

# Engaging with Diverse Communities



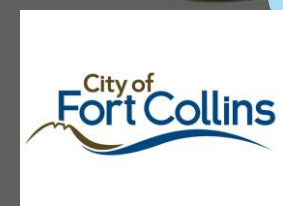
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North Recycling Council DE&I Training  
March 21, 2022



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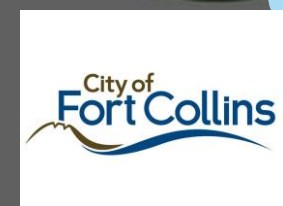
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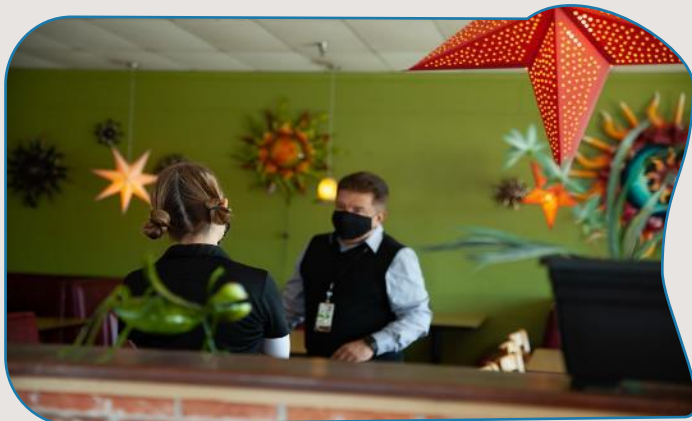


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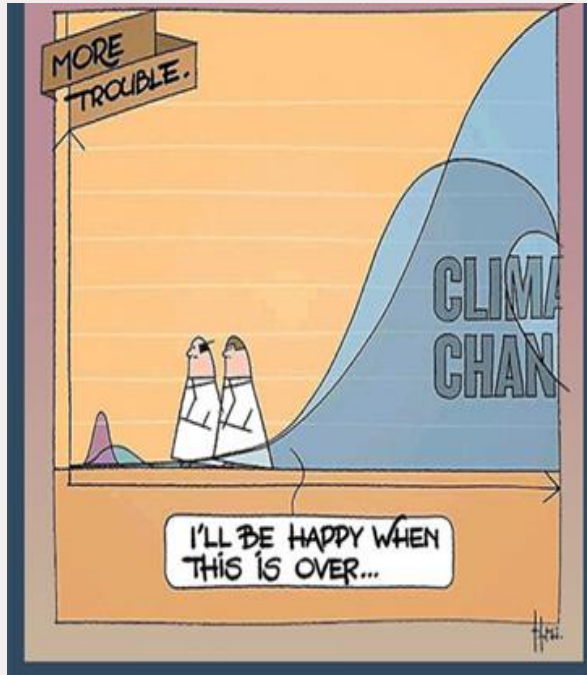


# Frontline Communities

Experience “first and worst” the consequences of climate change and have been underrepresented and underserved throughout the years. These include low- to medium-income communities, communities of color and indigenous people, those who speak languages other than English, people with disabilities and chronic conditions, older adults, young children, people with criminal records, LGBTQ+, refugees and immigrants.



# Through the Covid19 Crisis...



**COVID19** offered an opportunity to bring the sustainability concept to small businesses, especially the underrepresented.

Interconnected

Inequitable access to resources

Fragile supply chains

Disparities for Frontline communities

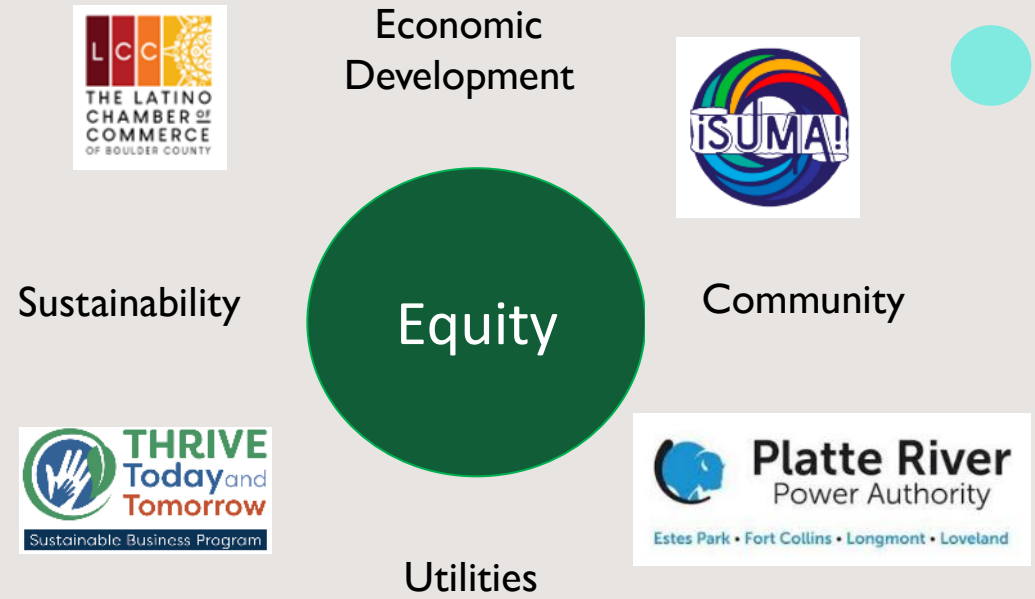
Sustainability Setbacks

All deepen by climate change (e.g., fires in Colorado)





# FORMULA →



[Video](#)

## How to? !



# Target Universalism - How to?

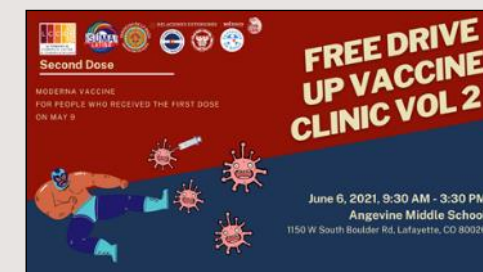
- **It is not easy**  
Sustainability/Recycling offices need to do the hard work
- **Cultural Broker** Champion → leverage privilege  
Don't burn out the champion!  
Shadow cultural broker!
- Build trust via **economic/community** strategies → to reflect on **environmental footprint**  
**Basic needs** strategies first (e.g., COVID19 grants)  
Start with **low hanging fruit** first (e.g., LED lights)



## Example:

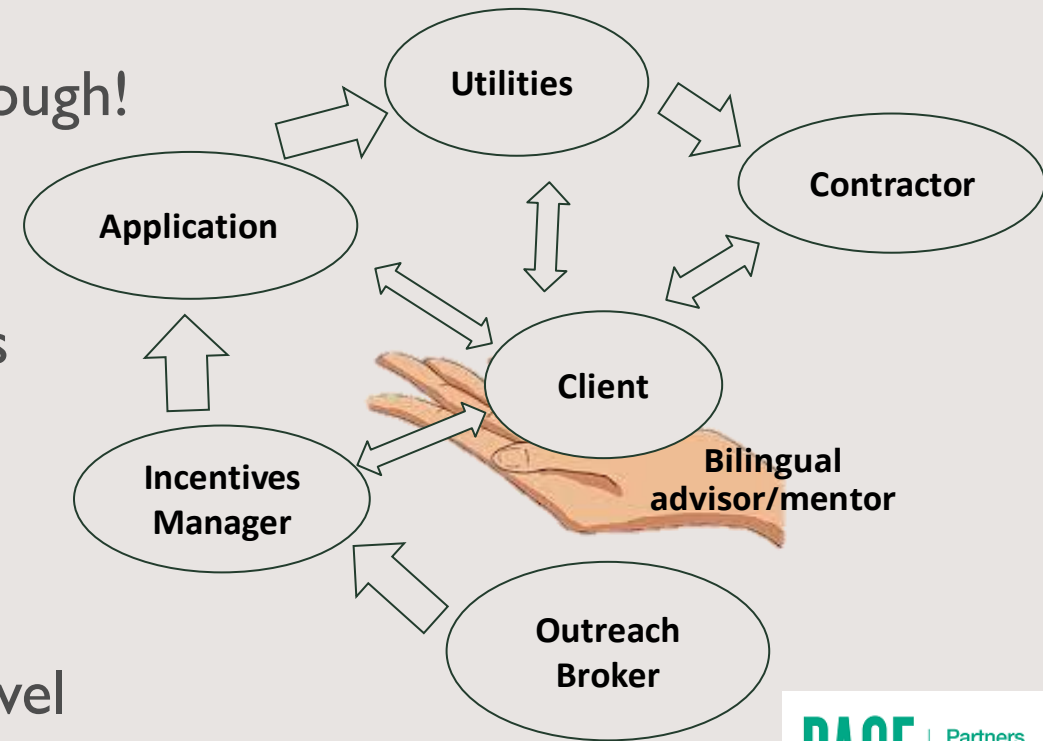
Assisted 60 Latinx businesses in applying for local, county, state COVID19 relief grants and PPP SBA loans

23 Minority-Owned Businesses got sustainable certification (21 Latinx/Hispanic)



# Target Universalism - How to?

- **Equity** infrastructure, translations are not enough!
  - **Meet people** where they are → Trust
  - **Meaningful** conversations and patience!
  - **Non- traditional** communication channels
- **Adapt** the system ≠ Bend the rules
  - Flexibility in protocols
- **Diversify** your staff → Asset → Workforce
  - Decision makers diversity at management level
- **BIPOC** are early adopters too
- **Qualitative** KPIs → Safe platform



**We must LEAD with Empathy!**

# TacoStar's Sustainable, And Cost Saving Steps

- **Silver Lining:** working with minority – owned businesses
- Through equitable economic strategies → include underrepresented groups in the conversation to reflect on **environmental footprint**



“  
 The Sustainable Business Program helped our business save energy, at the same time helping the community and the environment”  
 -Iris Prieto  
 Manager, Taco Star  
 ”

## Project Benefits

- Annual cost savings: **\$3,180**
- Annual electricity savings: **39,600 kWh**
- Equipment and installation costs: **\$16,530**
- Grant and rebates: **\$13,870**
- Business cost: **\$2,660**

**<1-year simple payback**

**New interior and exterior lighting**

- Linear LED fixtures inside and out
- LED sign lighting

**New commercial refrigeration**

- Under-counter refrigerator
- Two-door reach-in refrigerator
- Refrigerated merchandiser

**Improved water efficiency**

- High-efficiency toilets
- High-efficiency sink aerators in kitchen and restrooms

**Other value adds**

- Free bike racks
- Recycling bins
- Personalized waste diversion signage

**La sustentabilidad es BUENA PARA SU NEGOCIO**

**¿Por qué? Su restaurante puede:**

- Ahorrar en las cuentas de los servicios públicos
- Contar con aparatos de cocina más fiables
- Mejorar la comodidad y estética
- Contribuir a un Longmont más vigoroso
- Aumentar la retención de empleados

**COMIENCE A AHORRAR PARTICIPANDO EN ESTOS PROGRAMAS:**

**COCINA**

**Pague sólo 30%**

del costo total para modernizar su restaurante, con aparatos de cocina con certificación ENERGY STAR cuando usa una subvención PACE Small Business Equity.

Reciba entre \$200-\$1,000 para costear la compra de aparatos eficientes para cocinar con gas, incluyendo hornos, parrillas, ollas a vapor y para cocer pasta, a través de Xcel Energy bit.ly/XcelEnergyBiz.

Aproveche los programas de reembolso de Boulder County y City of Longmont para modernizar su restaurante con luces LED en espacios interiores y exteriores.

Los reembolsos de Efficiency Works también están disponibles para máquinas de hielo, hornos, lavavajillas y ollas a vapor.

**ÁREAS DE CARA AL CLIENTE Y TRASTIENDA**

Capacítase gratis sobre sustentabilidad y eliminación de desperdicios, y reciba señalización gratuita, al colaborar con el Programa de Sustentabilidad para los negocios de Longmont.

Reciba \$150 al comenzar servicios de recolección de reciclaje o composta.

Reciba contenedores de reciclaje, composta y basura, con un valor de hasta \$300.

**BAÑOS Y COCINAS**

Gratis: equipos de agua de alta eficiencia a través de Boulder County Partners for a Clean Environment (PACE).

Reciba hasta \$150 de reembolso al comprar baños y urinarios WaterSense de Efficiency Works.

**VEA CÓMO SUS AHORROS SE ACUMULAN**

Explore los incentivos y programas de reembolso bit.ly/SBP Resources

# Recycling Opportunities

- **Accessible** infrastructure (e.g., Multifamily)
- Cultural appropriate **marketing**
- Capture → “How recycling can help your clients **bottom line**”
- Capacity building → **trash pick up** drivers → Workforce
- **Equitable** Incentives (e.g., dishwasher)
- Build **knowledge** with cultural brokers
- Economic Development **internships**



# INTENTIONAL MARKETING & OUTREACH

(Make them know the message is for them)

## LOCATION

1. Their Neighborhoods  
(reach out)
2. Public Transportation  
(easy access)
3. Safe Place (Library)  
(Trust)
4. Their Events  
(be there)

## TECHNOLOGY/MESSAGING

1. Inequalities/Inequities  
(computer, reception, \$\$, using it)
2. Language Justice  
(cultural)
3. Community Partners  
(they know them)
4. Videos/Images/Channels  
(they see themselves)

## OUTREACH

1. Relationship  
(personal level)
2. Get to Know Them  
(loyalty, stories)
3. Resources/Feedback  
(bridges, connections)
4. Close the Cycle  
(repeat)



# The Results



## 300+ Businesses

Hard work but rewarding. The best part is the communication channels that opened for opportunities and collaboration

## 63 New Companies

Entrepreneurship is proving to be an equalizer



MULTICULTURAL  
**BUSINESS**  
& ENTREPRENEUR CENTER

Helping you and your business

POUDRE RIVER  
PUBLIC LIBRARY  
DISTRICT

City of  
Fort Collins



## Community Connector

Community group organized by women.

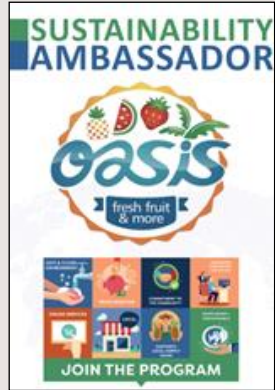
## NOCO Latino Chamber

Small diverse businesses decided to work together



# Take Aways: Time to Challenge the System!

- COVID-19 will force businesses to act more responsibly in the long-term
- Sustainability offices can be **assets** to underrepresented communities
- **Partnerships** are key
- During times of crisis, **key ambassadors** often provide support and leadership to these communities → identify them!
- **Diversify** your staff
- Not enough resources? → **Equity** formula **Targeted universalism** → Advances equity
- Long term **solutions** → Efficiency improvements, GHG & waste reduction, lower utility bills and job creation



# QUESTIONS? WANT TO LEARN MORE?

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