

Engaging Small Businesses in Maryland on Climate Resilience

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- ***Climate risks to small businesses***
 - Small business challenges
 - Extreme weather impacts
 - Gaps and needs
- ***Recommendations for engaging with businesses***
 - Methods of engagement
 - Key considerations



- **Independent, nonpartisan, nonprofit organization**
- **Working to advance strong policy and action to address the twin challenges of energy and climate change**
- **Founded in 1998 as the Pew Center on Global Climate Change**
- **Became C2ES in 2011**
- **Consistently named one of the world's top environmental think tanks (Univ. of Pennsylvania survey)**

Business Environmental Leadership Council (BELC)



- **Why are small businesses important?**

- Job creation, local economy, suppliers for larger businesses
- Extreme weather events significantly impact small businesses

561,837 Small Businesses

97.5% of Maryland Businesses

1.1 million Small Business Employees

50.5% of Maryland Employees

- **Small business challenges:**

- Limited time, resources, awareness, interest/priority
- Unclear who to go to for more information or help in planning
- Focus on recovery rather than preparedness
- Historic preservation

- **Purpose**

- Examine types of events experienced and challenges faced
- Identify information and resources needed
- Determine how to engage with businesses

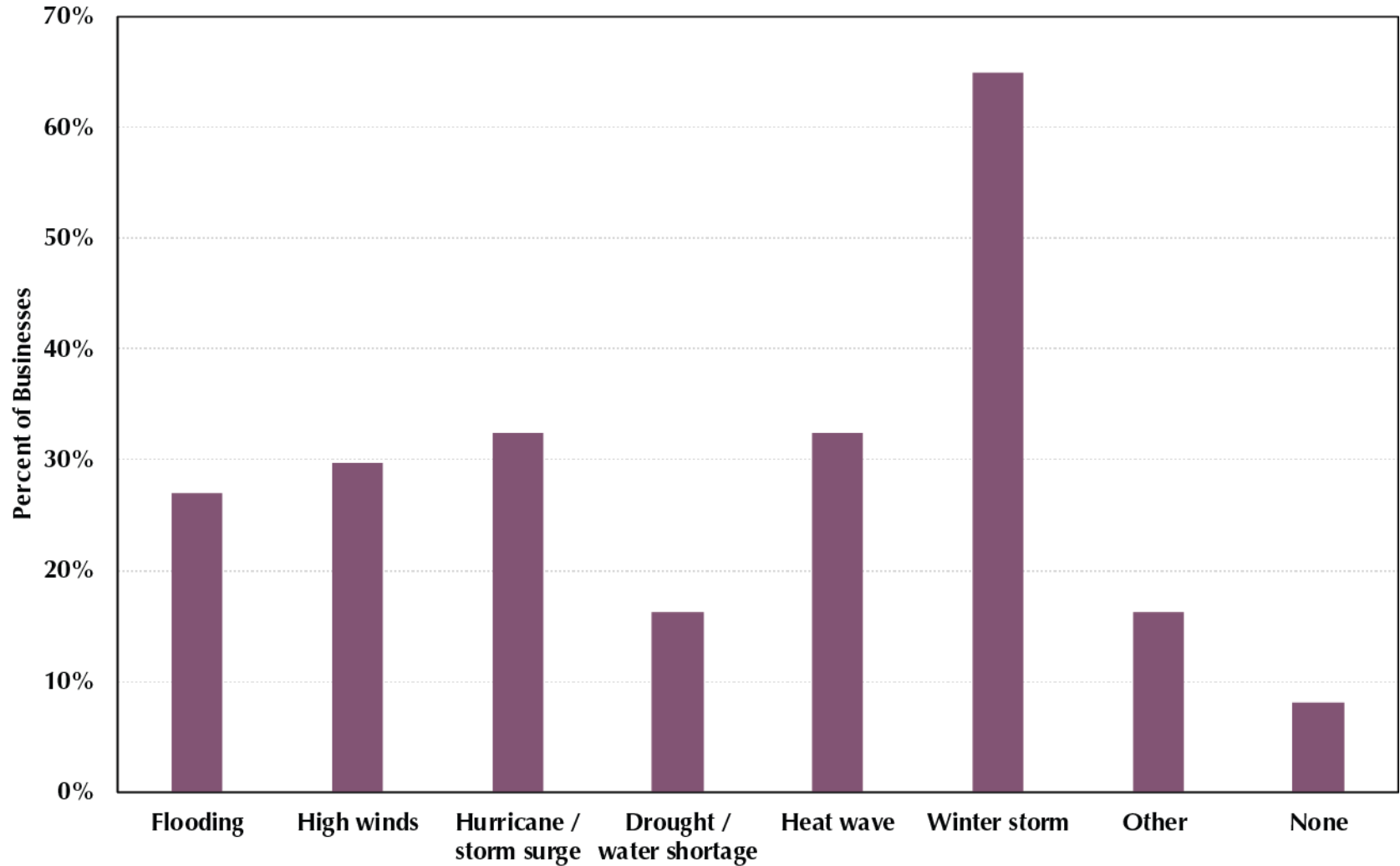
- **Conducted interviews**

- Businesses, business networking organizations, state and local officials, NGOs

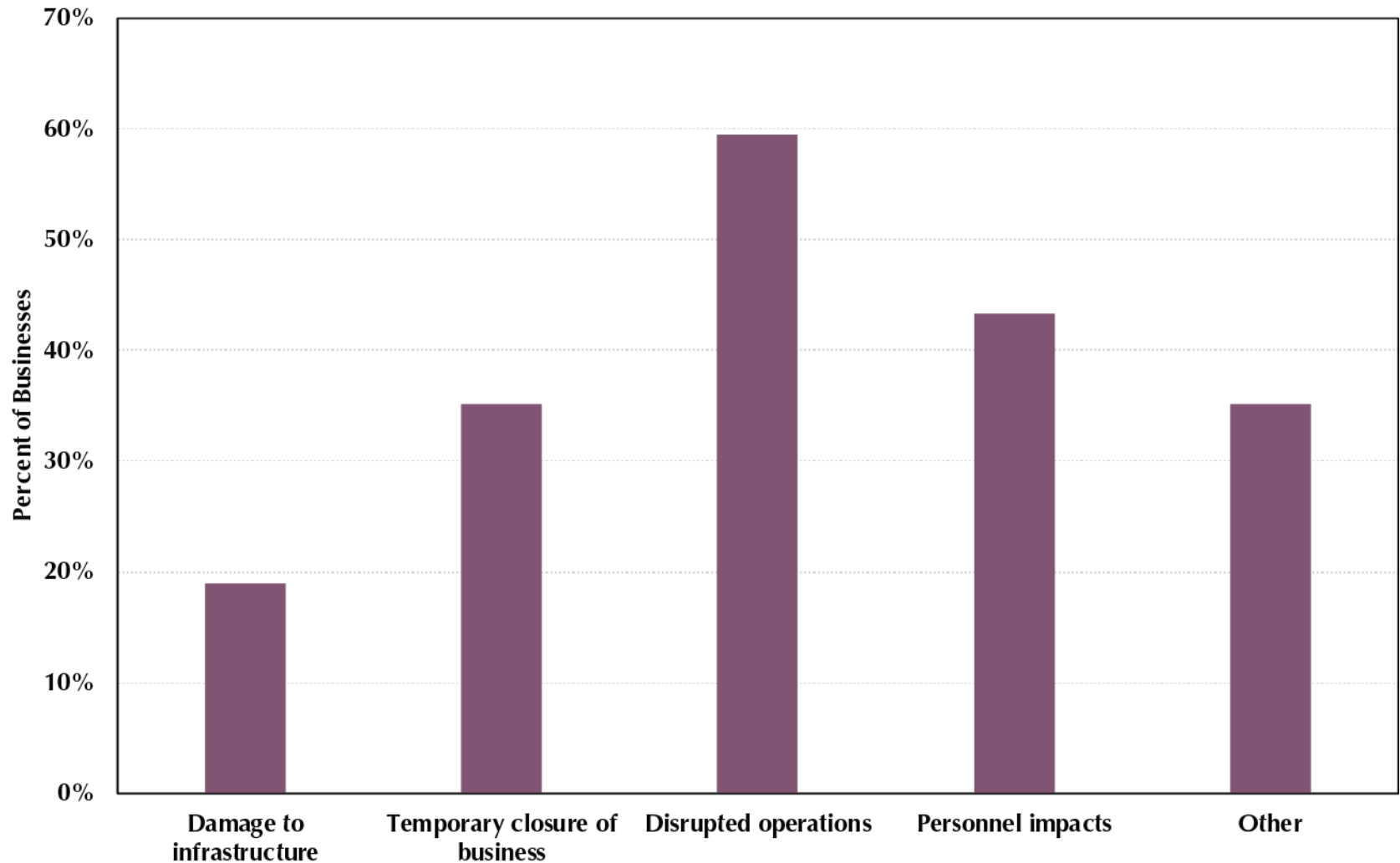
- **Distributed survey to businesses and business networks**



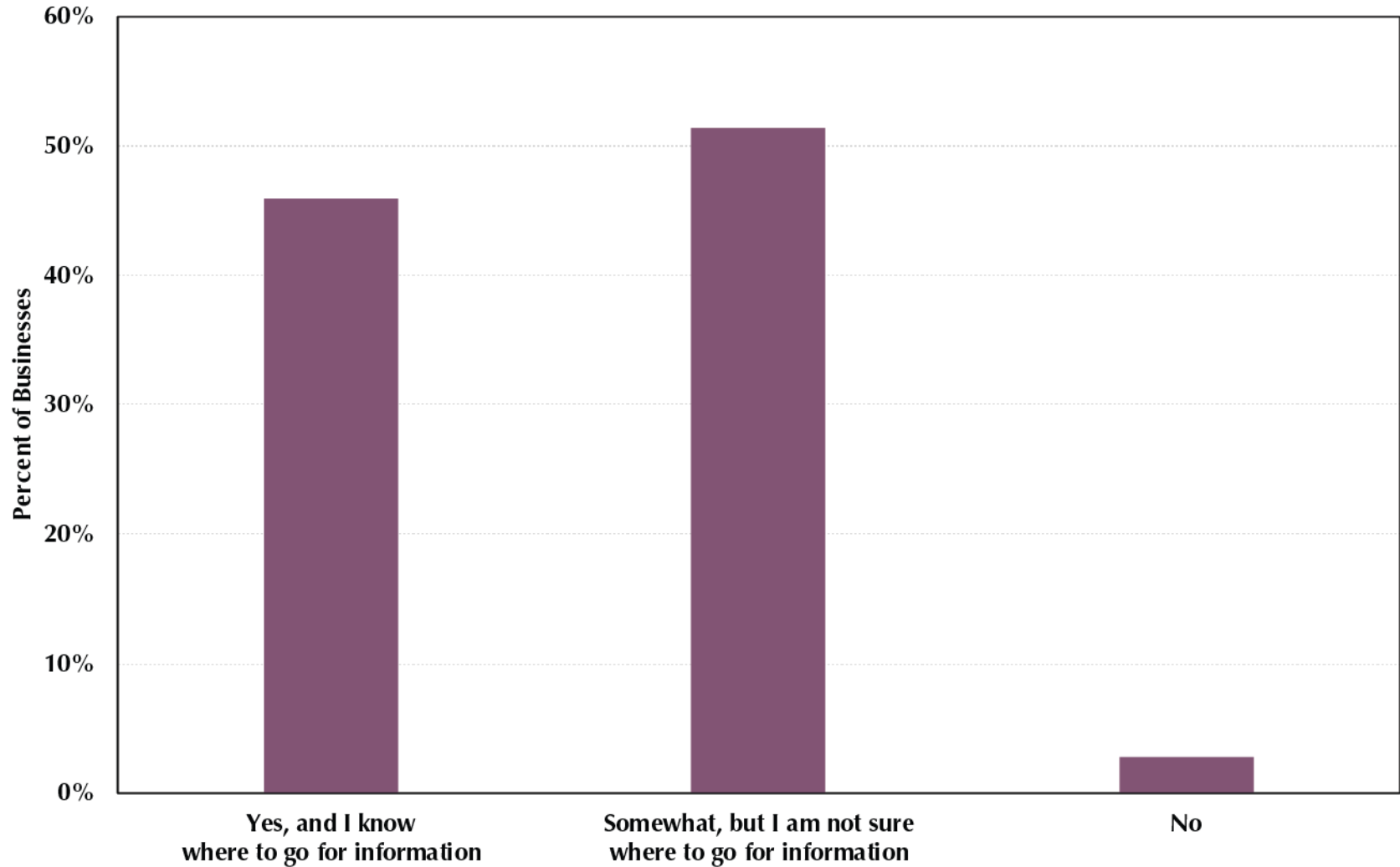
What types of extreme weather events have impacted your business in the past 5 years?



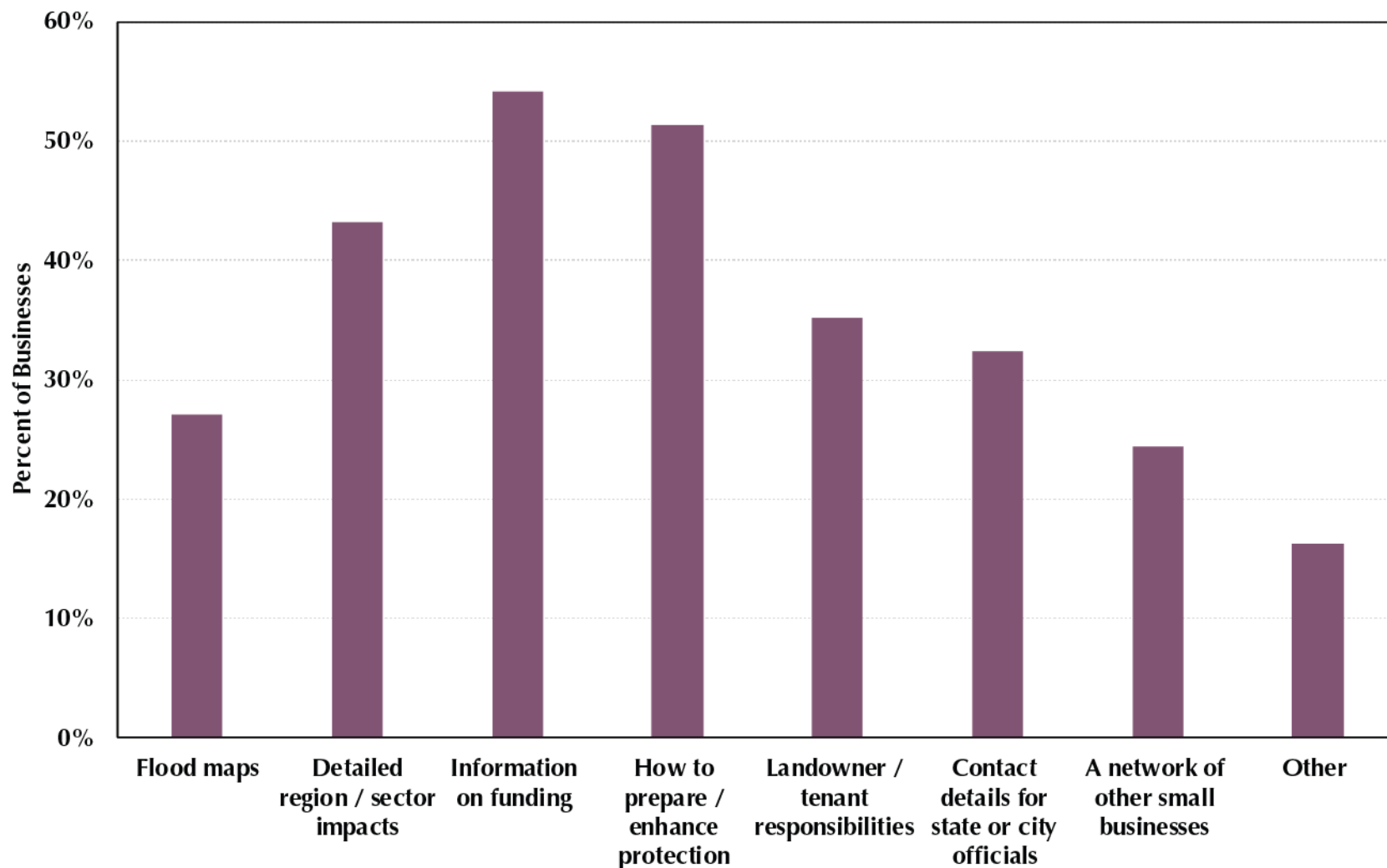
What types of impacts did you experience from these events?



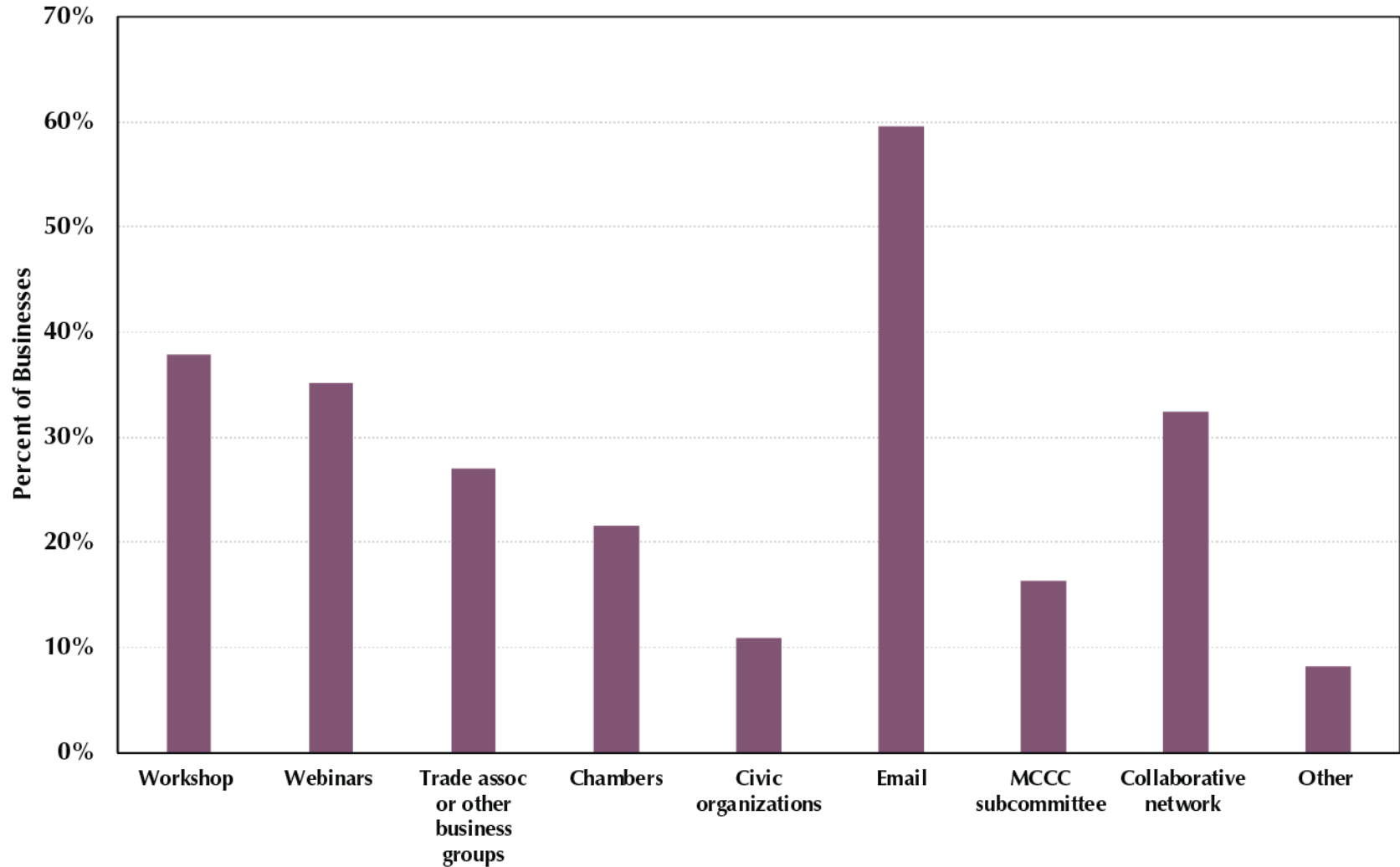
Are you aware of how extreme weather or changes in the climate could impact your business?



What kind of resources do you need in order to address extreme weather and climate risks?



How would you prefer to engage with local / state officials and other businesses?



Identify trusted
sources

Utilize existing
channels

Identify new
opportunities

Distribute
information

- **Organizations that businesses regularly engage with**
 - Chambers of commerce
 - Trade associations
 - Business organizations/networks
 - Sector-specific (e.g., agriculture extensions, manufacturing partnerships)
 - Nonprofits and community organizations
 - Civic engagement organizations
- **How do they address preparedness or climate issues?**



- **Incorporate resilience into business activities**
 - Permitting
 - Economic development
 - Tourism
 - Flood management
- **Broaden existing resilience efforts to include businesses**
 - State activities
 - NGO activities

Identify New Opportunities



- **Public-private partnerships**
 - Climate collaboratives and working groups
- **Create a business resilience network**
 - Website, listserv, newsletter



- **Develop targeted materials**
 - Train the trainer approach
 - Use trusted sources as conduits
- **Tailor the message**
 - Using the term “climate change”
- **Relationship building and communication**
 - Requires time and effort
- **Encourage collaboration**
 - Networking events
 - Structured groups

- **What resources already exist that can be distributed to small businesses?**

- Small Business Administration resources

- www.preparemybusiness.org

- Insurance

- <http://disastersafety.org/ibhs-business-protection/ofb-ez-business-continuity/>

- State / local resources?



- **Can new resources be developed for small businesses?**

- Checklist

- List of key contacts

- Fact sheets

- Webinars

- Experts that can help businesses develop plans



Thank you!



For more information:

<http://www.c2es.org/us-states-regions/climate-action-planning#Maryland>

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C2ES Resources

- **Climate Change: The Cost of Inaction for Maryland's Economy**
Estimates of how climate change might affect Maryland's infrastructure, tourism, ecosystems, agriculture, water resources, and human health
- **A Summary of American Climate Prospectus: Impacts for Maryland**
Climate impacts on heat-related mortality, coastal property damage, labor productivity, energy expenditures, and agricultural output in Maryland
- **Maryland: Climate Change is Here and Now**
Summarizes current climate changes and extreme events in Maryland
- **Weathering the Next Storm: A Closer Look at Business Resilience**
Examines how companies are preparing for climate risks and what is keeping them from doing more



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FOR MORE INFORMATION

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