Hiring to Diversify

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Northeast Sustainable Energy Association (NESEA)
February 28, 2022
maine passive house MPH & BGS
Browning the Green Space
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Why are diverse teams valuable?

Diversity encourages innovation and profitability
• Gender diversity is strongly correlated with value creation
• Gender, ethnic, and cultural diversity are correlated with profitability
• Companies with above-average diversity at the management level reported innovation revenue that was 19 percentage points higher and operating margins that were 9 percentage points higher than that of companies with below-average leadership diversity

Diversity is important in hiring
• 44-49% of millennials and Gen Z’ers have made choices about the type of work they’re prepared to do or organizations they’d work for based on personal ethics
• Millennials are more likely than older colleagues to name diversity and inclusion as important factors when considering a new job
• All generations of employees share the view that employers emphasize diversity and inclusion to improve the workplace experience

Diversity improves problem-solving
• Diverse teams are more likely to reexamine the facts, remain objective, and encourage greater scrutiny of each member’s actions

What is diversity?

Diversity is different for each company.

First you need to look at your company and see who’s not there.
Workshop (45min)

- Job Posting
- Resume Review
- Results
BGS
Browning the Green Space
BGS Has Five Focus Areas to Tackle Climate Justice

- **Careers**: Over 84% of employers in energy reported hiring difficulty given the need for technical training and certifications.
- **Companies**: Women and BIPOC are below national averages in the energy sector.
- **Capital**: <1% of VC funding goes to Black founders.
- **Contracts**: 4.8% of total contract dollars awarded to BIPOC businesses from Fortune 100 companies.
- **Communities**: In comparison to White households, Black households spend 43% more of their income on energy costs.
We Are Building a Regional Model in the Northeast

**Boston** origins

**Diverse team of 75+ leaders** and participants in clean energy organizations, economic and workforce development initiatives, and policy-making groups

Growing **Northeastern** regional network

Expanding Boston proper and the **Massachusetts Gateway Cities** with a focus on NY

Scalable to a **national** model (target 2025)

**BGS is the only organization** focused on a comprehensive approach to address DEI across key areas of clean energy and climate tech for our most vulnerable communities.
BGS Begins with Community to Address Climate Justice

COMMUNITY FIRST

TRUST

CLIMATE JUSTICE

TRANSPARENCY

COLLABORATION
BGS is a coalition of cross-sector leaders striving to advance diversity, equity & inclusion in Clean Energy, Climate Tech & Beyond.

BGS Has 3 Primary Value Propositions

**Convening**

Our **general body meetings and events** provide opportunities to share progress, discuss challenges, and spotlight leaders.

**Filling Gaps**

Our **comprehensive focus** allows us to identify challenges at the intersection of climate change and race.

**Building Bridges**

Our diverse team allows us to advance **initiatives across sectors** and focus areas leveraging the group’s expertise.
Our Board of Directors

Kerry Bowie
President
Managing Partner

Dan Goldman
Vice President / Treasurer
Co-founder and Managing Director

Jacquie Ashmore
Secretary / Clerk
VP Development Engineering

Nicole Obi
President and CEO

Amanda Downey
Vice President, Business Performance and Planning, New England Jurisdiction

Abel Vargas
President

Eric Graber-Lopez
President
Focus Areas - Creating Jobs

CAREERS
Create opportunities for underrepresented groups through enhancing clean energy networks and workforce development training.

COMPANIES
Help clean energy companies develop, implement, and track diversity initiatives to bring more underrepresented groups into the sector at all levels.
Focus Areas - Creating Wealth

CAPITAL
Increase financial opportunities for underrepresented groups with more funded companies and more contracts for clean energy services.

CONTRACTS
Increase representation of underrepresented groups as contractors for energy efficiency and clean energy by facilitating access to capital, bonding, and insurance.

Bhargavi Chevva
Investor & Company Builder

Spencer Irvine
Emerging Business Manager

Daryl Wright
Chief Strategy Officer

JocCole “JC” Burton
CEO
Focus Areas - Reducing Energy Burden

COMMUNITIES
Enable greater deployment of clean energy solutions in lower income areas with diverse customers.

Isaac Baker
Co-CEO, Founder

Mary Wambui-Ekop
Asset Manager
Our Goals – 2021/22

100,000 households reduce energy burden by 25%
10,000 homes receive deep energy retrofits
1,000 more clean energy jobs for entrants in Underrepresented Groups
100 more employers taking the BGS Pledge and trained on Diversity, Equity & Inclusion (DEI) practices and best practices in inclusive procurement
100 local high school or community college students exposed to clean energy employers through field trips, speakers, mentorships
10 more contracts of $500K or more to minority and women-owned firms enabled
10 more businesses led by Underrepresented Groups join Greentown Labs or other Mass-based incubators or accelerators, or get private funding
10 more people in Underrepresented Groups join clean energy angel groups or VC firms
1 clean energy internship program targeting 10 Underrepresented students
1 DEI Employer Toolkit created for companies to implement
1 clean energy matching and training program for contractors, startups, and entrants in Underrepresented Groups
Our Initiatives

**Careers**
- "Picture Yourself in Clean Energy" Campaign
- "Get Trained for a Clean Energy Career" Program

**Companies**
- Employer DEI Pledge, Toolkit, and Events
- ACCEL Entrepreneurial Accelerator
- VC Onramp Programming

**Capital**
- ACCESS Contractor Accelerator

**Contracts**
- Contractor Vetting

**Communities**
- Planning and Advocacy
- Outreach, Education, and Awareness

**Clean Energy Scholarship Fund**
- MassCEC Mini-Bid Intern Matching Program
- Job Board and Learning Community

**Clean Energy Barrier Removal Fund**

**Community Pilots**

**R&D**
Gender in Fieldwork
Suggestions from an LGBTQ+ Lens
Job Posting

• Explicitly, and unapologetically, say what kind of company you are and what your values are.
  Use marketing and visuals to back this up.
  Example: A company photo in front of a BLM sign

• Explicitly name groups you are interested in welcoming onto your team in your job ad.
  Example: “People of color, trans and gender-nonconforming people, people from poor and working-class backgrounds, queer people, and women are encouraged to apply.”- Ace (New Frameworks)

• Even better if you mention that commitment/practice elsewhere in your promotional materials, website, internal company documents, etc. are actually a practicing ally and/or member of those groups.
Hiring Process

• Don’t assume you know the persons gender, pronouns, or sexual orientation, unless they explicitly state it. Same goes for partner relationships (Husband, Wife)

• Start an interview by stating your name and pronouns. (And make sure to rename yourself with pronouns for a virtual meeting) This gives the applicant a chance to do this without feeling awkward.
  Example: “How do you pronounce your name, and what pronoun would you like me to use?”-Mel (HELM)

• If they do state their pronouns, start referring to them correctly from the get-go.

• Ask interview questions that address your company culture and values to see how they react.
  Example: “Can you speak to your interest in and feelings about working in a feminist, trans-positive, and anti-racist company culture?” – Ace (New Frameworks)

• If hired, make note of pronouns, legal gender category, actual gender category, legal name, and actual name.
What is the responsibility of the organization?

To do the work!

- Onboarding
- Internal education
- Mentorship
Questions and Discussion
Thank you!

Kerry Bowie
Alisha Harrington

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