

# Green 2.0

- Green 2.0 overview
- Highlights: *The State of Diversity in Environmental Organizations: Mainstream NGOs, Foundations & Government Agencies*
- 2013-2105 – Progress on Stimulating Demand and Demonstrating Supply of Leaders of Color
- Your input valued!

# About Green 2.0 Working Group and Funders

25+ environmental professionals from diverse backgrounds

Includes GG Board Members of Color

*\*Organizations listed for Affiliation Purposes Only*

## Foundation Support

Hewlett Foundation, TomKat Foundation, Kresge Foundation, National Fish and Wildlife Foundation, Arcus Foundation

## Additional Support

Sierra Club, Earth Justice  
Audubon Society, Defenders of Wildlife



Green Latinos



Mission Critical

National Hispanic Environmental Council



Building Green  
@ Clark Atlanta

<http://diversegreen.org/about/advisory-board>

Who are we?

# Green 2.0 2013 - 2014 The Smart Launch Horizon

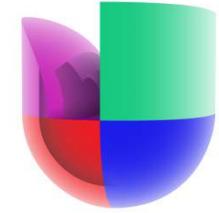
Commissioned and Released:

*“The State of Diversity in Environmental Organizations: Mainstream NGOs, Foundations & Government Agencies” (Fall 2014) – Following on a year of planning.*

- Authored by Dorceta E. Taylor, Ph.D. (Univ. of Michigan Sch. of Nat. Resources.)
- Most comprehensive report on diversity in the mainstream movement
- Statements of support from foundation and Green Group CEOs (on [diversegreen.org](http://diversegreen.org))
- Significant Press - Washington Post, Grist, LATimes.com etc.

# Green 2.0 – Wide Press Coverage Over Last Year

HUFFPOST GREEN



grist

CITIZEN-TIMES

UNIVISION

THE HILL

Inside Philanthropy

HUFFPOST BLACK VOICES

La Opinión

GreenBiz



THE CHRONICLE OF  
PHILANTHROPY

theguardian  
Winner of the Pulitzer prize 2014

Le Monde



Los Angeles Times



# Green 2.0 2014 Launch

*“The State of Diversity in Environmental Organizations: Mainstream NGOs, Foundations & Government Agencies”*

## **3 KEY FINDINGS**

# 1. Green Ceiling

Despite increasing racial diversity in the United States, the racial composition in environmental organizations and agencies have not broken the 12% to 16% **green ceiling** that has been in place for decades.

“ I got into the environmental movement... at its very... early stages, back in the 1970s...at that time it was an **all-White profession**. I was hopeful... **they kept talking about diversity**, about needing to bring more people into the field and today... 40 years later you hear, I hear, the very same call.

p. 163-4

”

## 2. Unconscious bias, Discrimination & insular recruiting

Unconscious bias, Discrimination, & **insular recruiting strategies\*** are hampering minority talent hiring and retention.

\* (Nod, nod, wink, wink – GEC?)

“At the organization that I mentioned that was mainstream there was a few a people of color and I quit that job... carrying that level of difference... takes a lot of energy... It's an emotional experience that I think it's hard to understand unless you've been through it and that affects your ability to participate in the group.” p. 178

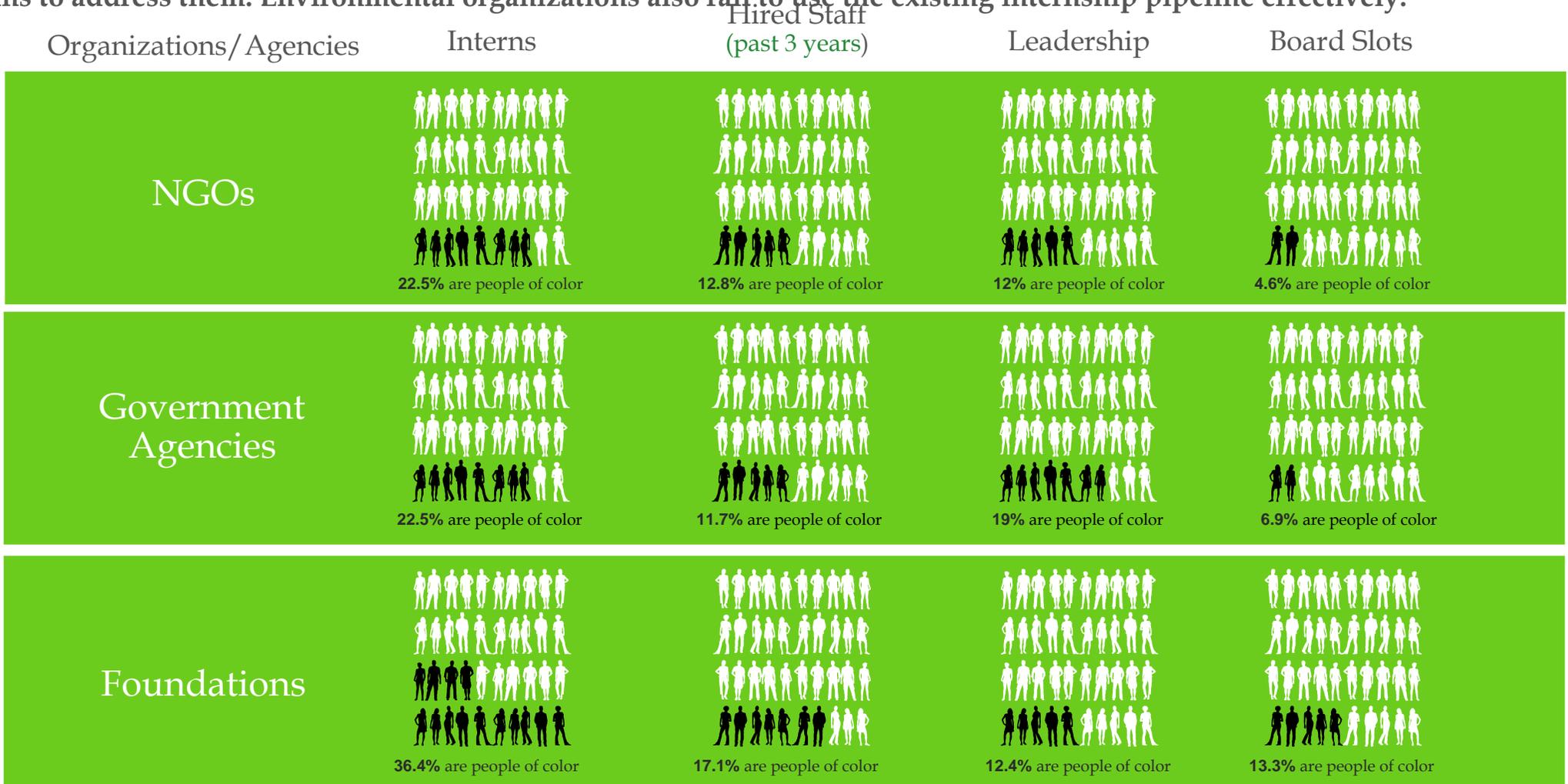
# 3. Lackluster effort and Disinterest in Addressing Diversity

Organizations do not recognize, nor do they show a desire to act on, what will make them more welcoming to a diverse range of people.

“Let’s stop putting the burden... a hundred percent of the burden, on the communities of color and the students, saying they’re just not qualified, they’re just not interested. **Yes, they’re qualified and yes they’re interested.** But the minute they [the person of color] get in... I’ve seen this over and over again... young, enthusiastic, bright, energetic professionals of color coming in, wanting to do good and **they’re not given the opportunity,** they’re not given the exposure and I have seen them crushed... literally ridiculed because they have a different accent.” ” p. 177

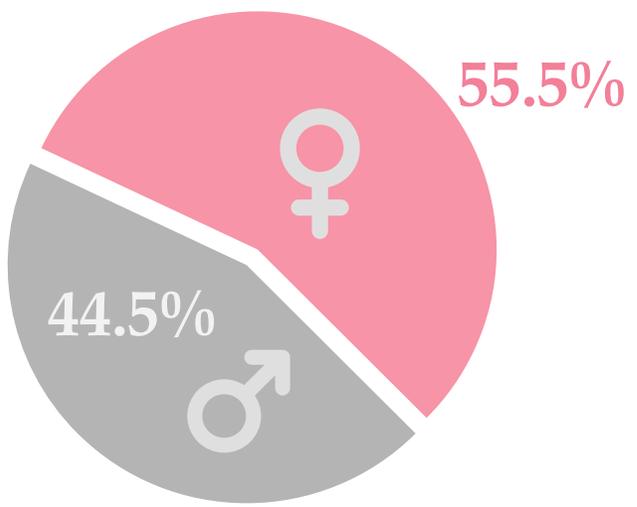
# The failure of environmental organizations and agencies to increase minority recruitment and retention

...comes despite the disproportionate impact of environmental hazards on minority communities and the growing interest among minority Americans to address them. Environmental organizations also fail to use the existing internship pipeline effectively.

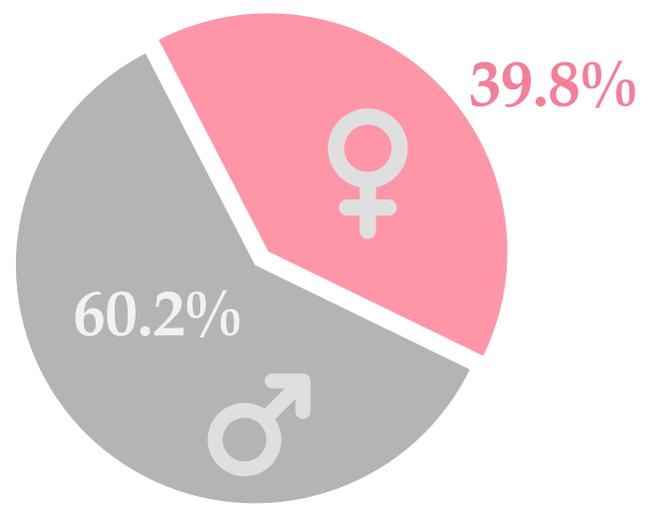


# Ray of Hope: Diversity Gains For Women. Most of these are White women

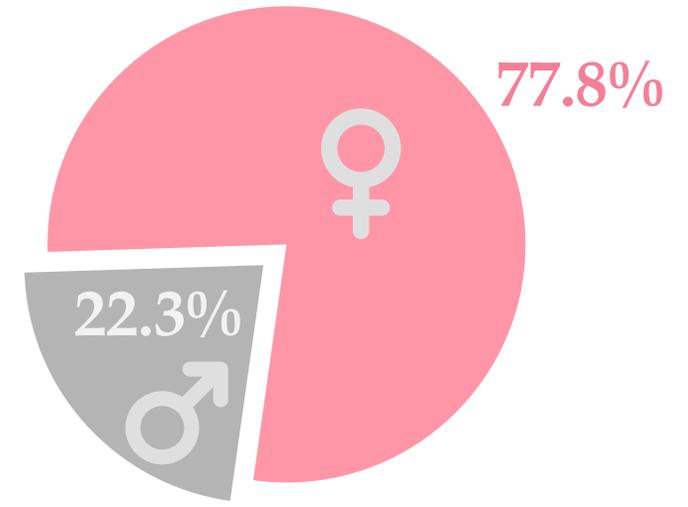
Conservation/Preservation Organizations Staff



Government Environmental Agencies Staff

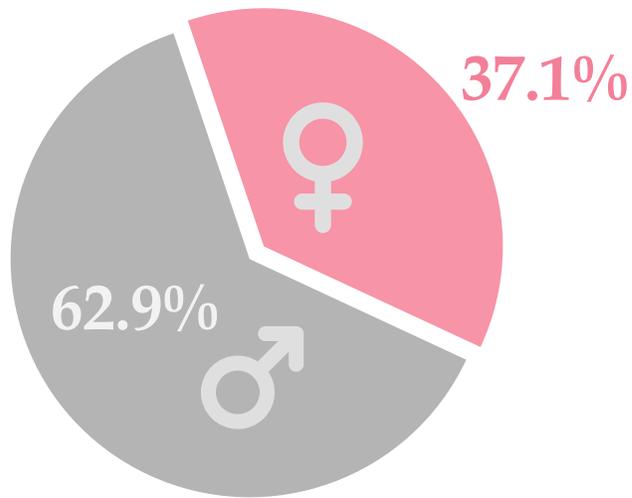


Environmental Grantmaking Foundations Staff

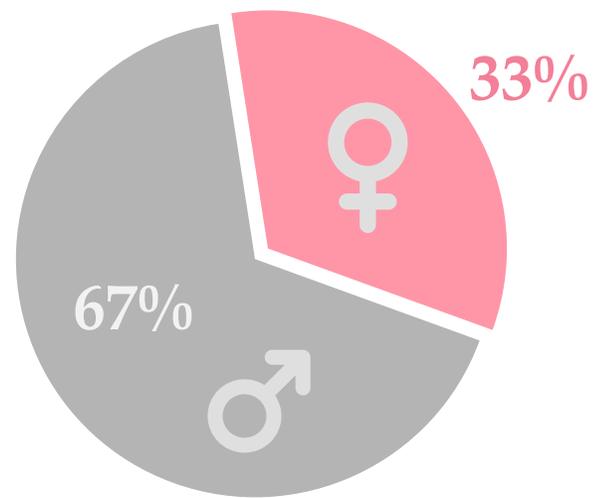


# Boards & Gender: Still Heavily Male, Despite Gains for (White) Women

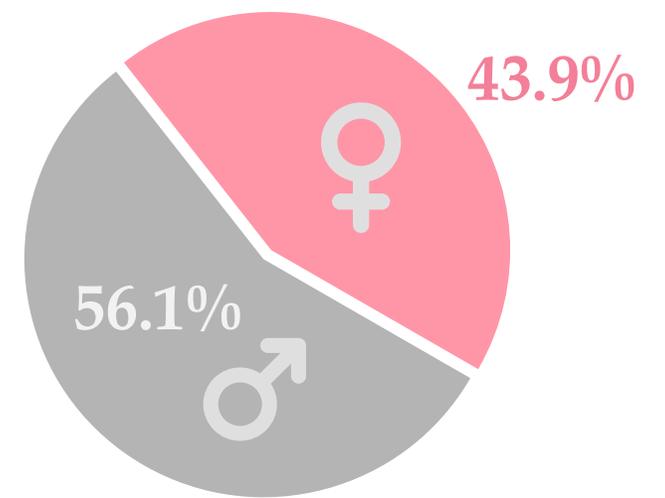
Conservation/Preservation Organizations



Government Environmental Agencies



Environmental Grantmaking Foundations



What is the problem?

# Is your organization “Walking the Talk”?

(Probably not...)

How are you Addressing Diversity -  
Respondents asked:

What should be done?

&

Is your organization “likely” or  
“very likely” to support?



# Not Walking the Talk...

## Lackluster Effort and Disinterest in Addressing Diversity

### EXTERNAL: Talent Delivery Initiatives



**Develop A Pipeline** for greater inclusion of minority and of low income residents in the activities, workforce or boards organizations like yours?



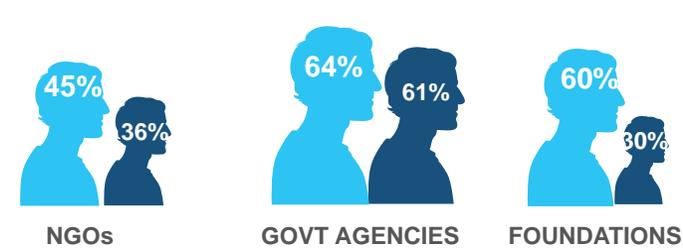
**Create A Web Portal** for identifying ethnic minority environmental professionals for jobs, consultancies, speakers, expert testimonies, etc.?



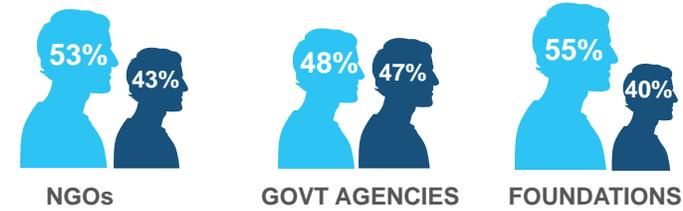
**Develop Training Program** for low income and ethnic minority resident interest in working/ participating in activities in organizations like yours?

Should be done Likely or very likely to support

### INTERNAL: Cultural Change Initiatives



**Hold Diversity Training** and staff meetings?



**Organize a Workshop on Diversity?**



**Include More Issues of Interest** to low-income communities and ethnic minorities on the agenda of organizations like yours?

Should be done Likely or very likely to support

# Diversity strategies reported NGOs – last 5 years -

## **Some no-cost/low-cost options embraced – i.e., “Easy steps”**

- 61.1%, reported taking steps to broaden the applicant pools for jobs.
- 58.1% also reported organizing outreach activities to diverse constituents.

## **BUT - less than half undertook other no-cost or low-cost initiatives – i.e., “Professional & Serious steps” (not hard)**

- 41.9% advertised in media serving minority audiences.
- 35.6% developed partnerships with minority institutions.
- 30.6% recruited from minority institutions.
- 26.4% developed a mentoring program.



# Green 2.0 – Three Recommendations For Diverse Leadership and Inclusive Workplaces

## 1. Tracking and Transparency

NGOs, foundations and government agencies must **begin tracking diversity data** that will show if their efforts are working and disclose progress openly

## 2. Accountability

Foundations, NGOs and government agencies should **integrate diversity goals into performance evaluations** and grantmaking criteria

## 3. Resources and Best Practices

**Increased & sustained resources** must be allocated for diversity initiatives to work. Organizations should also provide **sustainable funding to reduce isolation** of and support leaders of color.

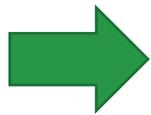
# 2014-2015 - Green 2.0 Helps You...



GREEN  
2.0

## 1. Tracking and Transparency

NGOs, foundations and government agencies must begin tracking diversity data that will show if their efforts are working and disclose progress openly



GuideStar, D5 & Green 2.0 partnership:  
**First-of-its-kind, nonprofit sector wide, diversity data tracking**

[www.diversegreen.org](http://www.diversegreen.org) #diversegreen

- *Over half of largest green NGOs have shared data (major win) - <http://diversegreen.org/data/>*
- **In process: major foundations (e.g. Hewlett, Ford, asking peers to share data by Sept. 15<sup>th</sup>, 2015**

# 2014 EPA Administrator Gina McCarthy Champions Green 2.0's Effort at the National Press Club



Administrator Gina McCarthy  
U.S. Environmental Protection Agency



## Remarks by Chief of Staff to the EPA Administrator Gwen Keyes Fleming & EPA Administrator Gina McCarthy

from Green 2.0 [PRB](#) 1 month ago [ALL REFERENCES](#)

Six of the nation's top environmental organizations have formally pledged to submit their diversity data by February 2015, it was

“We know that **we measure what we value**, so let’s measure this. Let’s give [diversity] the value that we say that it has. Let’s measure what we value”

December 9<sup>th</sup>, 2014



# Philanthropist and Investor Tom Steyer Green 2.0 San Francisco “Breaking Green Ceiling” Event

In Conversation – Tom Steyer & Robert Raben:



“If we do the ethical thing, it will be effective.”

-- Tom Steyer  
March 2015



# Support for Green 2.0 Recommendations For Diverse Leadership and Inclusive Workplaces

## 1. Tracking and Transparency

NGOs, foundations and government agencies must begin tracking diversity data that will show if their efforts are working and disclose progress openly



Support from some GGs, Foundations, and thought leader op-eds:  
Univisión – Mark Magaña, Green Latinos, LCV Board, Green BMOC

Atlanta Journal Constitution - Clark Atlanta University President  
Carlton Brown

(Also from 2014 - Stanford Social Innovation Review: Danielle Deane and Former Tides President Melissa Bradley)

# 2015 – 3Rs... **R**eadiness, **R**ecruitment & **R**etention must improve. *Talent Pipeline Not Main Problem*

- Attractiveness of organization, objective analysis of culture
- Addressing “unconscious bias” and “insular recruiting”
- Onboarding
- Diversity/culture and mentoring critical *for both org and individual*
- Otherwise, revolving door

How many of the search firms doing most of searches track placement **and retention** of candidates by gender, race?

- The 360 Group – clients include Packard Foundation
- Non Profit Associates – clients include Bloomberg Foundation
- Others? Let us know! Isaacson Miller – starting to track *internally only*, very early stages

# Demonstrating Supply “Leadership at Work”

<http://diversegreen.org/leadership/>



# Statements of Support – Transparency

*More at <http://diversegreen.org/talking-about-data/>*

**“The Fund has long been committed to sharing diversity data ....including related information on our website and annual publication, Charting Our Progress, since 2008. As a funder we believe it is important to understand both the diversity of the organizations we fund and how they engage diverse perspectives in their work.**

**The Rockefeller Brothers Fund supports the collaboration between D5 and GuideStar to facilitate standardized and widely accessible organizational reporting of staff and leadership diversity information through the GuideStar Exchange.**

**Shared data furthers the possibility of shared understanding and progress across all of our efforts as we support a nonprofit sector that responds to the demographic realities of our nation.”**

**Stephen Heintz  
President , Rockefeller Brothers Fund**

# Statements of Support

*Statements at <http://diversegreen.org>*

- NGOs: *Natural Resources Defense Council, Sierra Club, National Audubon Society, Environmental Defense Fund, Resource Media ...*

Example: **David Yarnold - President & CEO, National Audubon Society**

“The conservation movement has spent too long talking about increasing racial and ethnic diversity in our ranks without enough to show for it.

*What matters is not our intentions or what we say – what matters is what we do. We need to operate differently, recruit differently, and hire differently.*

And to make that possible, we need to become the kinds of organizations that are truly open and inclusive, organizations in which people of all backgrounds see themselves represented, welcomed, and valued. We need to aim high, have the hard conversations, and demand more from ourselves. **The future of our movement depends on it.**”

**Your thoughts?**

**Thank you!**

**Follow us: Twitter @diversegreen**

**#diversegreen**

**[www.diversegreen.org](http://www.diversegreen.org)**

**Dr. M. K. Dorsey • [mkdorsey@aya.yale.edu](mailto:mkdorsey@aya.yale.edu)**



# END

