



# 9<sup>th</sup> Annual Potomac Watershed Trash Summit

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College Park, Maryland

by **Dave Feldman**  
CEO, Livability Project  
Founding Director, Bethesda Green



# Bethesda Green History



- Public-Private Partnership
- Launched January 2008
- Multiple Stakeholders
  - Business
  - Government
  - Residents
  - Chamber of Commerce
- Working groups, Volunteers
- 501(c) (3) (non-profit) – 2008
- Staff of 6, Board 17
- Incubate, Educate, Green Solutions

1. Leverage partnerships
2. Community engagement/Leadership development
3. Scale up what works
  - Electronics recycling
  - Education Center
4. Multiple revenue streams
  - Strong private sector engagement
  - Incubator and paid services
  - Government Support
5. In-Kind contributions



- Green Business Incubator
- Recycling Bins
- Electronics Recycling
- Solar and Green Home Expo
- Farm to Table
- Greening Condo Associations
- Greening Neighborhoods
- Greening Restaurants
- Bike Racks



1. Flexibility is ingrained in culture
2. 'Local' focus increases supply AND market demand
3. Broad focus is strength
4. Private sector role is important
5. Need creative opportunities for financing
6. Strategic partnerships provides strong leverage
7. Non-profit structure encourages community engagement



Colonial Beach Commons

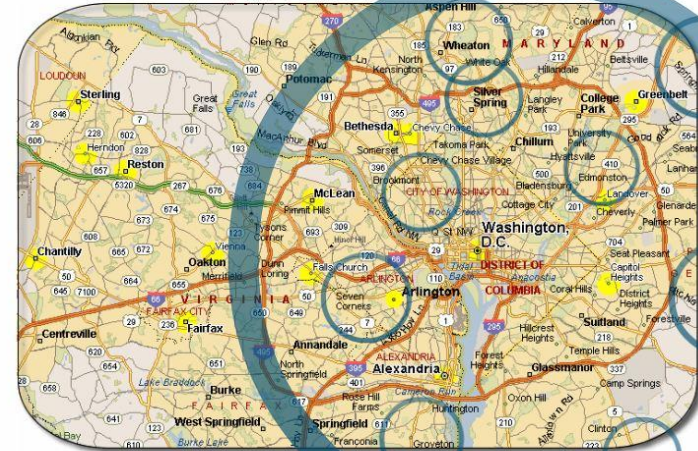


AETC Alexandria



# SMAC – Sustainable Mid-Atlantic Cluster

## Washington DC Metro Area



*“We can’t solve problems by using the same kind of thinking we used when we created them.”*

**~ Albert Einstein**



Contact Dave Feldman

[dave@livabilityproject.com](mailto:dave@livabilityproject.com)

301-949-0414

[www.growinglivablecommunities.com](http://www.growinglivablecommunities.com)

[www.livabilityproject.com](http://www.livabilityproject.com)