

GreenBuzz Global

Handbook for Opening a New GreenBuzz Chapter

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1. Intro - GreenBuzz Global

GreenBuzz is a global movement, and its **community leads the way** into a future where **sustainability is the new normal in business**.

GreenBuzz was first established in Zurich in 2010 by [Falko Paetzold](#). Its community has continuously grown and consists of sustainability professionals from across different sectors, with diverse fields of expertise. GreenBuzz is giving its community members the needed tools, knowledge, inspiration and skills to be effective in driving sustainability forward within their organisations.

Companies around the world are facing many of the same problems with regards to sustainable development, as captured in the United Nations' Sustainable Development Goals (SDGs). We need a global community, with combined forces, knowledge and ideas, to tackle the world's most pressing issues.

Concretely, GreenBuzz Global:

- Enables knowledge-sharing across different sectors and borders.
- Inspires and motivates its members.
- Is a launchpad for sustainability initiatives.
- Builds communities through peer-to-peer and networking events & workshops.

Our Vision

Sustainability is the new normal in business.

Our Mission

Connecting changemakers to drive environmental, social and economic sustainability in business.

What we are not

- We are not educators
- We are not an activist movement
- We are not politically involved

Our USPs

- We invest in people and are therefore focused on individuals rather than companies
- We are professional but still personal
- We are cross-sectoral and do not limit our activities to a specific business sector
- We have a highly diverse and professional network

II. Becoming a 'Lead Buzzer': Benefits, Expectations & Roadmap

Each GreenBuzz chapter will build their own local team of buzzers. The team is built and led by one or several 'Lead Buzzer(s)'. As a Lead Buzzer you enjoy certain benefits; however, the role also requires a high level of (time) commitment, especially in the beginning.

Benefits

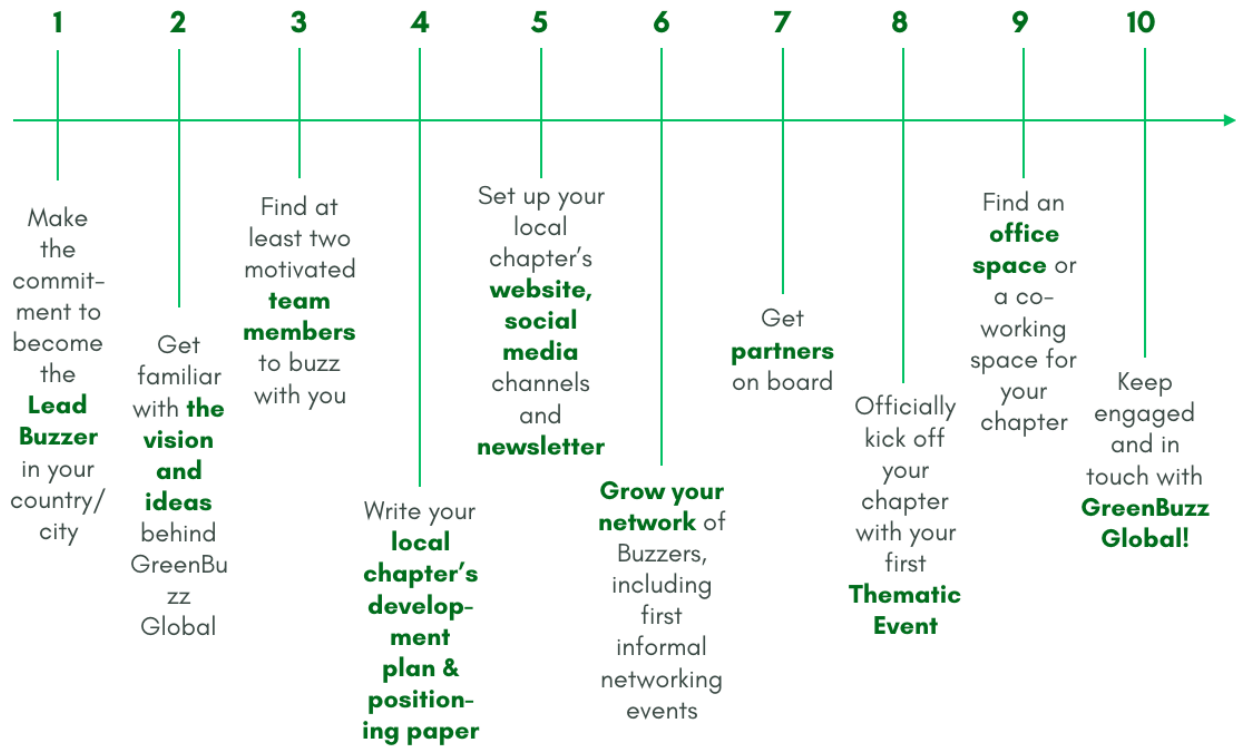
- Becoming part of a global movement meant to mainstream sustainability inside and across borders.
- Being recognized as a key player in this global initiative and to leverage the network and experience of Green Buzz Global for personal branding purposes.
- Having access to a cross-border network of professionals, entrepreneurs and sustainability actors.
- Having access to a vast body of knowledge about a wide variety of sustainability topics. Further your personal and professional development and growth through networking, knowledge building, trainings and events.
- Playing a meaningful role in growing a network of sustainability enthusiasts, through which brilliant ideas, initiatives and business can arise.

Expectations

As the 'Lead Buzzer' you should:

- Have a strong, intrinsic motivation for and interest in sustainability in business & sustainable development.
- Be familiar with the local sustainability scene and main local players.
- Have an extensive network of people online and offline.
- Have an entrepreneurial mindset, make decisions by yourself in the interest of the whole organization and be a complete self-starter.
- Act autonomously and decide freely what is best for the local GreenBuzz Chapter's development.
- Be highly transparent in your commitment and be able to build a self-sustainable local chapter through fundraising, sponsors and partnerships, memberships, learning & development programs.

A **rough Roadmap** as a reference for you as the Lead Buzzer:



III. The Four Pillars of Creating a New GreenBuzz Chapter

- Step 1 - Team
- Step 2 - Communications
- Step 3 - Community Building
- Step 4 - Ecosystem

*Note: Steps 1 and 2 are interlinked and parts of them happen simultaneously.

Step 1 - Team

Your chapter's success will be dependent, at least in the beginning, on dedicated people working with you on a **voluntary basis**. A business model with paid employees can be developed over time. Volunteer positions at GreenBuzz require multiple skills (networking, social media, event organizing, research, etc.) and a time commitment, so ideally you can share the workload, responsibility and fun with like-minded and motivated people from your network.

A strong GreenBuzz Chapter depends on a strong team, and it is a **logical first step to identify the people that will lead and engage the local network**.

Find a role description of a GreenBuzz volunteer in the list of Templates below.

After 4-6 months, your team should at least have the following positions filled:

Team Member(s) 1: 1-2 Lead Buzzers
Team Member 2: Events Manager
Team Member 3: Communications Lead

After 6-12 months, your team could expand and have the following positions filled (on top of the ones mentioned above):

Team Member 4: Partnerships Manager
Team Member 5: Memberships / Community Manager
Team Member 5: Content Creator / Photographer
Team Member 6: Admin / IT support

TIP! MOST LIKELY WAYS TO FIND YOUR TEAM:

WHERE: Your Own Networks, Universities, CSR departments of Companies, NGOs, Impact driven companies and entrepreneurs

HOW: You may want to create a flyer that is suitable for your chapter. Please share it with your own network. Talk about it at events.

MOTIVATION: Make sure that they understand the impact of this role and what long term benefits it creates in the community.

PROFILE: Look for people who understand working for the greater good and who are passionate about ethics, sustainability, climate change. Note that their professional experience and/or educational background does not necessarily have to be in sustainability. Their personal drive and passion for sustainability is always the most important asset to bring to the table.

Step 2 - Communications

As your local GreenBuzz chapter will be part of GreenBuzz Global, it is important that your messaging, communications and visual identity are in line with GreenBuzz Global. You can find a complete Communications Kit, including fonts, colour codes and logos, under *VI Guides & Templates*.

Corporate Identity (find them in the Comms Kit in *VI Guides & Templates*)

For all your external communications, you are required to use the GreenBuzz font, colours and logos.

- Font: **Hurme Geometric Sans 1**
- Colour(s): **#28A537**
- Logo(s): Will be provided by GreenBuzz Global once your chapter is set up

Website

Each chapter is responsible to set up their own website using a similar template as all the chapters. There are tools (such as WIX) that are template-based and are fairly easy to set up websites with. However, if you choose to set up your website with Wordpress, you can find a document containing an essential Wordpress Training in *VI Guides & Templates*. Each chapter will be responsible for maintaining and updating their own websites, which is why it makes sense to find a team member who is experienced with websites or has the right connections early on.

Social Media

- LinkedIn / Xing
- Twitter
- Facebook
- Instagram
- TikTok

Which social media channel works best in your region/country to attract people in the sustainability scene can vary. At GreenBuzz Zurich, for example, the best working social media platform has proved to be LinkedIn, and secondly, Instagram. However, as we are a network focused on business, platforms like TikTok might make less sense.

Newsletter

- Mailchimp

Within the first 4-6 months, you should set up a newsletter for your local chapter. We recommend that you use Mailchimp for your newsletters and mailing list management. You can find a guide on how to create a newsletter on Mailchimp with A/B testing in *VI Guides & Templates*.

Communication Partners

Make sure to look for communications partners early on. They can help you build up a community and expand your reach and visibility. Communication partners can, for example, be organizations or networks that have similar values and goals.

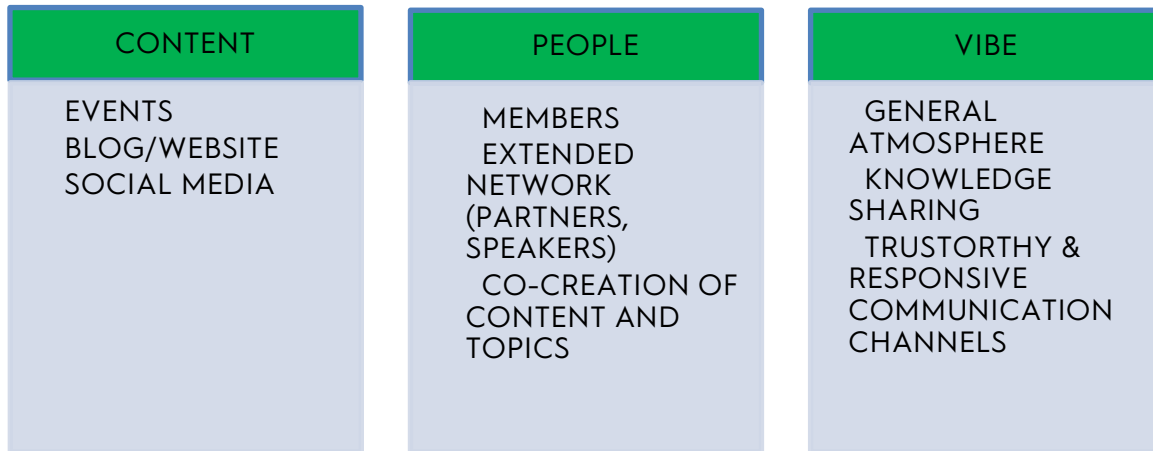
Ticketing Platform

We recommend that you use Eventbrite to post your events and sell tickets. The reason we use an external platform for our events is because we cannot sell tickets directly from our website. If you want to invest in upgrading your website at some point, so that you can implement a ticketing plugin, you are welcome to do so. For the time being, you can use Eventbrite. Create a connection between Eventbrite and your website so that your events are also listed on your website. In *VI Guides & Templates*, you can find a guide on how to publish events online.

You are, of course free, to use another ticketing platform if you find a better option for you.

Step 3 - Community Building

PILLARS OF COMMUNITY BUILDING



Events and quality content are key to an organic community building process. You can find more information about how to organize a successful GreenBuzz Event and our event formats in *VI. Guides & Templates*.

We recommend organizing events that are most relevant and topical for your local community. If, at this point, you do not know yet what is best for your local community, you can begin with a few general and informal events at the beginning that gather more speakers for different topics and ask feedback from your community to further improve content and structure.

Set up a bi-directional channel with your community. Let them contact you but also always ask for feedback or co-create relevant content. Develop a culture of collaboration, in which people promote each other and encourage each other.

Ask regularly for content from your members and share it with the network: news; local or global updates in the sustainability scene; interesting projects that need support, new policies that affect the sector etc. At GreenBuzz Zurich, for example, we have built up a team of 'Topic Lead volunteers'. Each Topic Lead has expert knowledge and experience in one particular field (e.g. renewable energy, sustainable agriculture, circular economy, sustainable finance etc.). Thanks to them, the Zurich chapter stays up to date on the most important trends and topics in each field.

Step 4 - Ecosystem

To be able to start a successful local GreenBuzz Chapter, you will first have to understand your local sustainability scene and ecosystem. It is highly recommended to research and analyze the scene and subsequently write a positioning paper.

- Identify partner venues & co-working spaces who are interested to host events
- Make contacts with relevant networks (e.g. Professional Association; Business Associations; Companies; Governments and Policymakers, Academia, Impact Investor Networks; Local Chambers of Commerce etc.)
- Invite individuals and companies to follow our social presence
- Create a map of local stakeholders and see how you can engage them in the community (as speakers, mentors, experts, etc.)

IV. Timeline*

*This timeline is meant to be used as a guideline only and can vary, depending on local circumstances.

First 2-4 months:

- Understand the [GreenBuzz vision, mission & values](#)
- Research and define your local sustainability ecosystem
- Write a [positioning paper](#) for your chapter - 'What is the focus of your local GreenBuzz chapter?'
- Set up your [local team](#)
- start to set up your [communication channels](#) (website, social media, newsletter)

First 4-6 months:

- [Expand your team](#) and do the onboarding
- plan and organize your first [1-2 informal networking events](#)
- start to build a [local community](#) of sustainability professionals
- Finalize your [communications setup](#) (website, social media, newsletter etc.)

First 6-10 months:

- Plan and execute your big [kick-off 'Thematic Event'](#)
- Decide on a membership model for your local chapter (see example of [GreenBuzz Zurich](#))
- Grow your [membership base](#)

First 12 months:

- Find [strong and local partners](#) to work with long-term (partnerships for venues, caterings, content - in-kind donations, office space you can use)

First 2 years:

- Expand and diversify your [event offering](#)
- grow your [membership base / community](#)
- [establish a legal entity](#) for your local chapter (association, NGO, formal group)
- Establish 1-2 strong [main partnerships](#)
- [Find an office space](#) for your chapter
- Optionally look at becoming financially self-sustaining with a [paid operational team](#)

IV. Local to Global: Collaboration & Coordination between GreenBuzz Chapters

GreenBuzz Global is the *mother chapter* and combines all local subchapters under its umbrella. The local GreenBuzz chapters generally have much freedom in the building of their teams, the focus of their chapter, the execution and type of events they hold and so forth. However, it is mandatory that all GreenBuzz chapters **follow the same mission, vision and embody the same values.**

There are several ways in which the local chapters are connected to each other and to GreenBuzz Global:

Communication:

- Monthly calls (in the beginning)

Monthly calls are a way for chapters to keep in touch and support each other, by sharing ideas and experiences. Participation at these monthly calls is optional, but recommended, especially in the beginning. They are usually set up and led by GreenBuzz Global but can also be led by local chapters.

- Global Newsletter (TBD)

In the monthly Global Newsletter, the activities and news of all GreenBuzz chapters are shared with our global community.

- Slack Channel (TBC)

The Global Slack Channel is an easy and quick way for all employees and volunteers of the GreenBuzz local chapters to stay in touch.

- Global website

The Global website highlights and links to all local GreenBuzz chapters and promotes their activities / events.

Global Community Programs & Events:

- Global Events

Global Events, i.e. events that target the global community rather than local ones, are held online on Zoom on a bi-annual basis. The local chapters take turns in taking the lead / organizing the global events.

- Database for and with all GreenBuzz members

In construction.

- Mentorship Program

Coming soon.

V. Support from GreenBuzz Global

GreenBuzz Global connects the local communities, provides basic support and creates a global network of sustainability professionals. This is the support you can expect from the GreenBuzz Global team:

- **Experience and knowledge sharing** about how to run a GreenBuzz chapter, how to run successful events, how to build a community etc. Many of the processes are documented in guides and templates and will be helpful in setting up your first event or communication. Links to these documents in *VI: Guides & Templates*;
- **Support calls** with the Global team if you need help, advice in setting up or developing your local chapter, defining your strategy or in case you just want to brainstorm or share an idea;
- **Communications support** to expand your reach: Communicating about your events and activities through the Global channels will help to drive more community members to your local chapter;
- Support in **finding team members**: The existing GreenBuzz Global network can help to find new team members for your chapter by posting job advertisements on social media or in their newsletter;
- Get **access to the global GreenBuzz network**: Get inspired by other chapters (Get tips on best practices, well working event formats or topics, etc.) by joining the monthly calls, reading the newsletter and getting involved in the GreenBuzz Global community.

VI. Guides & Templates

1. [Core Values, Mission & Vision](#)
2. [How to run GreenBuzz events](#) (containing many additional templates relating to events, including:)
 - I. Event Planning Document - Template
 - II. Speaker Briefing - Template
 - III. And more
3. [GreenBuzz Event Formats](#) (for inspiration)
4. [Create a Newsletter with Mailchimp](#)
5. Communication Kit (in construction)
6. [Wordpress Essentials Training](#)
7. [Job Description of the Lead Buzzer](#)
8. [Description of a GreenBuzz Volunteer](#)

VII. Contact

In case of any questions, please contact the GreenBuzz Global Support team:
support@greenbuzz.global

Lena, Karina and Barbara, our Greenbuzz Global Team, will be happy to support.