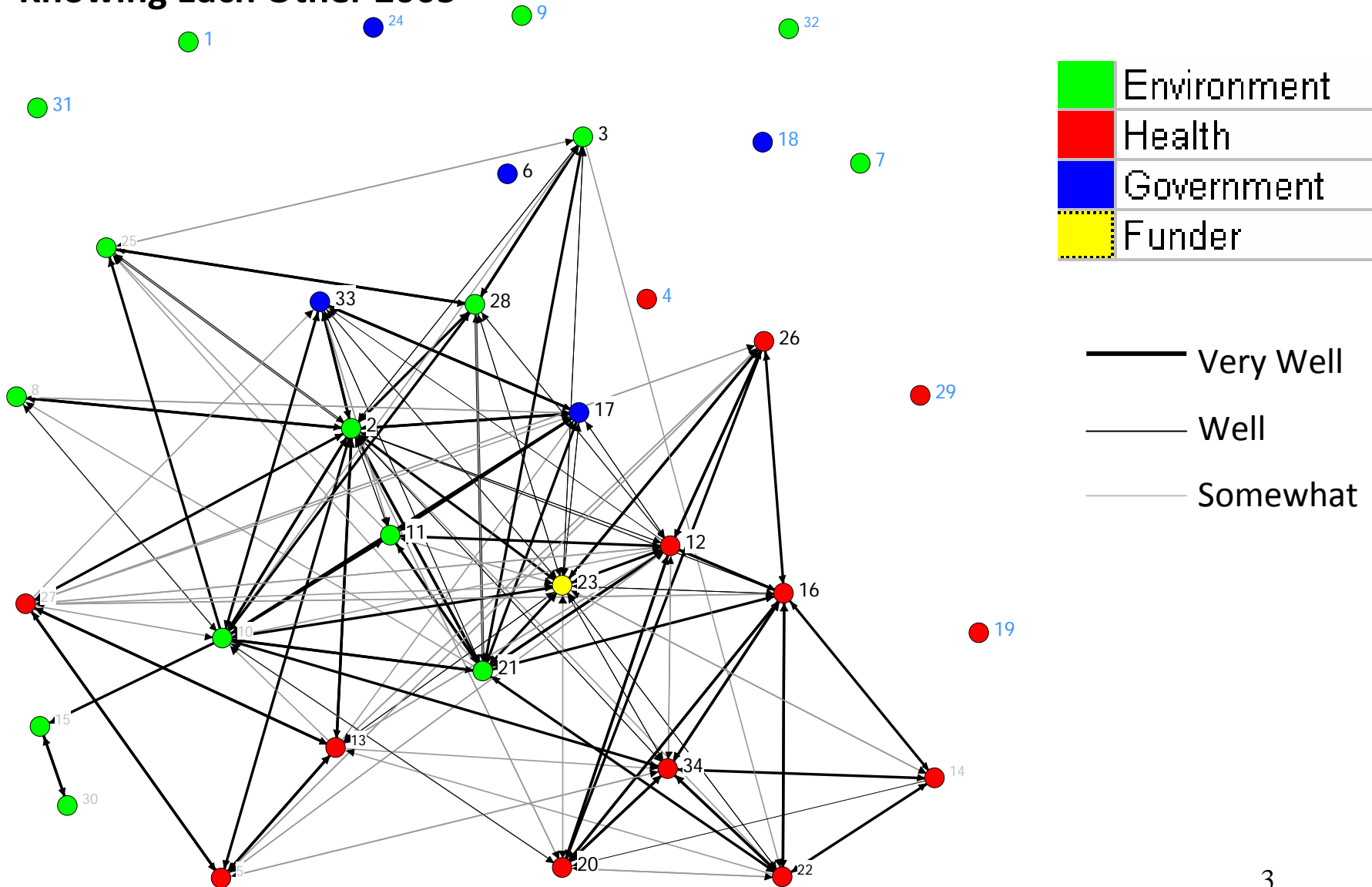
Networks are a set of “nodes and links,” of [things] that are connected to each other.



Networks may naturally emerge or be created to serve a purpose

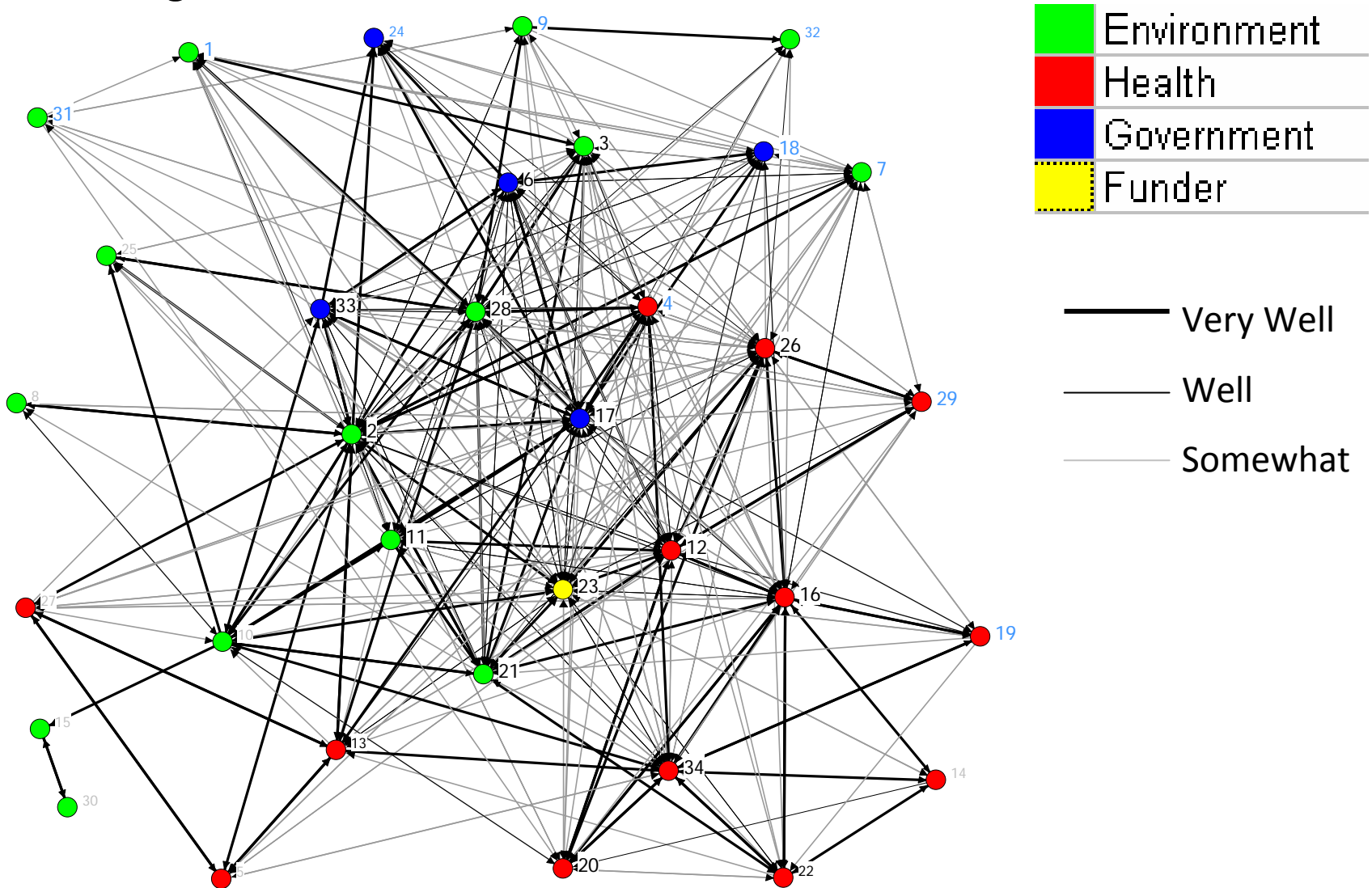
# Boston Green & Healthy Building Network

## Knowing Each Other 2005

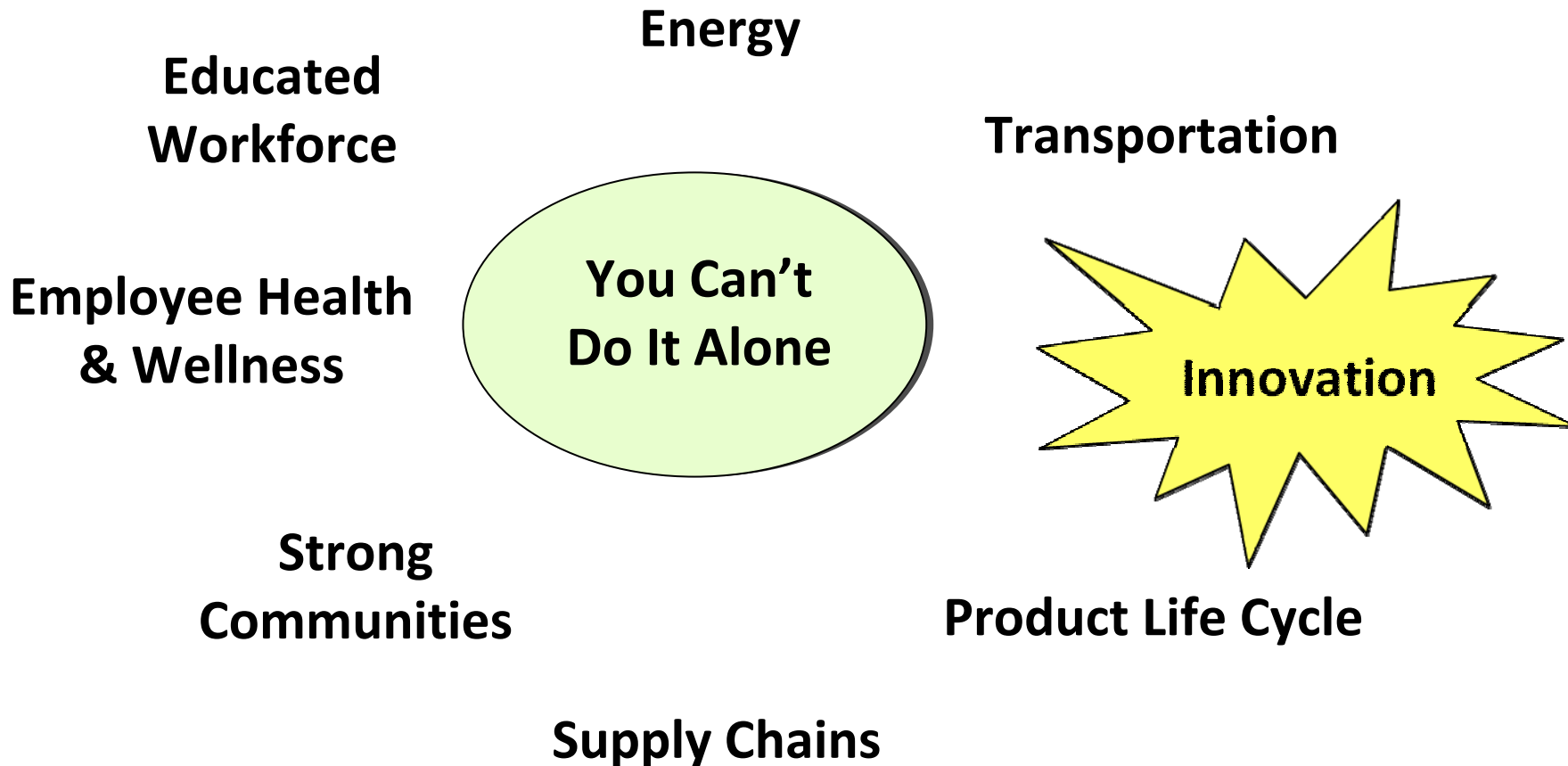


# Boston Green & Healthy Building Network

## Knowing Each Other 2007



# Why are networks key to sustainability and CSR?



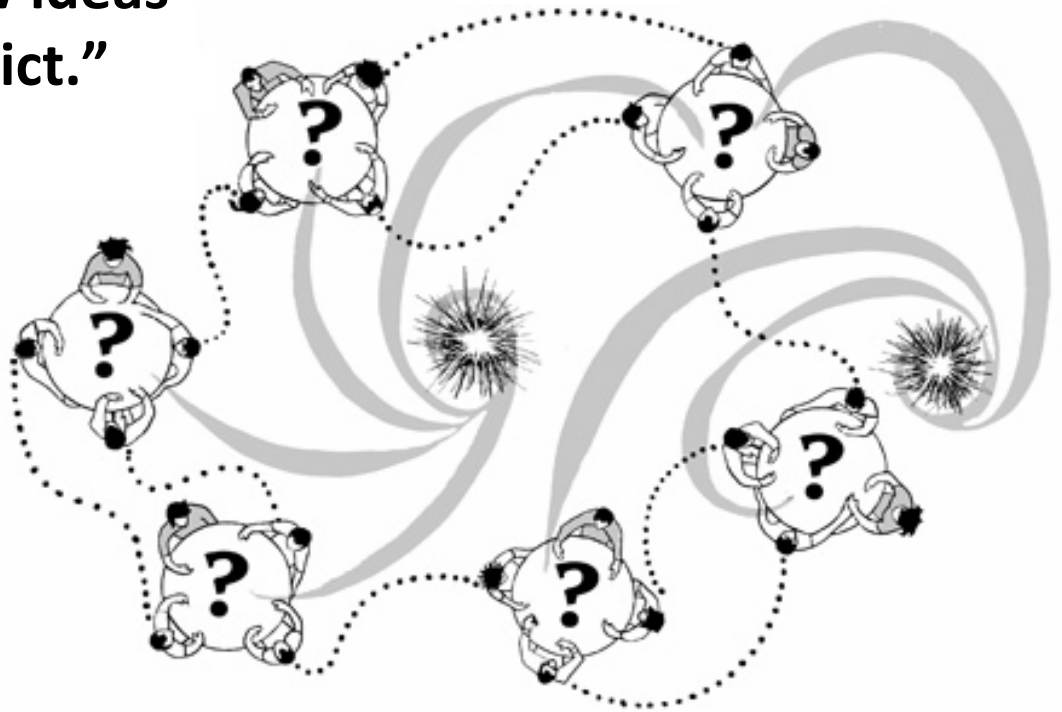
**The Diversity**



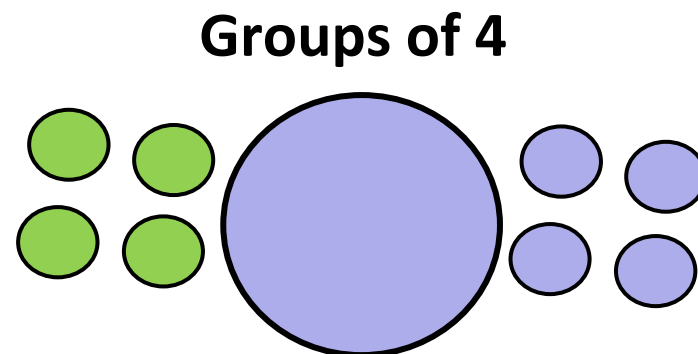
**Innovation Connection**

**“Networks create spaces and opportunities that enable connections and new ideas that we can’t predict.”**

- Diana Scearce



## Small group conversations:



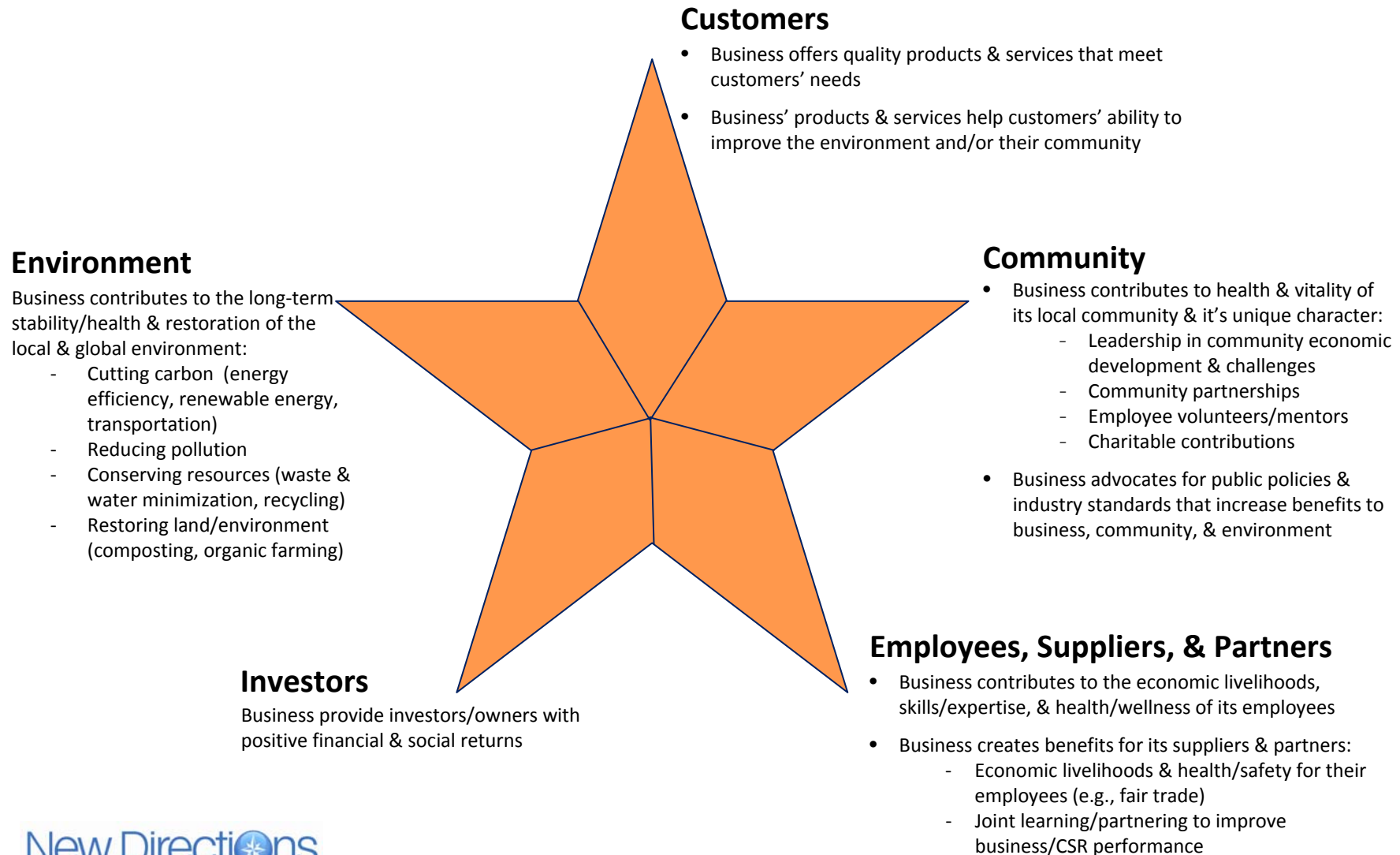
**1** Share a story of a socially responsible business practice or initiative that worked well.

(Note how it generated benefits to stakeholders)

**2** What is your “learning edge,” for example:

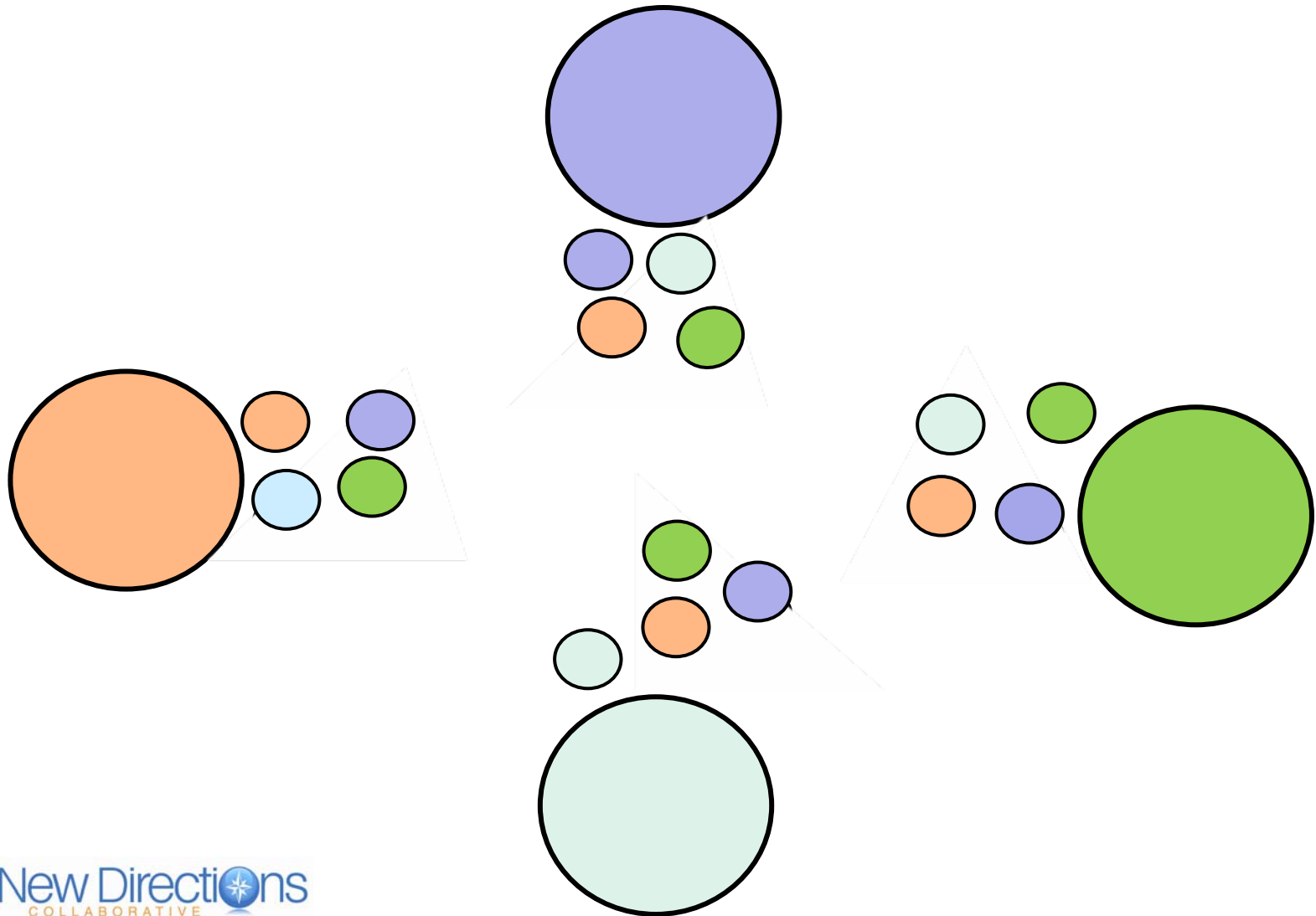
- A challenge you need to address,
- An emerging area of interest, or
- A new idea/improvement you want to pursue?

# How does your business create positive value for its stakeholders?





# Groups of 4 mix into new group of 4



## **Shift to Round 2**

**Round 2**

**One person stay at the table.**

**All others find a new table...**

**Raise hands if you have open seats.**

## Round 2

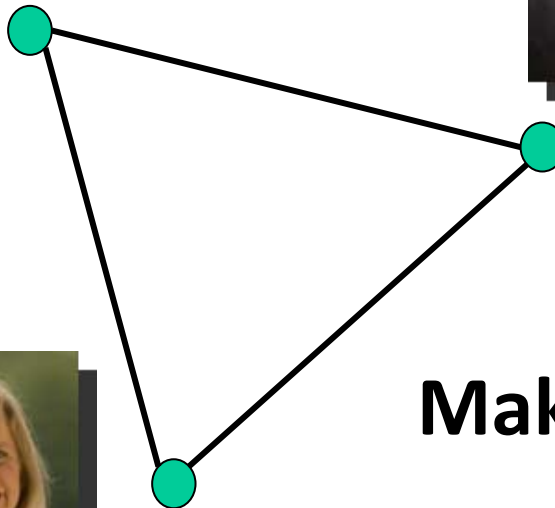
**Host share a highlight from the previous conversation.**

**New people share a highlight from their conversations.**

**Discuss questions with the new group.**

**Listen for connections you can make.**

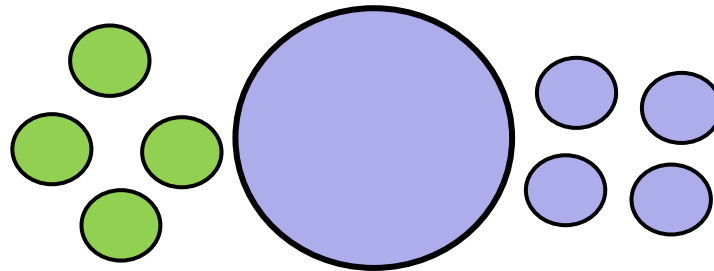
# Network weaving: connect people



**Make triangles!**

# Round 1

**Please gather into groups of 4**



## Shift to Round 2

Round 2

**One person stay at the table.**

**All others find a new table...**



**Raise hands if you have open seats.**

## Round 2

**Host share a highlight from the previous conversation.**

**New people share a highlight from their conversations.**

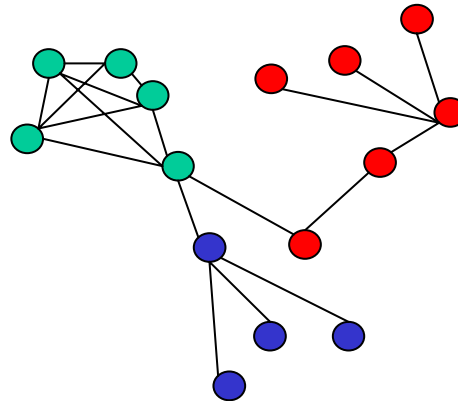
**Discuss questions with the new group.**

**Listen for connections you can make.**

# Types of networks have distinct attributes.

## Connectivity

Connect people to allow access to information and flow of transactions



## “Collective Impact”

Fosters joint action for specific outcomes



## Peer Learning

Enable people with shared identity to learn and advance their work





# The next generation of business social benefit will integrate fragmented thinking and work “silos.”

## Finances

## Environment

- Energy Efficiency
- Renewable Energy
- Waste Management, Recycling
- Air Programs
- Water Programs
- Greening Products/Services
- Greening the Supply Chain
- Sustainability Reports

## Community Relations

- Employee Volunteering
- Philanthropic Donations
- Non-profit Partnerships
- Public Policy Participation

## Human Relations

- Diversity
- Employee Wages & Benefits
- Workplace Safety
- Health and Wellness Programs
- Supply Chain Worker Protections

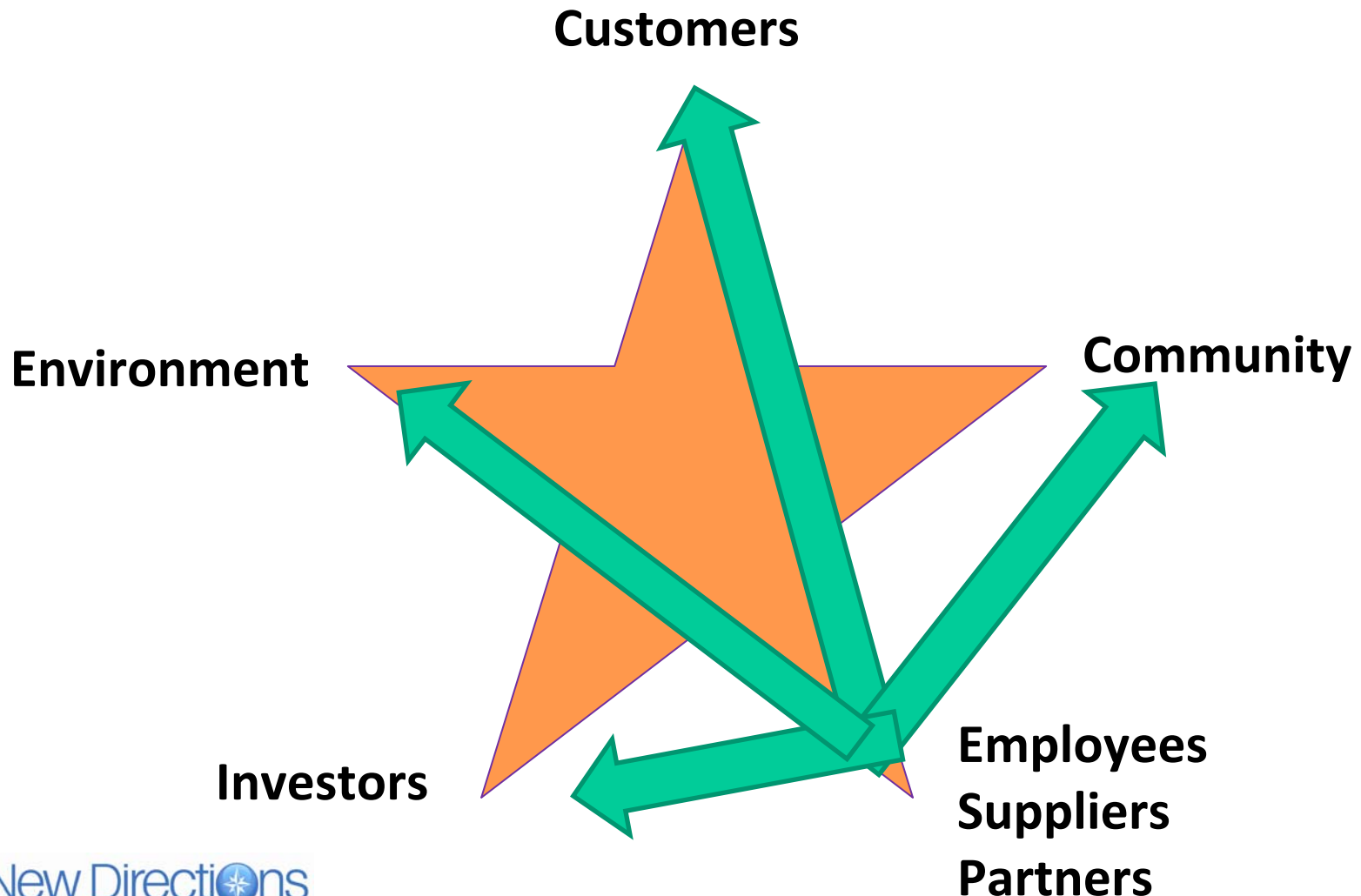
## Products & Services

## Operations

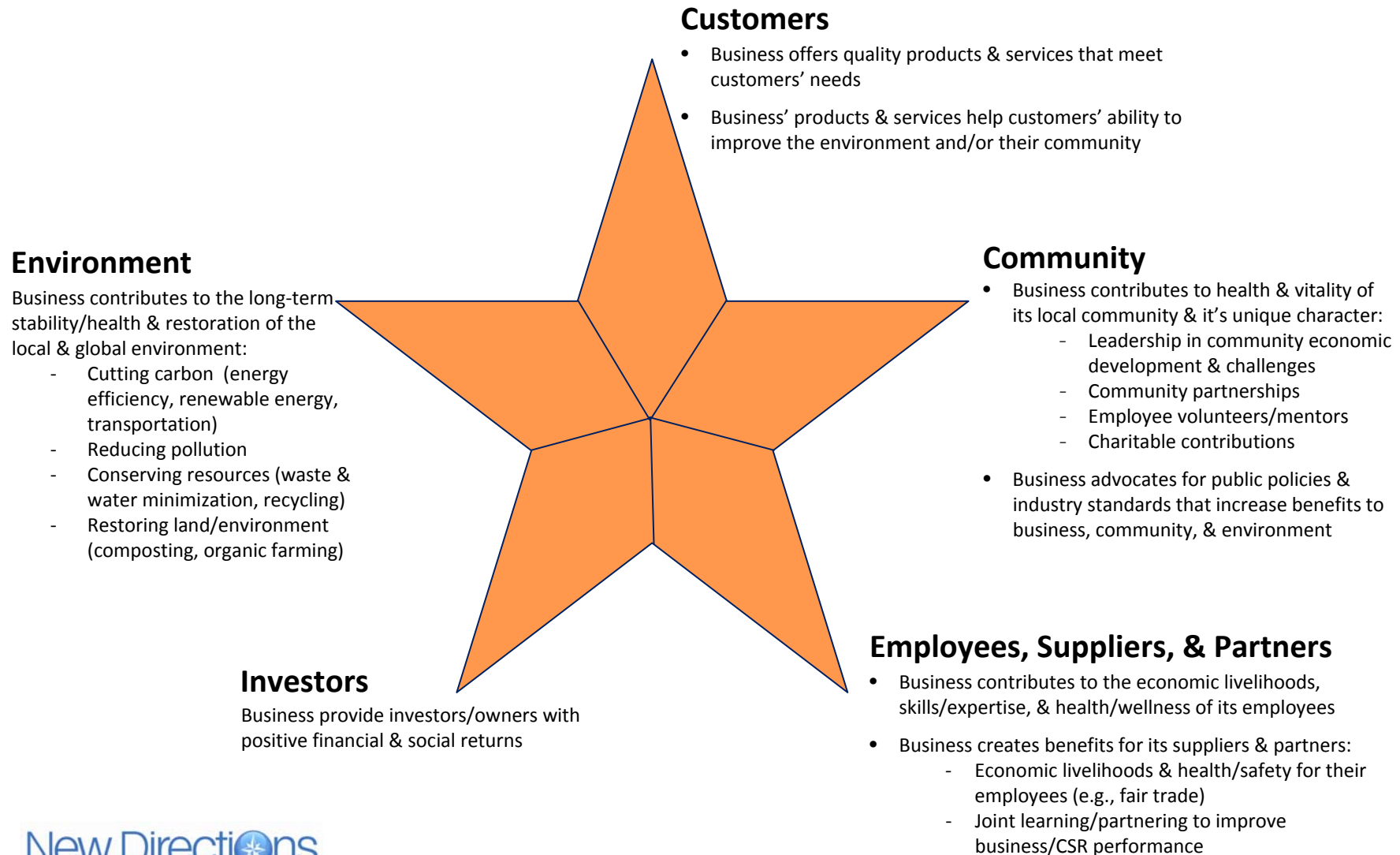
## Purchasing/Suppliers

## Sales & Marketing

# How can we create positive benefits and reduce harm for all stakeholders?

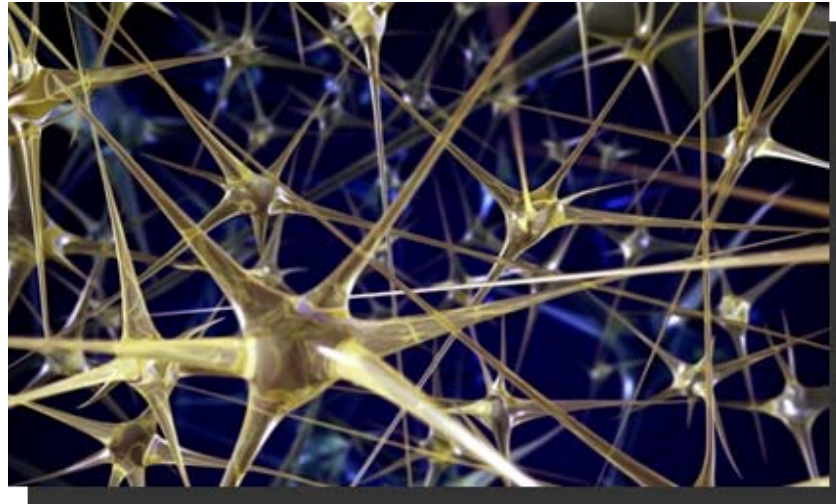


# How does your business create positive value for its stakeholders?



**“Do what you do best  
and link to the rest.”**

- Jeff Jarvis



**Thank you for your participation  
and contributions**



[www.ndcollaborative.com](http://www.ndcollaborative.com)