

Greenrock Strategic Business Plan

Mission Statement

Our goal is to encourage and empower individuals and companies to do their part in making Bermuda socially, economically and environmentally sustainable for future generations.

Value Proposition

We act as a catalyst using various techniques to encourage companies and individuals to take action in order to meet the objectives required for sustainable development in Bermuda.

Executive Summary

Greenrock can act as a facilitator, communicator, and repository for ideas relating to sustainable development.

As a facilitator, Greenrock can assist entrepreneurs interested in developing ‘green businesses or technologies’ in Bermuda. We can promote new products and services through our network of Greenrock members and volunteers as well as through our contacts with local associations and groups. In doing so, we hope to establish a Greenrock standard where organizations can display the Gromium sticker – where the Gromium character is the symbol of the changing mindset towards sustainable development.

As a communicator, Greenrock will actively reach out through the general media, its website, and other alternative means to raise awareness of and to promote solutions to matters necessary to protect Bermuda’s social, economic and environmental situation. Greenrock will do this through its events and projects or by seeking collaboration with other associations or groups who share the same concerns.

As a repository, Greenrock will maintain a website to be a local resource for practical advice on how individuals and companies can become more environmentally friendly. The website will list topics and volunteer projects relating to Bermuda’s sustainable development effort, and a calendar of events where people can come together to celebrate Bermuda’s natural beauty and cultural diversity.

Policies and Practices

The following practices and values will be strictly adhered to:

A) Consistent and Clear

The Gromium symbol when used on a product or when associated with a company or other organization will have the same overall meaning. Consistent standards will be written such that the Gromium Symbol remains meaningful for all products and services.

B) Transparency

Greenrock will make information about its organizational structure, funding, management committee, international advisory board, and project/event details available to the public.

C) Independence and Protection from Conflicts of Interest

Greenrock is a non-partisan group with no political party affiliations. Information on volunteers and members will be treated as private and confidential.

D) Community Position

Greenrock intends to establish a reputation as the defender of Sustainable Development in Bermuda.

Proposed Projects and Events for 2008

1. **Bermuda Bio-diesel Project**
2. **Electric Vehicles Project**
3. **Greencok School Road Show Project**
4. **2008 Greenrock Family Fun Day Event**
5. **Bermuda Energy Plan Project**
6. **Bermuda Development Plan Project**
7. **Water Conservation Project**
8. **Creating a Green School Model Project**
9. **Green Office Project**
10. **Establishing LEED certification programme in Bermuda**
11. **Introducing Eco-Friendly Products to Bermuda Project**
12. **Controlling Anti-Social Behavior in Bermuda (is it a race or socio-economic issue – or both?)**

Organizational Structure

Greenrock has a three-tier structure consisting of an Advisory Panel (AP), a Management Committee (MC), and Volunteers/Members (V/M). Our AP is responsible for objectively reviewing projects and events proposed by the MC, assisting in raising funds for our organization, and providing guidance to the MC on issues that could impact our organization. The AP will consist of 3 – 5 members and will be consulted with on an as-needed basis.

The Management Committee (MC) provides the day-to-day operational oversight of the organization and meets on a monthly basis to review the events and projects schedule for each year. The MC is comprised of the following positions – President, Vice President, Secretary, and Treasurer (making up the four Directors of the charity), Volunteer Manager, Events Chair, Project Chair, Fundraising Chair, Communications Chair and Web Master. The MC will typically consist of 5 – 10 members. All members of the Advisory Board and Management Committee will serve without remuneration. It is anticipated that an administrative co-coordinator will be hired, on a part-time basis, in the coming months.

Volunteers, Members and Patrons are those people who are registered on our website. What differentiates a Member from a Volunteer is that a Volunteer has agreed to donate their time to various projects or events. You can register on Greenrock's website to become a member/volunteer. Patron are members who have donated \$250 or more in funds to Greenrock's General Account. As a Patron, you will receive a series of benefits. We encourage Patrons to become volunteers so that they can experience the act of giving back into the community.

Organizational Chart

Many volunteers make Greenrock's endeavours possible. Here is a list of those who have dedicated their time to sit on the Management Committee and the Advisory Board:

Management Committee	
Andrew Vaucrosson	President
Laura Semos	Vice President
Kiernan Bell	Corporate Secretary
Mark Booth	Volunteer and Patron Database
Amy Adderley	Treasurer
Amy Harvey	Head of Communications
Doyle Butterfield	Green Office Committee
Felix Tod	Events Team
Robin Gray	BioDiesel and Renewable Energy Committees
Michael Burke	Electric Vehicles Committee
David Zuill	Web Administrator
Advisory Panel	
Daren Bascome	Advisor
David Butterfield	Advisor
Richard Calderon	Advisor
Kathleen Frith	Advisor
Willi Paul	Advisor
John Sharpe	Advisor