

# YEAR IN REVIEW

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# 2023



**CLIMATEWORK  
MAINE**

*It's Everyone's Business!*

# MISSION & VISION

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ClimateWork Maine (CWM) is a private non-profit 501(c)(3) organization based in Maine that serves as a support network for businesses and business leaders that are taking action on climate change, to meet its challenges and to seize the opportunities it presents to build a more sustainable economy for the future. Its purpose is to provide services and networking to support and promote Maine companies with products, services, or projects related to climate solutions, and to support and assist companies that want to do more on climate change, clean energy, and related work. CWM's overall objective is to strengthen the image or brand of Maine as a place to bring and build businesses focused on climate impacts with a network of businesses who share similar ideas and a workforce and economy prepared to support the industry.

# ORGANIZATION HISTORY

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ClimateWork Maine was conceived during the COVID-19 pandemic by volunteer leaders from businesses of all sizes and types who realized that climate change is going to have a greater impact on our economy than anything we've experienced before and that we must adapt and change the way we operate to thrive in the future.

Alan Caron – a small business owner, social entrepreneur, author, futurist and convenor – founded ClimateWork Maine from its successor organization, Envision Maine, which has worked for decades to promote an economy driven by Maine's innovators, entrepreneurs and doers. ClimateWork Maine is about businesses that want to help each other to learn and grow. Some are reinventing their existing companies. Others are starting new ones, to design and build the products and services that a climate-friendly economy will need.

A Strategy Group convened to develop the organization's vision, mission, and initial offerings. In Summer 2022, CWM hired its first Executive Director. In Fall 2022, the new Board formed. By 2024, the organization has grown to include businesses representing Maine's construction, engineering, information technology, insurance, legal services, real estate, renewable energy, sustainability, utility, and other sectors.

# WORKING AT THE INTERSECTION OF MAINE'S ECONOMY & CLIMATE CHANGE

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Business action to meet climate goals is essential to climate mitigation and adaptation solutions, whether by investing in their operations, producing clean and sustainable products and services, or supporting climate policies. Yet, Maine businesses face barriers to action due to a lack of financial, human, information, or other capacity constraints. Small and startup businesses in particular need specialized attention and support. They don't have the resources to focus on climate change, even though many potential solutions could save them time and money.

ClimateWork Maine's high-level objectives are to:

- Achieve change on the ground by connecting Maine businesses to practical actions that companies and firms of all sizes can take to confront climate and clean energy challenges.
- Provide businesses with pragmatic advice to reduce carbon emissions and access opportunities to grow their businesses and workforce and build new businesses.
- Research, evaluate, and disseminate information on emerging strategies, policies, and technologies that businesses can benefit from through state-wide, regional and sector-specific forums.
- Collaborate with others to resolve conflicts at the intersection of climate and the economy.
- Create a climate-focused business sector in Maine that is value-added and sustainable while enhancing economic and workforce development.

Our focus is to help promote the rapid adoption of key technologies, strategies, and companies that advance us toward a carbon-constrained world.

# MEET THE TEAM

ClimateWork Maine is led by a full time Executive Director and a high-level Board of Directors with support from a part time administrative/communications consultant. CWM is supported by a volunteer committee system; state and local partners, including chambers of commerce; and partners that lend cross-industry experience. CWM's Board is comprised of senior leaders who have decades of experience building and managing businesses and nonprofit organizations with multi-million-dollar budgets.



Jeff Marks, Executive Director  
ClimateWork Maine



Doug McKeown (Chair)  
Board Chair, Woodard & Curran



Lydia Covert (Vice Chair)  
Corporate Sustainability Director,  
Unum



Kevin Gildart (Treasurer)  
Retired Executive, General Dynamics,  
Bath Iron Works



Alan Caron (Founder)  
Founder/Owner, Blue Loon Homes



Christine Baillargeon  
Chief Operating Officer, Alodyne



Kristina Egan  
Executive Director, Greater Portland  
Council of Governments (GPCOG)



Eric Fitz  
Co-Founder & CEO, Amply Energy



Megan Hellstedt  
Sustainability Advisor,  
NewEco Consulting



Catherine Lee  
Managing Partner, Lee International



Lisa Whited  
Chief Transformation Officer,  
Workplace Transformation  
Facilitation



Barry Woods  
Senior Director of E-Mobility,  
ReVision Energy



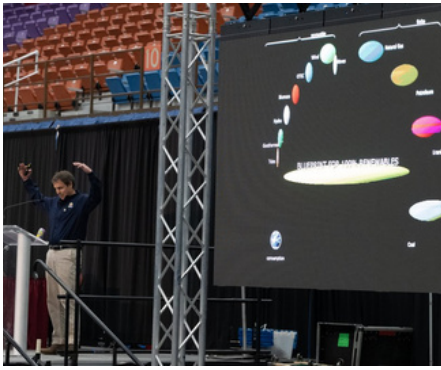
ClimateWork Maine's 1st Summit on Maine's Economy & Climate Change (May 2023) was a huge success, bringing together Maine leaders to strategize on reshaping Maine's economy and what climate change means for the future of businesses.

The Summit featured 69 speakers, 24 sponsors, 24 partners, 30 exhibitors, and nearly 500 attendees.

A follow-up survey was overwhelmingly positive. For example, 97% of attendees gave the Summit a positive rating with 95% responding that it met or exceeded expectations. Overall value, commitment to attend the next one, and recommendations to others to attend also scored in the 90th percentile. Most importantly, dozens of attendees signaled that they wanted to be more involved with CWM and the service it provides.

The Summit followed two main tracks:

1. Practical, tangible strategies to reduce carbon, save money and energy, and promote their products, projects, and services.
2. Strategies the business community can take together to achieve energy, environmental, and economic progress.



The Summit succeeded in its goal to connect, inform, inspire, and energize attendees, presented action items with business community commitment, and was intentional about gender, racial, and geographic diversity among speakers (and participants). Sessions included the following:



- Welcome from Doug McKeown, Chair of the Board of Directors of ClimateWork Maine.
- Alan Caron, Founder of ClimateWork Maine presented Goals of the Summit
- A “welcome” by five leaders of prominent Maine entities – Betsy Biemann, CEO, CEI; Lisa DeSisto, CEO, Masthead Media; Quincy Hentzel, CEO, Portland Regional Chamber of Commerce; Deb Neuman, CEO, Bangor Region Chamber of Commerce; Rebeccah Sanders, CEO, Natural Resources Council of Maine
- Climate Change as an Economic Issue – Tiffany Adams, Executive Vice President, Climate Leadership Council, Washington, DC
- Is the Transition from Carbon Really Possible? – Phil Coupe, Owner/Founder, ReVision Maine
- 5 Things You Can Do Now – 5 business leaders in electric vehicles, energy efficiency, green buildings, heat pumps, and solar energy
- Business Workshops:
  - Incentives & Tax Benefits
  - The Latest in Heating Technologies
  - The Future for Electric Vehicles
  - Solar & Battery Revolution
  - Creating a Roadmap & Scorecard for Your Business
  - Retraining Maine Workers for Tomorrow’s Jobs
  - Expanding and Modernizing the Electricity Grid
  - New Products & New Companies
  - Farming, Fishing, & Forestry
  - What Can Business & Government Do Together?



# SUMMIT 2023 SPONSORS

## HEROES



## LEADERS



## CHAMPIONS



## ADVOCATES





# SUMMIT 2023 PARTNERS



# 2023 ACTIONS, ACTIVITIES, & ACCOMPLISHMENTS

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In 2023, ClimateWork Maine asked businesses: “What are your priorities? How does your company or organization fit into the climate, clean energy, or sustainability world?” and “How can we work together for the benefit of Maine’s business community?” These conversations allowed CWM to better understand the needs of the business community as well as more thoroughly recognize the resources/partnerships available to businesses and what they need to grow and succeed.

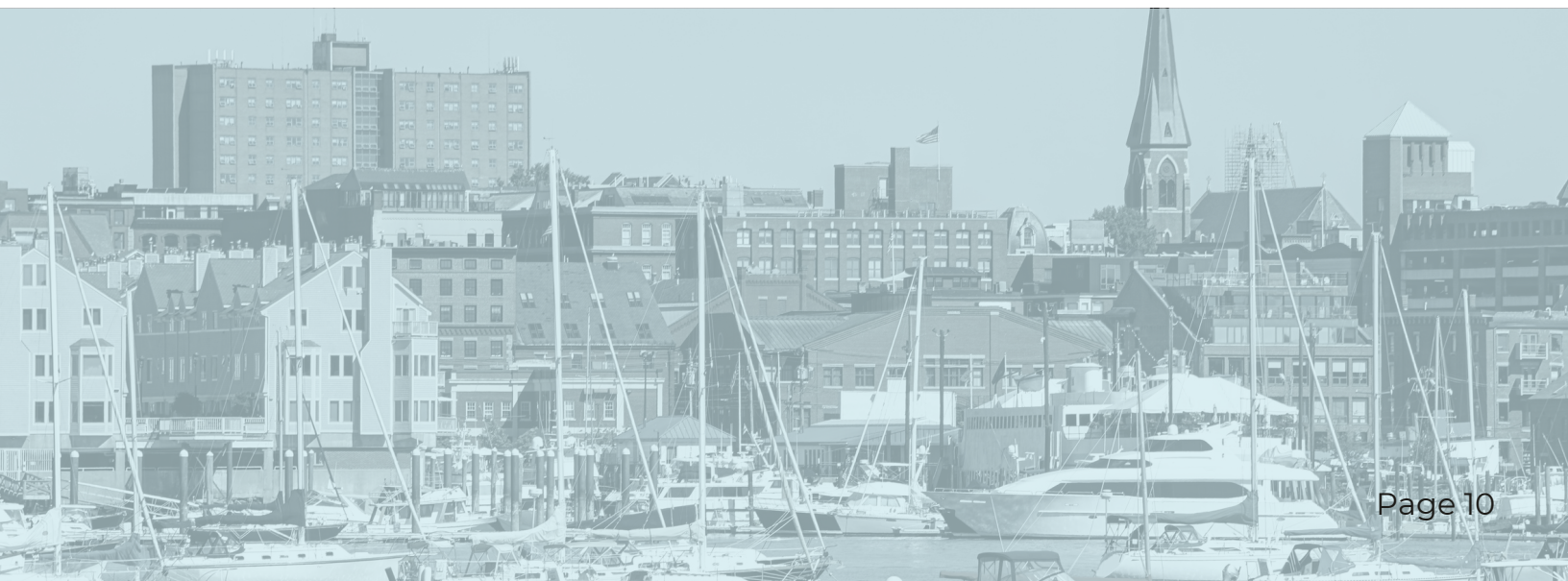
Maine has an incredible variety of businesses of all types and sizes, including those companies who have climate, clean energy, and/or sustainability plans; others with unique, sustainable, or efficient products, services, and projects; and many companies (including and especially small companies) who do not have plans, products, or projects but want to do more. These include:

- A small firm in Downeast Maine providing comprehensive planning tools to municipalities and businesses to increase resiliency to sea-level rise and more frequent and powerful storms caused, in part, by climate change.
- Small boat yards, boat builders and marinas in rural coastal communities who wanted to do more about everything from electric boats in their harbors to solar energy arrays on their rooftops.
- A residential real estate company trying to instill sustainability considerations into brokers’ materials and sales pitches, so that potential buyers elevate efficient windows and heat pumps to the level of granite countertops and fireplaces in their homebuying decisions.
- Several breweries that wanted to enhance their B-Corp status with even more renewable energy, water use reduction, and sustainable packaging strategies.
- An energy project company that is seeking to convert an old fossil-fuel-fired power plant into a clean-energy center.

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- Many vendors who are looking to sell more heat pumps, more solar arrays, and more battery energy storage systems to customers they haven't been able to reach or convince of the savings. Others are looking to expand their energy audit and weatherization services.
  - A wealth management company seeking advice and guidance to create charitable portfolios for their clients with more clean energy companies and less fossil-fuel businesses.
  - And dozens of small businesses and startups seeking business support for clean energy and energy efficient projects, products, services, technologies, and systems.

The following is a representative sample of value-added activities that supported Maine businesses in 2023 in their business development, promotion, and other actions.

- The Executive Director held numerous meetings with business leaders to discuss their products, services, projects, and priorities and potential partnership opportunities.
- CWM finalized its membership levels.
- Beyond Zero – Maine Conscious Business Collective & ClimateWork Maine hosted a film screening with movie director and Interface employees.
- CWM developed a summary of the Inflation Reduction Act climate provisions and its rebates, tax incentives, and other provisions of interest to the business community. Feedback was robust and positive.
- Website launched! <https://www.climateworkmaine.org/>



- Webinar – How New Climate Law Can Help Your Business? ~ 150 registered. Speakers – Fortunat Mueller, Founder, ReVision Energy; Hannah Pingree, Director, GOPIF; Michael Stoddard, Executive Director, Efficiency Maine Trust. Topic - New federal climate action is going to bring millions of dollars into the state to help businesses invest in new, cleaner technologies, for their buildings, heating, and vehicles.

What specific programs can your business tap into?

What grants, loans and tax breaks will be available?

Where can you find help to create an action plan for your business?

Presentations & Recording


<https://www.climateworkmaine.org/webinar-november-15-2022>.



CWM Leader Nautilus Solar Employees in front of a recent project in Maine

- Speaking Engagements .ClimateWork Maine Board Members and staff were invited to various speaking engagements. For example, Jeff Marks was a speaker at a ribbon-cutting for Solaris, a new condo project in Portland with a whole-building systems sustainability approach – heat pumps, efficient appliances, EV wiring, insulation, low/no-VOC materials, organic gardens, public transportation access, recycling, solar, triple paned windows, and more. Maine Accelerates Growth – CWM presented at MxG’s meeting and joined the organization in support of Maine’s entrepreneurial and startup community.
- Colleges & Universities – ClimateWork Maine met with leaders @ Bates, Bowdoin, Colby, UNE, USM, and others to discuss student development and other issues related to the intersection of education, business, and climate change.
- Internships – ClimateWork Maine hired a May 2023 UNE graduate, as a summer intern through the ReMaine program, a collaboration of the Maine Governor’s Energy Office, NEEP, E2Tech, JPI, and others. This program sought to create an entry point into clean energy jobs in Maine, with a particular focus on women and BIPOC participants.
- Partner Activities – ClimateWork Maine is dedicated to assisting its partners in a variety of roles: The Maine Local Energy & Climate Action Network (LEAN) to connect community-led climate and energy projects and the people/organizations supporting them to accelerate local climate and energy action. As a Member of the Maine Technology Institute Environmental Tech Board, we reviewed startup and entrepreneurial proposals for RDD&D projects. We assisted Efficiency Maine Trust with reviews of proposals focused on helping companies with energy projects. ClimateWork Maine also helped identify and hire a new E2Tech (Environmental & Energy Technology Council of Maine) Executive Director.

Jeff, our Executive Director, is on the Buildings, Infrastructure, & Housing Working Group of the Maine Climate Council and also participated in the Maine Governor’s Office 2024 State Energy Planning process.

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- Climate Connection Webinar Series: CWM makes critical connections for Maine businesses to significant opportunities available from the public, private, and nonprofit sectors. For example, ClimateWork Maine developed and hosted a 3-part webinar series on:

**Sustainability Planning** – An expert crew of sustainability professionals discussed short- and long-term strategies to reduce carbon, water, and waste; save money and energy; and incorporate sustainability principles and strategies into companies' operations, buildings, and/or fleets, no matter the type, size, or geographic location of the business.

**Where to Find Money for Climate Investments** - Business consultants showed attendees not just where the money is for climate projects and programs, but how to access public and private financial and investment resources and who to turn to for help.

**Promotion & Marketing** - From local startups to global corporations, how does one launch a green idea? What is the best way to promote companies' climate-friendly products, projects, and services? How can businesses tell and share their stories of sustainability and climate-action plans?

- Decarbonization Start Summit. CWM serves on the Organizing Committee for this event with The Roux Institute, which focuses on entrepreneurs & start-ups developing an innovative product/service related to building energy & efficiency.
- Eggs & Issues – In December, on behalf of CWM, Alan Caron moderated a panel of three area CEOs – Mike Vail, President Hannaford (large company), Steve Mills, CEO, Maine Beer Co. (medium-sized company), and Melissa LaCasse, CEO/Founder, Tanbark (small business/startup). The Portland Regional Chamber E&I is one of the area's premier networking events.

# CLIMATEWORK MAINE IN THE NEWS

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## July 2022 to December 2022

- [DEP says Maine is ahead of schedule to meet climate change goal](#) – Portland Press Herald, JUL2022
- [Fed tax bill aimed at making electric vehicles more affordable may have opposite effect](#) – Bangor Daily News, AUG2022
- [Maine's not rushing to follow California's electric car mandate](#) – Portland Press Herald, AUG2022
- [Maine Supreme Judicial Court sends CMP corridor case back to lower court](#) – Portland Press Herald, AUG2022
- [Power for the People: The Impact of Climate Change on Businesses & What They Are Doing About It](#) – WERU, SEP2022
- [What the Inflation Reduction Act's climate investment means for Mainers](#) – Maine Public Radio, SEP2022
- [Why businesses must step up and lead on climate change](#) – Maine Sunday Telegram, JAN2022
- [Infralogic 2022 State Elections renewable energy preview](#) – SparkSpread E&E, NOV2022. State-by-state election outlook for energy issues, with CWM providing the Maine perspective.
- [Noteworthy people and performances for Nov. 14, 2022](#) – Mainebiz, NOV2022. Mainebiz coverage of new CWM Board and Executive Director.

## January 2023 to April 2023

- [Jeff Marks joins ClimateWork Maine as its first executive director](#), Portland Press Herald, February 2023
- [From hotels to Hannaford: Maine businesses working to improve energy efficiency](#), WMTR, March 9, 2023.
- [More and more businesses are resolved on climate action good](#). Portland Press Herald, March 24, 2023.
- [Vision 2050: Maine's road to climate neutrality – A Progress Report on “Maine Won’t Wait” State Climate Action Plan Goals and a Collective Imagining of Maine’s Future](#), Green & Healthy Maine HOMES, Spring 2023. CWM’s Board Member Lisa Whited & Executive Director Jeff Marks.

## May 2023 to July 2023

- [New Business Strategy – Climate Adaptation](#), GPCOG Blog
- [3 cheap resources for Maine small businesses looking to go green](#) – Bangor Daily News, May 20, 2023.
- [Maine businesses brainstorm how to deal with climate change as an economic issue](#) – Portland Press Herald, May 20, 2023.
- Summit announcements in various media outlets, including Bangor Daily News, Kennebec Journal, Maine Public, Maine Sunday Telegram, and more.
- [Unemployed Mainer launches worm poop business](#) – Bangor Daily News, May 22, 2023.
- [What people and businesses can do to take climate action](#) – GPCOG: Let’s Connect, May 2, 2023
- [Climate change presents threats, opportunities for Maine’s small-business community](#), Maine Sunday Telegram, June 25, 2023



- Climate change should never have been made a partisan issue, Portland Press Herald, June 17, 2023
- Concrete federal legislation has the power to keep fossil fuels in the ground, Portland Press Herald, June 24, 2023

## **August 2023 to December 2023**

- Businesses charting more active course in combating climate change, Boston Globe, August 29
- Former Paul LePage adviser will be Maine chamber's next CEO, Bangor Daily News, September 29
- Maine Chamber of Commerce picks former LePage administration official as president, Portland Press Herald, September 29
- Business investment in climate solutions should be promoted, incentivized, Kennebec Journal, November 11, 2023.
- A Healthy Conversation with Jeff Marks, News Radio WGAN, December 10, 2023.
- Eggs & Issues w/ Alan Caron, News Radio WGAN, December 13, 2023.
- Question of the Week, MaineBiz Daily Report, December 21, 2023.
- Regulators kill deal for wind power line from northern Maine to New England grid, Portland Press Herald, December 22, 2023

# MEMBERS

ClimateWork Maine welcomed Members from across the State:

## HEROES



## LEADERS



## CHAMPIONS



# ADVOCATE

Allagash Brewing Co.  
Amplify  
Bernstein Shur  
Casella  
Clark Insurance  
Drummond Woodsum  
Eaton Peabody  
General Dynamics Bath Iron Works  
Les Fossel's Restoration Resources  
Lisa Whited  
Maine Beer Company  
Maine Solar Solutions

Mascoma Bank  
Michael Thorne  
Orange Bike Brewing Company  
Nova Tower  
Parent Technology Group, LLC  
Solect Energy  
SMRT  
Stephen Kosacz  
Tandem Mobility  
Thomas Ruff  
Trane  
WSP  
Yard South – a PK Realty  
Management redevelopment project

# NETWORK

Adept Creative  
Alodyne  
Amy Cotter  
Bangs Island Mussels  
BlueLoon Lakefront Homes  
Catherine Lee  
Christopher McCabe  
Cleantech Adoption  
Clean Maine Carbon  
Climate Advisory  
Daniel Bosley  
E2Tech  
East Brown Cow  
Fork Food Lab  
Graybar  
Gregory Greenman  
iBEC Creative  
John Gardner  
Katherine Mann

Kennebec Technologies  
Kevin Gildart  
Lucille Van Hook  
Maine Green Power  
Maine Manufacturing  
Maine Pellet Fuels Association  
Maine Solar Choices  
Midcoast Solar  
Mindscaling  
Muddy River Farm Aquaponics  
NewEco Consulting  
Perkins Thompson  
ProSearch  
Regan St. Pierre  
Revision Energy  
Rising Tide Brewing  
Spark Applied Efficiency  
Tanbark Molded Fiber Products Inc.  
Thornton Tomasetti  
UGE  
Union River Lobster Pot



# CLIMATEWORK MAINE

*It's Everyone's Business!*