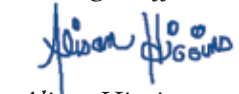


## Letter from the President

In putting together our 3rd Annual Report, I am amazed by the impact our members have had on our community in the past year. 2009 was a great year for Green Living & Energy Education, Inc., and all of its green partners Keyswide.

Thank you for your continued support in these efforts—as you can see in these pages, you truly are making a difference!



Alison Higgins  
GLEE President



### **GLEE's true success lies in its structure**

GLEE functions as both an umbrella and a hub. To broaden our effectiveness, GLEE collaborates by working with partners Keyswide to serve our three key audiences: Individuals, Businesses & Policymakers. GLEE approaches the climate crisis with a proactive, comprehensive plan using twelve critical themes.

## Major Achievements

### **GLEE Recognized the Green in Others**

The 2nd Annual Green Living Awards drew more than 100 attendees to recognize individuals, businesses, agency/organizations and local governments for their green efforts. Our Popular Vote contest resulted in over 6,900 page views for the 57 nominees that submitted their green summaries, taking GLEE's educational reach to new heights.

### **GLEE Grew Roots and Wings**

**A Bigger & Broader Board:** GLEE voted to expand the Board of directors to 11 members and held our first strategic planning retreat soon after.

**Staff Development:** To allow us to focus on the community organizing we do best, we were able to hire a part time book-keeper and membership coordinator.

**Our Growing Constituency:** Total membership in GLEE rose by 25% in 2009, from 218 to 272 members.

### **GLEE Communicated**

**Press and Radio:** GLEE was mentioned in the local media over 325 times in 2009 – including TV, radio and print.

**GLEE Website:** GLEE's webpages drew 160,000 hits in 2009. With our new design, which went live in November, we expect visitors to find it even easier to find helpful information.

**Free eNewsletter:** GLEE's free monthly eNewsletter reached 585 subscribers.

**Social Media:** GLEE gained 450 fans on Facebook within 3 months. We also started posting videos on Youtube and Vimeo.

## GLEE's 2009 Highlights: Programs and Partners for Three Audiences

### Individuals — Solutions for Everyday Living

The 4th annual GLEE Expo in March drew a record number of visitors eager to learn and experience the latest in sustainable living products and practices. Highlights of the 2009 Expo: CEU courses in green technologies, more activities for children including a special performance by Earthman Lanny, new workshop topics such as "starting a community garden," a sustainable artists' village and a large selection of healthy food vendors with recycling and composting of food waste being demonstrated on site.

The 4 Rs of Reduce, Reuse, Recycle and Rot (compost) took center stage at the 3rd Annual Keys-wide R4 Fairs in November, complementing the Key West Recycles canvassing campaign. Over 60 volunteers showed up to the training event involving humorous role play featuring elected officials and city staff. Volunteers knocked on over 3,000 Key West doors, providing information on single stream recycling and

tools to make it easier. Residents received valuable information and had the opportunity to express comments and concerns about the city's current recycling program. Their feedback is compiled by GLEE and provided to the city commission via monthly recycling update reports.

"Women Sustaining the Earth," an environmental calendar and brainchild of a GLEE volunteer, succeeded beyond all expectation in its goal to make green sexy and raise environmental awareness among a broad and diverse audience. The calendar raised nearly \$5,000 to create more community gardens, building on the success of GLEE's first garden in Key West, now in its second season.

The Key West Community Garden has 60 members, 46 plots and grows more than 40 varieties of produce per year. The garden's pilot compost project accepts food waste from area restaurants, cafes and families. Garden members have saved an estimated \$300 per family in food expenses while creating a community project that is healthy and productive.

### Businesses — Promoting Green Dollars and Sense

Continuing education courses for building trade professionals were coordinated by GLEE and offered in the Keys to encourage green retrofits.

Rainwater harvesting techniques and professional accreditation were also offered in conjunction with the American Rainwater Catchment Systems Association (ARCSA).

GLEE was awarded a grant from the Elizabeth Ordway Dunn Foundation to develop and promote our Green Business Certification Program. Launched in Nov. 2009, the program has already encouraged the greening of several Keys businesses, with several meeting certification standards and others on the path. Designed to help businesses green their operations while

conserving natural resources, the program also teaches waste reduction by applying R4 practices.

The Green Business Program provides a comprehensive checklist that addresses every possible way to green a business operation, reduce carbon emissions and cut operating expenses. Utility baselines for usage and expenses help track the program's success. Additional benefits include a framed certification, an electronic GBP logo, and GBP window decal. A press release on each certified business is sent to local media, all of which provide a marketing edge in the growing demand for green businesses and services.



### Policy Makers — Where Little Efforts Have Big Effects

GLEE's **Keyswide Sustain-Ability Project (KSAP)** brought sustainability issues to the forefront with the involvement of our local governments, utilities and large organizations. Accomplishments included:

Our Water Conservation Summit brought local leaders and expert speakers together to learn and share perspectives on Keys water issues, carbon reductions through water conservation, rainwater harvesting and stormwater management.

GLEE's President attended and advised during meetings of the newly formed Monroe County Green Initiatives Task Force. Many of GLEE's past board members and supporters were picked to be on the Task Force.

Monroe County completed its baseline emissions study of public buildings and operations and will work towards a reduction plan in 2010. Former County Mayor George

Neugent convened a Solid Waste Task Force, involving Keyswide representatives in dialogue to achieve maximum waste diversion.

The City of Key West passed a mandatory residential recycling ordinance, electing to wait one year to enforce while recycling education efforts continue. Key West was also the first Keys municipality to create and adopt a Climate Action Plan to reduce emissions. The Village of Islamorada purchased its first hybrid car and the City of Marathon's Building Department introduced a new point-based incentive system for solar additions.

Florida Keys Electric Cooperative opened its LEED inspired Tavernier Operations Center and launched "Simple Solar," which allows locals to lease solar panels and receive bill credits. Keys Energy Services increased their fleet to 20% biodiesel and partnered with the National Marine Sanctuary on a Solar Demo at the Eco-Discovery Center. Florida Keys Aqueduct Authority completed water and energy audits on all of its buildings.

## Monthly Themes

*The following themes have been adopted to address some of the main issues affecting sustainability in the Florida Keys. Please contact us if you are interested in partnering with GLEE on theme events.*

**January: Sustainable Seafood Month.** Protecting our fish and fishermen by buying sustainably harvested fish locally.

**February: Water Quality Month.** Teaching how daily actions affect our nearshore waters.

**March: Transportation Month.** Supporting low carbon transportation options such as public transit, biofuels, hybrids, pedal and foot power.

**April: Water Conservation Month.** Reducing water use through efficient appliances, rainwater harvesting and water audits.

**May: Youth Leadership Month.** Involving local students in projects and research to discover healthy long-term choices for the future.

**June: Green Business Month.** Providing guidance and workshops for businesses to go green, cut costs, and be recognized for it.

**July: Green Building Month.** Showcasing retrofits and efficient designs for houses and buildings. Educating building trades professionals through continuing education courses.

**August: Healthy Living Month.** Promoting green lifestyle choices through buying healthy, sustainable products and growing organic foods.

**September: Land Conservation.** Teaching wildlands conservation with "Keys-friendly" landscaping and Green-Thumb Certified Nurseries.

**October: Energy Awareness Month.** Advocating the use of renewable energy, energy-efficient appliances, energy audits, and retrofits for financial savings and carbon reduction.

**November: R4 Events & EcoWeek.** Combining R4 education with EcoWeek, plans are in the works to reach local Keys audiences, as well as visitors seeking an eco-friendly destination where environmental stewardship is a priority.

**December: Green Gifts Month.** Promoting less stuff through smarter giving.

