Strategic Framework

Our Vision is

To make a positive difference for our environment by promoting a strong local economy that supports green business initiatives and creates green jobs and by advancing sustainable living practices that enhance our quality of life. We strive to be the local model for sustainable living.

Our Purpose/Mission is

At Bethesda Green, we bring business, government and community together through programs and services to promote a healthy economy and sustainable living practices in order to reduce our collective impact on the environment.

The Strategies We Use to Achieve Our Mission

These three strategies will be the primary means we will use to fulfill our mission:

Incubate	Educate	Initiate
Stimulate next generation green business models and solutions.	Raise awareness and inspire action through the programs, online tools, and education and resource center.	Develop, manage and promote programs that leverage community assets.

Goals 2011-2014

As we employ the strategies toward realizing the mission, we will seek to achieve the following specific goals over the next three years.

- Expand the Green Business Incubator
- Offer full range of Programs and Services in and for the community
- Build capacity of the organization
- Achieve Financial Stability
- Enhance Brand Reputation

Using This Framework

Every major activity will be measured against this framework. We will ask the following questions of each activity, in order to prioritize and design work for maximum impact. How does/will the activity:

- Create greater opportunity for community engagement?
- Support economic vitality?
- Promote environmental stewardship?
- Enhance our ability to be a resource center?
- Leverage community assets and resources?
- Provide a revenue stream?
- Enhance the brand reputation of Bethesda Green?
- Serve the vision of replicating the model?

Approved by the Bethesda Green Board, March 4, 2011