

# Engaging Small Businesses in Maryland on Climate Resilience

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**C2ES.ORG**

- ***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

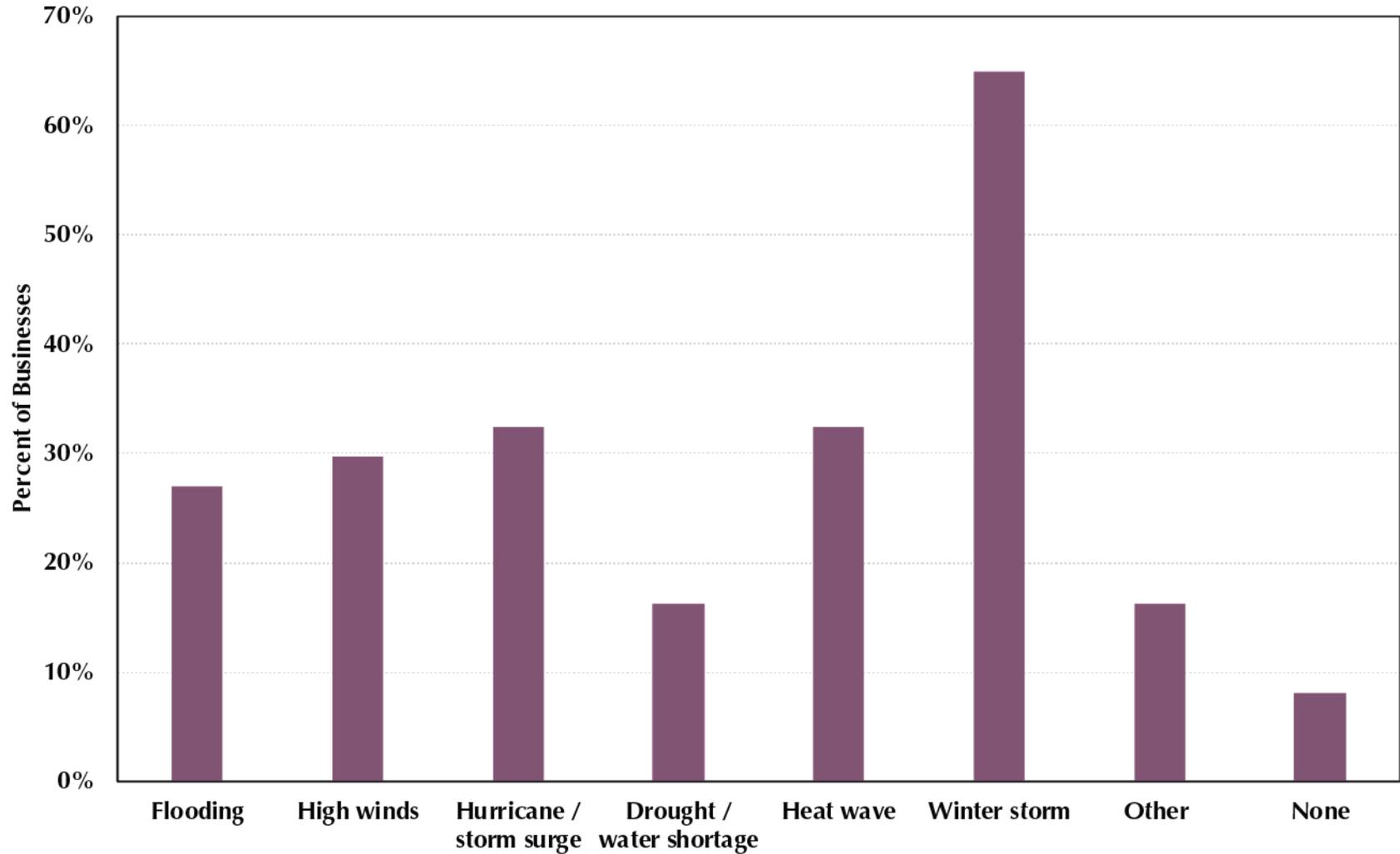
- **Conducted interviews**

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

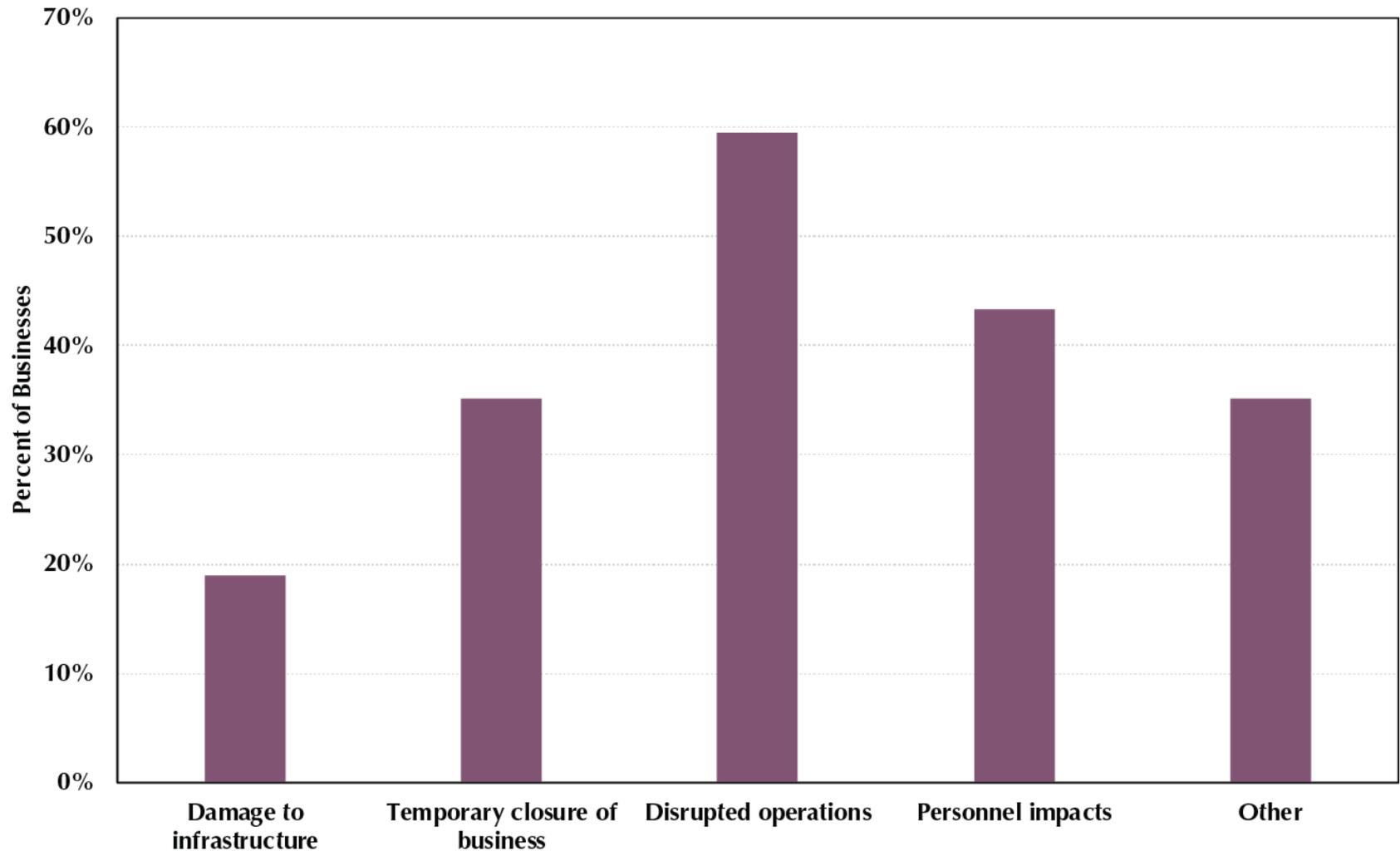
- **Distributed survey to businesses and business networks**



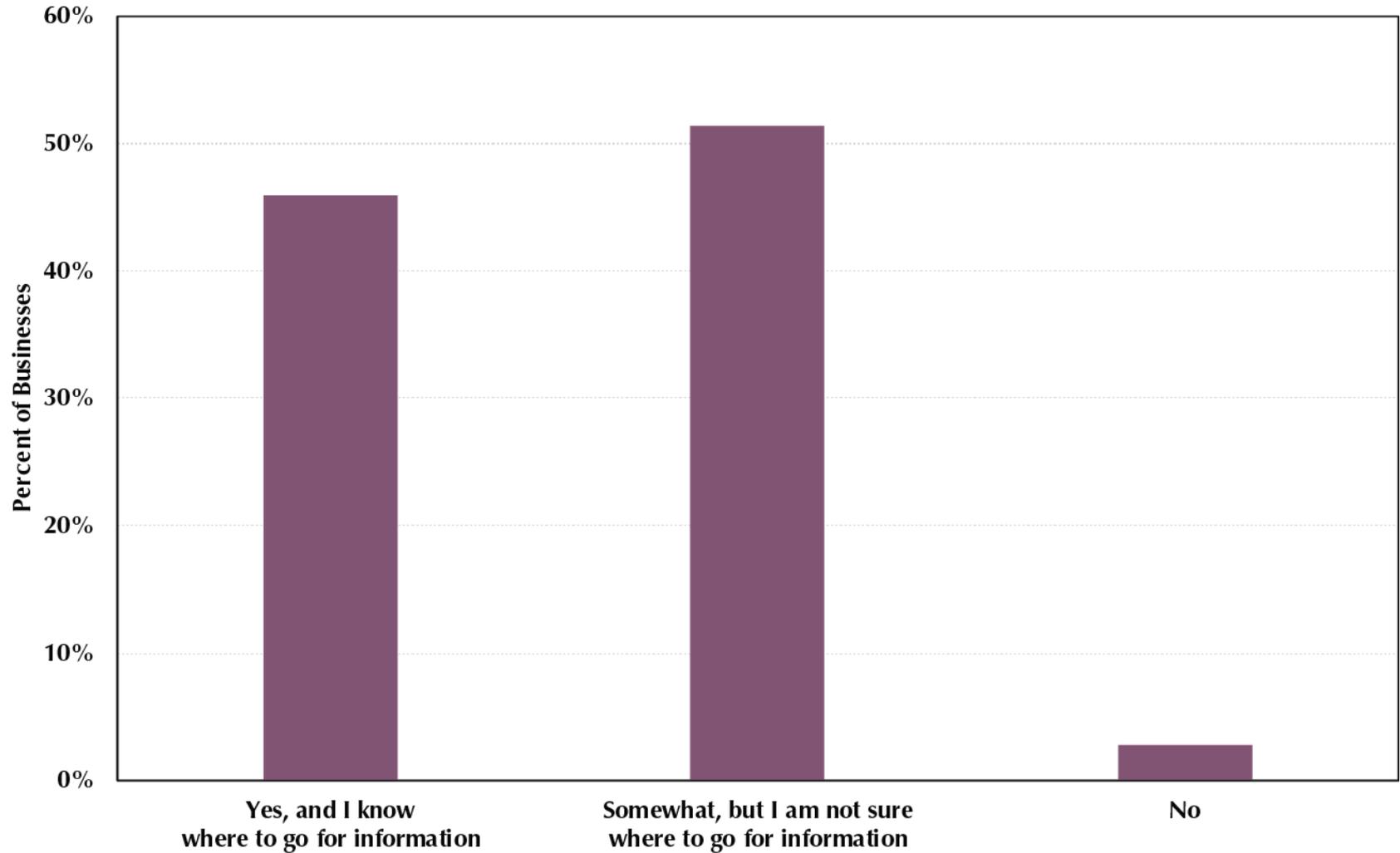
# What types of extreme weather events have impacted your business in the past 5 years?



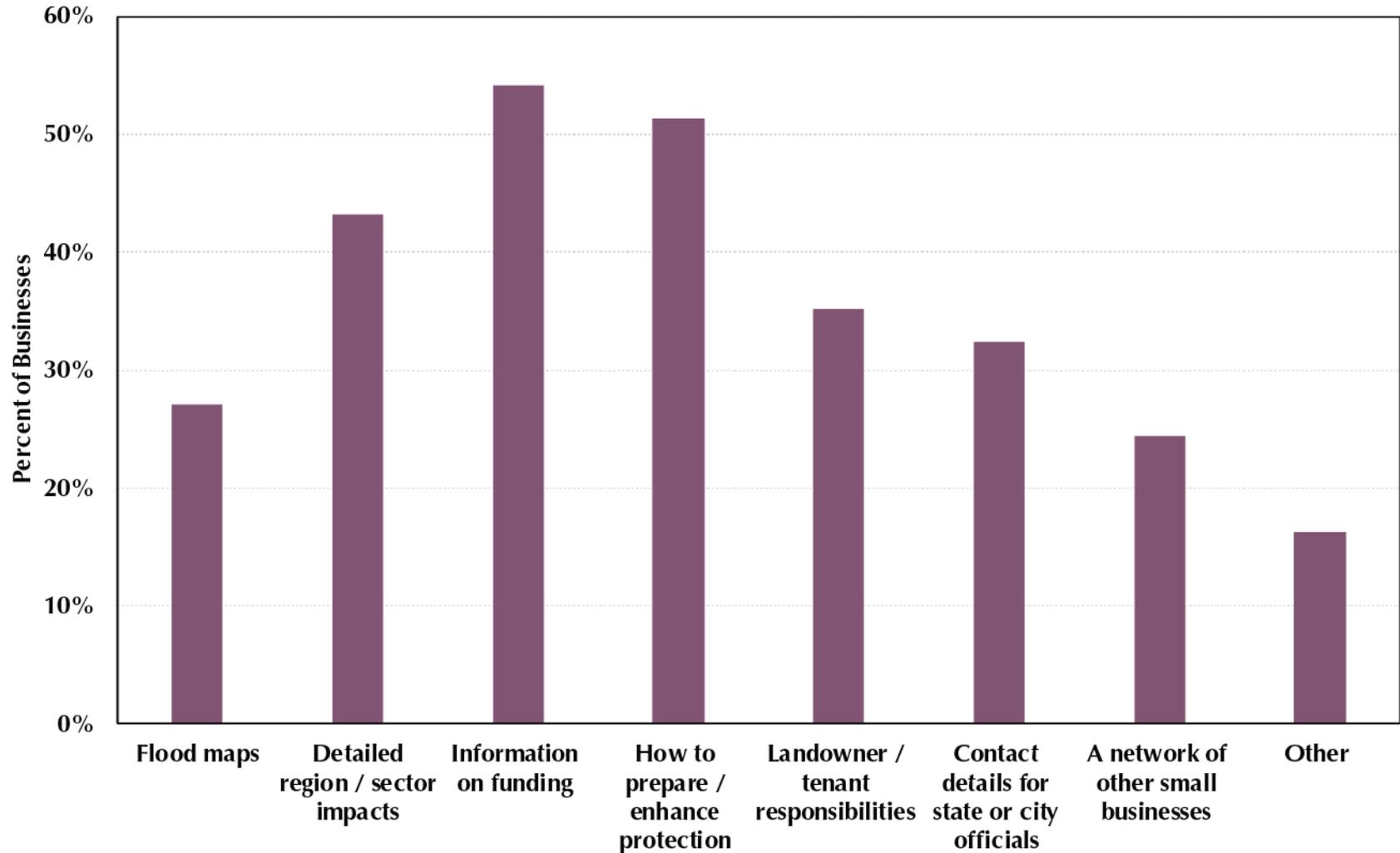
# What types of impacts did you experience from these events?



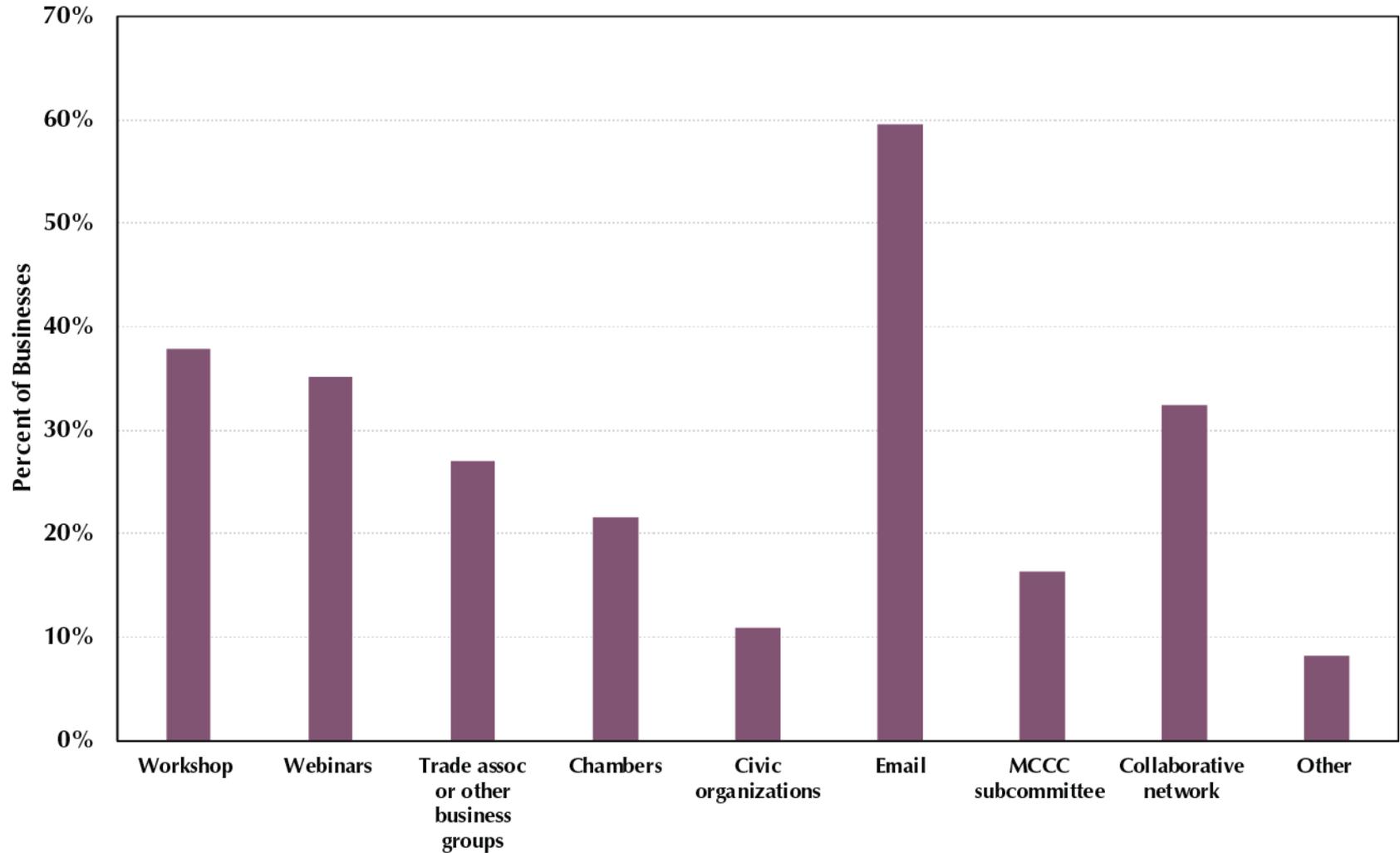
# Are you aware of how extreme weather or changes in the climate could impact your business?



# 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](http://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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