

# **BUILDINGENERGY BOSTON**

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## **Hiring to Diversify**

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**Curated by Asher Greenberg (Steveworks) and  
Keirstan Field (Petersen Engineering)**

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**Northeast Sustainable Energy Association (NESEA)**

**February 28, 2022**



maine passive house  MPH

&

**BGS**

Browning the Green Space

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# Why are diverse teams valuable?

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## Diversity encourages innovation and profitability

- Gender diversity is strongly correlated with value creation
- Gender, ethnic, and cultural diversity are correlated with profitability
- Companies with above-average diversity at the management level reported innovation revenue that was 19 percentage points higher and operating margins that were 9 percentage points higher than that of companies with below-average leadership diversity

## Diversity is important in hiring

- 44-49% of millennials and Gen Z'ers have made choices about the type of work they're prepared to do or organizations they'd work for based on personal ethics
- Millennials are more likely than older colleagues to name diversity and inclusion as important factors when considering a new job
- All generations of employees share the view that employers emphasize diversity and inclusion to improve the workplace experience

## Diversity improves problem-solving

- Diverse teams are more likely to reexamine the facts, remain objective, and encourage greater scrutiny of each member's actions

(Sources: "Delivering through diversity," <https://www.mckinsey.com/business-functions/people-and-organizational-performance/our-insights/delivering-through-diversity>; "How Diverse Leadership Teams Boost Innovation," <https://www.bcg.com/en-us/publications/2018/how-diverse-leadership-teams-boost-innovation>; "Deloitte Global 2021 Millennial and Gen Z Survey," <https://www2.deloitte.com/us/en/insights/topics/talent/deloitte-millennial-survey.html?id=us:2el:3dc:4diGLOB144377:5awa::MMDDYY:&pkid=1007701>; "Millennials at Work: Perspectives on Diversity & Inclusion," <https://www.webershandwick.com/news/millennials-at-work-perspectives-on-diversity-inclusion/>; "Why Diverse Teams Are Smarter," <https://hbr.org/2016/11/why-diverse-teams-are-smarter>)

# What is diversity?

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Diversity is different for each company.

First you need to look at your company and see who's not there.



## Workshop (45min)

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- Job Posting
- Resume Review
- Results





**BGS**

Browning the Green Space



# BGS Has Five Focus Areas to Tackle Climate Justice

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## Careers



**Over 84%** of employers in energy reported hiring difficulty given the need for technical training and certifications

## Companies



Women and BIPOC are **below national averages** in the energy sector

## Capital



**<1%** of VC funding goes to Black founders

## Contracts



**4.8%** of total contract dollars awarded to BIPOC businesses from Fortune 100 companies

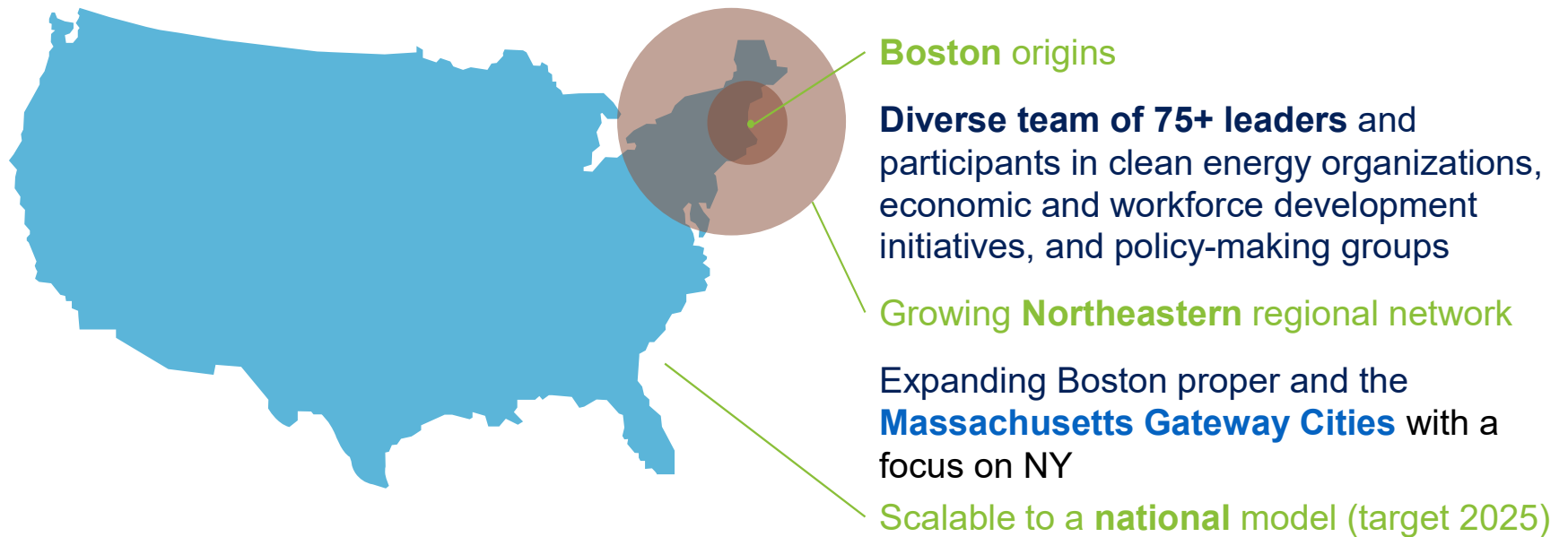
## Communities



In comparison to White households, Black households spend **43%** more of their income on energy costs

## We Are Building a Regional Model in the Northeast

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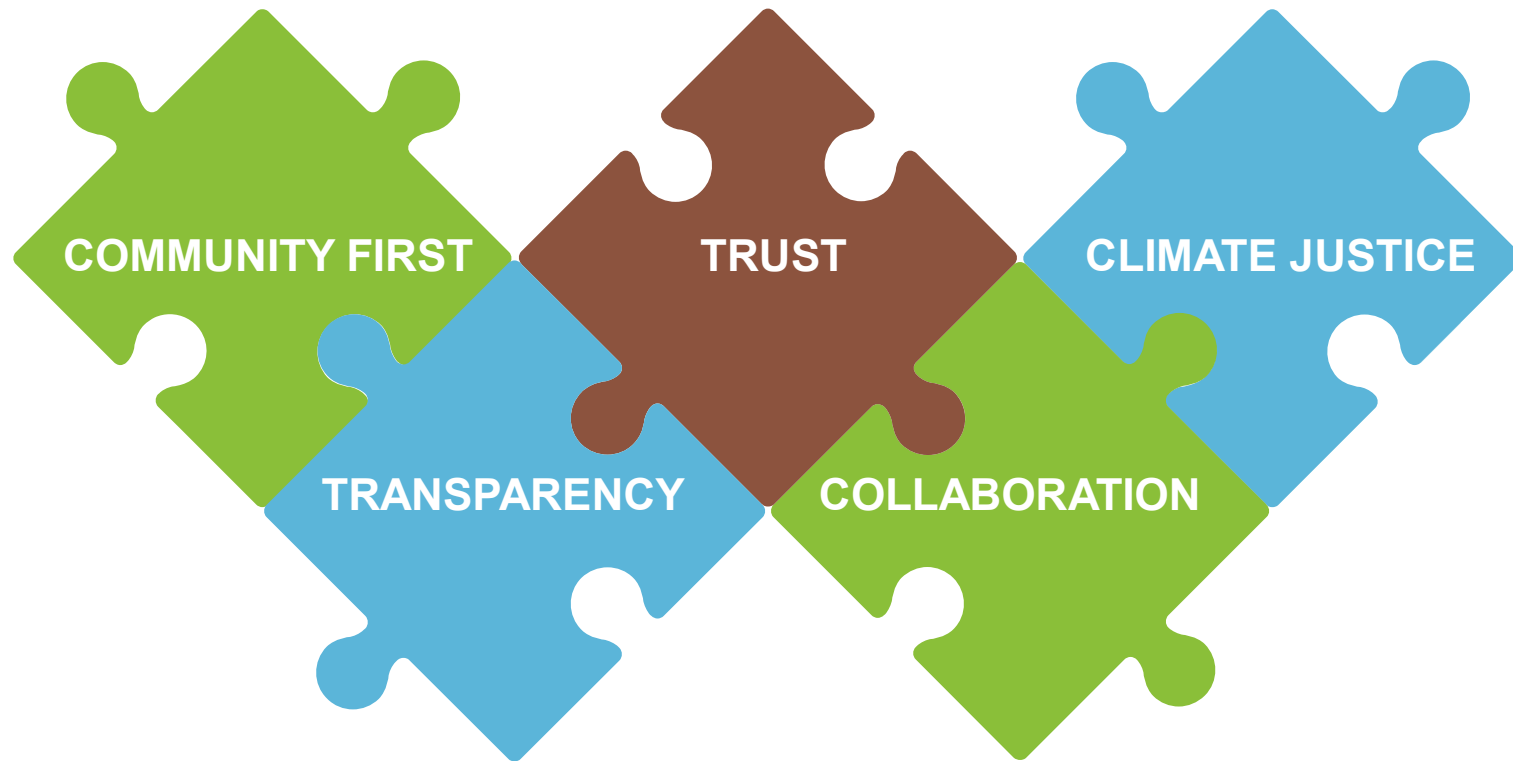


**BGS is the only organization** focused on a comprehensive approach to address DEI across key areas of clean energy and climate tech for our most vulnerable communities.



## BGS Begins with Community to Address Climate Justice

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## BGS Has 3 Primary Value Propositions

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BGS is a coalition of cross-sector leaders striving to advance diversity, equity & inclusion in Clean Energy, Climate Tech & Beyond.

### Convening



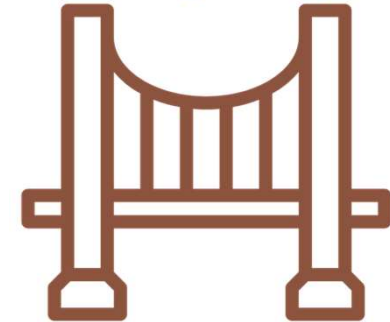
Our **general body meetings and events** provide opportunities to share progress, discuss challenges, and spotlight leaders

### Filling Gaps



Our **comprehensive focus** allows us to identify challenges at the intersection of climate change and race

### Building Bridges



Our diverse team allows us to advance **initiatives across sectors** and focus areas leveraging the group's expertise

# Our Board of Directors

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**MSAADA  
PARTNERS**

**Kerry Bowie**

President  
Managing Partner



 **CLEAN ENERGY  
VENTURES**

**Dan Goldman**

Vice President / Treasurer  
Co-founder and Managing Director



 **borrego**

**Jacquie Ashmore**

Secretary / Clerk  
VP Development Engineering



**BECMA**  
BLACK ECONOMIC COUNCIL  
of MASSACHUSETTS

**Nicole Obi**

President and CEO



**nationalgrid**

**Amanda Downey**

Vice President, Business Performance  
and Planning, New England Jurisdiction



 **VALLEY HOME  
INSULATION**

**Abel Vargas**

President



**BLUEWAVE**

**Eric Graber-Lopez**

President

# Focus Areas - Creating Jobs

## CAREERS

Create opportunities for underrepresented groups through enhancing clean energy networks and workforce development training.

## COMPANIES

Help clean energy companies develop, implement, and track diversity initiatives to bring more underrepresented groups into the sector at all levels.



**Madeline Wang**

Founder & CEO



7Cs LEADERSHIP



**Maggie Teliska**

Innovation Analyst



**Jeremy McDiarmid**

Vice President, Policy and  
Government Affairs



**Shalaya Morissette**

Lead Process Manager,  
Gas Pipeline Safety Group



# Focus Areas - Creating Wealth

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## **CAPITAL**

Increase financial opportunities for underrepresented groups with more funded companies and more contracts for clean energy services.

## **CONTRACTS**

Increase representation of underrepresented groups as contractors for energy efficiency and clean energy by facilitating access to capital, bonding, and insurance.



**Bhargavi Chevva**

Investor & Company Builder



**Spencer Irvine**

Emerging Business Manager



**Daryl Wright**

Chief Strategy Officer



**JocCole "JC" Burton**

CEO



# Focus Areas - Reducing Energy Burden

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## COMMUNITIES

Enable greater deployment of clean energy solutions in lower income areas with diverse customers.



**Isaac Baker**

Co-CEO, Founder



**Mary Wambui-Ekop**

Asset Manager



## Our Goals – 2021/22

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**100,000** households reduce energy burden by 25%

**10,000** homes receive deep energy retrofits

**1,000** more clean energy jobs for entrants in Underrepresented Groups

**100** more employers taking the BGS Pledge and trained on Diversity, Equity & Inclusion (DEI) practices and best practices in inclusive procurement

**100** local high school or community college students exposed to clean energy employers through field trips, speakers, mentorships

**10** more contracts of \$500K or more to minority and women-owned firms enabled

**10** more businesses led by Underrepresented Groups join Greentown Labs or other Mass-based incubators or accelerators, or get private funding

**10** more people in Underrepresented Groups join clean energy angel groups or VC firms

**1** clean energy internship program targeting 10 Underrepresented students

**1** DEI Employer Toolkit created for companies to implement

**1** clean energy matching and training program for contractors, startups, and entrants in Underrepresented Groups



# Our Initiatives

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## Careers



“Picture Yourself in Clean Energy” Campaign

“Get Trained for a Clean Energy Career” Program

Clean Energy Scholarship Fund

MassCEC Mini-Bid Intern Matching Program

Job Board and Learning Community

## Companies



Employer DEI Pledge, Toolkit, and Events

## Capital



ACCEL Entrepreneurial Accelerator

VC Onramp Programming

## Contracts



Contractor Vetting

ACCESS Contractor Accelerator

## Communities



Planning and Advocacy

Outreach, Education, and Awareness

Clean Energy Barrier Removal Fund

Community Pilots

# Gender in Fieldwork

# Suggestions from an LGBTQ+ Lens

# Job Posting

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- **Explicitly, and unapologetically, say what kind of company you are and what your values are.**  
Use marketing and visuals to back this up.  
Example: A company photo in front of a BLM sign
- **Explicitly name groups you are interested in welcoming onto your team in your job ad.**  
Example: “People of color, trans and gender-nonconforming people, people from poor and working-class backgrounds, queer people, and women are encouraged to apply.” - Ace (New Frameworks)
- **Even better if you mention that commitment/practice elsewhere in your promotional materials, website, internal company documents, etc. are actually a practicing ally and/or member of those groups.**

# Hiring Process

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- Don't assume you know the person's gender, pronouns, or sexual orientation, unless they explicitly state it. Same goes for partner relationships (Husband, Wife)
- Start an interview by stating your name and pronouns. (And make sure to rename yourself with pronouns for a virtual meeting) This gives the applicant a chance to do this without feeling awkward.  
Example: "How do you pronounce your name, and what pronoun would you like me to use?"-Mel (HELM)
- If they do state their pronouns, start referring to them correctly from the get-go.
- Ask interview questions that address your company culture and values to see how they react.  
Example: "Can you speak to your interest in and feelings about working in a feminist, trans-positive, and anti-racist company culture?" – Ace (New Frameworks)
- If hired, make note of pronouns, legal gender category, actual gender category, legal name, and actual name.

# What is the responsibility of the organization?

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## To do the work!

- Onboarding
- Internal education
- Mentorship

# Questions and Discussion





# Thank you!

Kerry Bowie  
Alisha Harrington

# BGS

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Katrina Belle

