

NextGeneration

News about Northeast Ohio's Emerging Sustainable Economy from The Generation Foundation

Green Plus Targets Small Business Sustainability Gains

In an economy where only the strong survive, the City of Cleveland is providing opportunities for small businesses and nonprofit organizations that adopt sustainable business practices not only to survive but to prosper.

Among these opportunities is Green Plus, brought to Cleveland by COSE (Council of Smaller Enterprises). Green Plus provides small businesses with the educational and networking tools to integrate sustainability into their practices and policies.

Supported by a grant from The Generation Foundation, Green Plus is also a national platform for recognizing smaller enterprises who are committed to sustainability and have become Green Plus Certified or have achieved Green Plus Mover status.

"Cleveland's effort to reward companies for triple bottom line sustainability – good business, environmental, employee and community practices – is groundbreaking," said Chris Carmody, Executive Director of the Institute for Sustainable Development, the nonprofit that houses the Green Plus program.

"In a sustainable economy, 'green' jobs won't only come from clean energy or energy efficient businesses – they'll also be created by Main Street businesses becoming more competitive through sustainable practices," Carmody continued. "The City

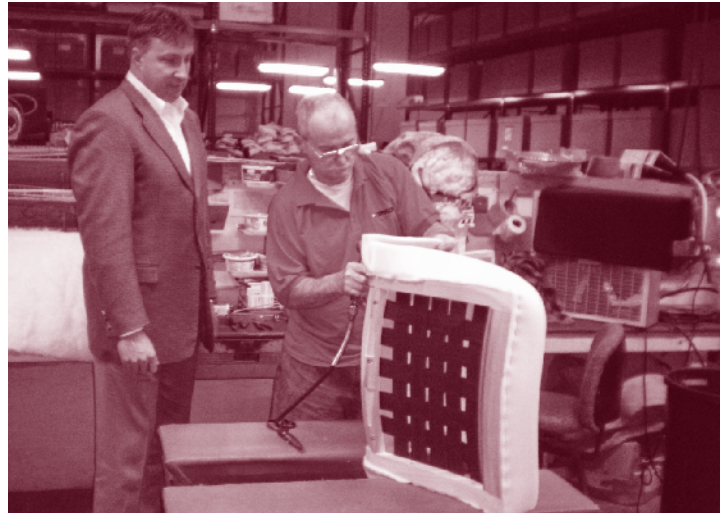
"Sustainability can boost the bottom line"

of Cleveland is providing an economic incentive for regional businesses to improve not only their bottom line, but their triple bottom line," he concluded.

In creating a first-of-its-kind procurement policy, Cleveland is giving discounts similar to those of minority and female owned certified business (MBE and FBE) to local and sustainable businesses when bidding on city contracts. Organizations that are certified receive a 4% discount on city bids.

Not only does the procurement policy directly reward small businesses that implement sustainability, the discount can be added to discounts for MBE and FBE certified businesses giving them more leverage when bidding on Cleveland's contracts.

COSE was recently awarded a grant by the Ohio Department of Development to provide partial scholarships for 75 businesses as well as \$250 towards a professional energy audit and access to



Green Plus-certified Taylor Companies diverts 90% of its manufacturing waste away from landfills. Here, company President and CEO Jeff Baldassari observes Glenn Jedlinski assembling a chair at the Bedford plant. Even scrap leather and sawdust are recycled.

resources to help businesses become more energy efficient.

COSE also commissioned the Institute for Sustainable Development to create an Energy Efficiency Guide for Small Businesses. Smaller enterprises can be uniquely served by energy efficiency because their margins are often tighter. Consistently saving 10-30% off their utility bills allows them to put more back into running their business.

The first company in Northeast Ohio to become Green Plus certified was The Taylor Companies. With the assistance of recycling consultants, Taylor diverts more than 90% of the waste generated by its Bedford plant.

"Sustainability is a business opportunity," said Jeff Baldassari, President and CEO. "When we built our new plant, we hired energy-efficiency experts to conduct an energy audit in an effort to find additional ways to become eco-friendly by reducing the consumption of natural resources. We cut our energy consumption of natural gas, electricity and water by 58.8%. In addition to Green Plus, partners in this effort are Entrepreneurs for Sustainability, Zero Waste NEO and Corporate Sustainability Network."

"Sustainability may seem like a foreign concept to many, but it is really about getting back to the business basics," said Generation Foundation President Glenn R. Brown. "This is true for a three-person cleaning company, a 70-person manufacturing plant, or a 2,000-person insurance company. Sustainability knows no boundaries and can be integrated by businesses in any industry and by business owners from any background." □



Taylor Chair participated with Cuyahoga County and HUD in a Brownfield Economic Development Initiative to clean up this abandoned and contaminated brownfield, left. The company invested nearly \$6 million in site revitalization for its new manufacturing facility.

Sustainable Cleveland 2019 Defines Success, Celebrates Progress

Nearly 600 people participated in the second annual Sustainable Cleveland 2019 Summit September 22 and 23, 2010 at Public Auditorium. **Summit 2010: the Glocal Engine** re-engaged active volunteers and brought new people into the initiative with the objectives of building resilience, taking action, accelerating momentum and activating resources.

Summit 2010 engaged more than 40% new participants, many from the corporate and business sectors, while maintaining representation from the academic, nonprofit, government, nonprofit, entrepreneurial and sustainability sectors. Attendees included local residents and stakeholders from across the nation and ranged from high school students to retirees.

The Sustainable Cleveland Action and Resources Guide, released in conjunction with the summit, included celebration points that were used to shape the Summit breakout sessions. These celebration points, first broached at the 2009 summit and launched successfully at the 2010 summit, will be used to focus the community on specific sustainability issues each year, celebrating Cleveland's successes. As shown in the chart below, the first celebration point is 2011—the Year of Energy Efficiency.

The City of Cleveland and its partners are now looking forward to highlighting progress in this and other focus areas. Sustainable Cleveland 2019 is continuing to gain momentum and support in the Cleveland region and is helping to align the broad reach of the initiatives underway in the community.

Sustainable Cleveland 2019 is a ten-year initiative that engages people from all walks of life, working together to design and develop a thriving and resilient Cleveland region that leverages its wealth

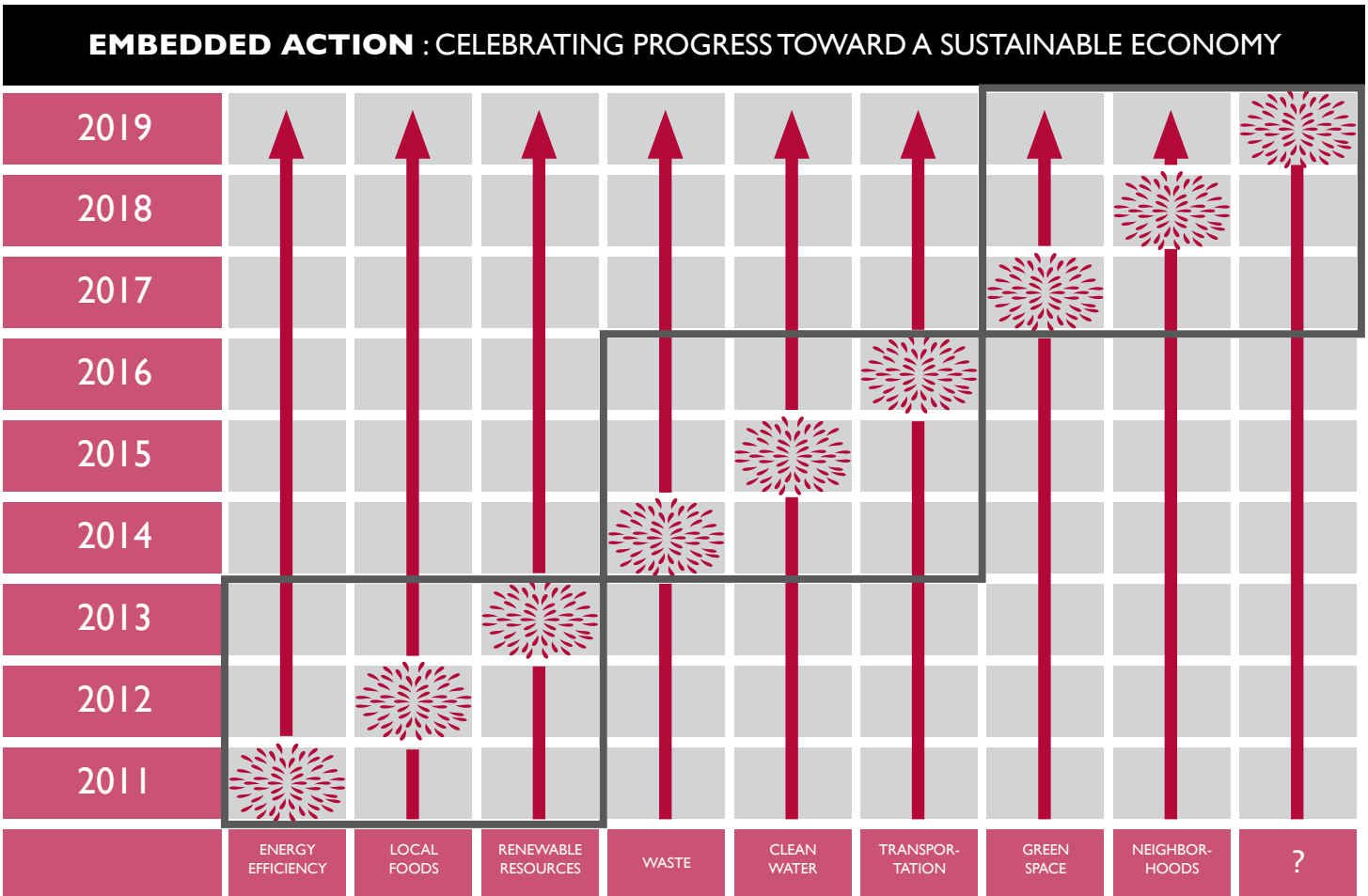
of assets to build economic, social and environmental well-being for all. Yearly summits are planned leading up to SC 2019. For SC 2019 updates, work group posts and announcements of upcoming meetings, visit www.cleveland2019.org. □



Nearly 600 stakeholders attended Sustainable Cleveland 2019's summit.

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Volunteers clear vacant land for a community garden in Slavic Village, part of a tour during a conference held in Cleveland last month on reclaiming vacant properties. *Lisa DeJong/The Plain Dealer*

Neighborhood Progress, Inc. Zeroes in On Sustainability, Land Reclamation

Cleveland got clobbered early by the foreclosure crisis – and has been trying to fight back using innovative strategies showcased during a national conference here last month. The conference – Reclaiming Vacant Properties: The Intersection of Sustainability, Revitalization and Policy Reform – was organized by the Center for Community Progress, a nonprofit with offices in both Washington, D.C. and Flint, Mich. that works with communities to return vacant or abandoned property to productive use.

Neighborhood Progress, Inc. (NPI) was the chief local planning partner for the conference, which brought together experts from Greater Cleveland and around the country in more than 40 workshops and sessions.

Mobile workshops included a trip to Slavic Village where dilapidated houses have been demolished and replaced with urban gardens; a visit to the Battery Park housing development built in the Detroit-Shoreway neighborhood on a cleaned-up brown-field; and a tour to several sites revived as part of the re-imagining Cleveland efforts.

Cleveland was hit early by the foreclosure crisis and been working on responses longer than many other communities.

“We might be a year or two ahead in trying things that others are just starting to look at,” said Frank Ford, NPI’s senior vice president for research and development.

Ford said the conference highlighted local initiatives such as the data system known as NEO CANDO, which was developed by Case Western Reserve University researchers and provides demographic, economic and property data online. Also featured was the work of the Cuyahoga County land bank, Cleveland Housing Court Judge Raymond Pianka, and the Neighborhood Stabilization Team, a sort of SWAT team created by NPI that works with community groups to prevent or eliminate blight in targeted neighborhoods.

Other conference topics included strategies for restoring confidence in still-vital neighborhoods that need intervention to keep people in their homes and maintaining their property.

– Sandra Livingston, *The Plain Dealer* □

Lake Erie Wind Farm Moves One Step Closer to Reality

The world’s first freshwater, offshore wind farm moved a step closer as the Lake Erie Energy Development Corporation (LEEDCo) announced the selection of a team of three companies to develop the pilot project.

The three partner companies are Bechtel Development Company, Inc.; Cavallo Great Lakes Wind, LLC; and Great Lakes Energy LLC. Together, they have formed Great Lakes Ohio Wind, LLC (GLOW). GLOW will own and develop the project.

“Our ambitious goals demand a world-class execution team,” said Dr. Lorry Wagner, president of LEEDCo, the organization leading the effort to deploy offshore wind projects. “With these three major contributors in place as the developer, we now have the talent and broad range of expertise necessary to start this exciting endeavor.”

General Electric will be the intended supplier of the project’s direct-drive offshore wind turbines and maintenance.

“We want Northern Ohio to be the epicenter of a new fresh water offshore wind power industry with associated manufacturing, shipping, and construction jobs,” said Dr. Wagner. “This will position our region as a model for innovation in clean energy and help spur economic development in Northern Ohio.”

The initial project will be a five-turbine, 20-megawatt (MW) pilot wind farm five to ten miles offshore of Cleveland. Construction on the initial phase is tentatively scheduled to commence in late 2012. By 2020, LEEDCo aims to see 1,000 MW of renewable electricity being generated from lake winds and believes the economies of scale from building such large projects will reduce the cost of that energy to attractive levels.

Among the funders for the initial planning stage were The Cleveland Foundation, Cuyahoga County, The Fund for Our Economic Future/NorTech, Case Western Reserve University, The City of Cleveland, The Cleveland-Cuyahoga County Port Authority and The Generation Foundation. □



General Electric’s ScanWind offshore technology wind turbines.

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Internet Map Pinpoints 360 NEO Green Projects

Have you ever wondered where to find all the community gardens in Northeast Ohio? Or all the sustainability nonprofits? Log on to the Northeast Ohio Green Map at <http://www.gcbl.org/northeast-ohio-green-map>, recently launched by GreenCityBlueLake Institute. The project joins more than 600 green maps created in 55 countries around the world that are identifying the social, environmental and economic assets and opportunities of their locales. When icons are clicked, photos, descriptions, website links, videos, site relationships, impacts and contact information can be interactively displayed.

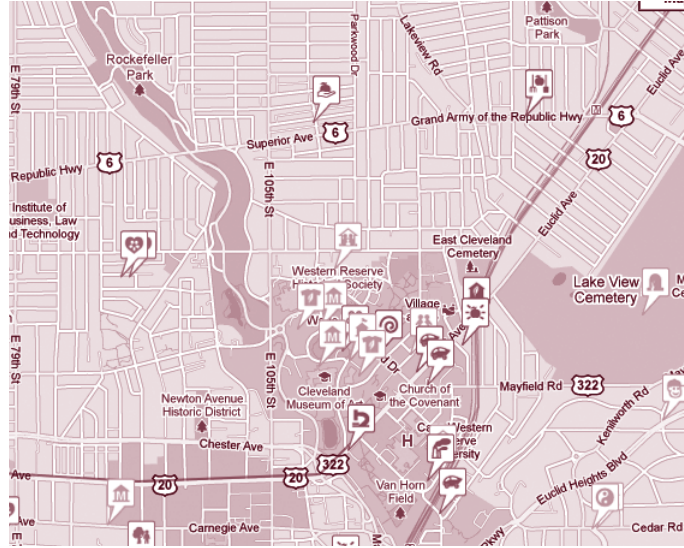
Asset mapping sustainability in Northeast Ohio will help organizations and individuals of all kinds, including nonprofit, for-profit, governmental, academic and public, to find one

another, connect and collaborate around regional sustainability. GCBL and volunteer contributors have posted 360 sites to the map, from urban farms to solar-powered homes. Viewers can choose to display only their interest area from a menu of options.

Built using a Google Map application, the Northeast Ohio

Green Map can display other groups' green maps as well. For example, data is being shared between this and a citizen effort in Cleveland Heights to generate a local green map built on the same Open Green Map platform. GreenCityBlueLake is also building out a special section for a Summit County Green Map using the same green map technology.

Working with GCBL to create the map was summer intern Marianne Eppig, with support from the Sears-Swetland Foundation. □



The Generation Foundation is a grantmaking public charity working cooperatively to strengthen the regional economy. 3375 Hollister Rd., Cleveland, OH 44118; (216) 371-0289; Fax (216) 321-1431; www.generationfoundation.org. Glenn R. Brown, President; Nancy McCann, Gary A. Oatey, Peter K. Ranney and Tim Ryan, Vice Presidents; and Thomas M. Morley Secretary. Robert Miller, Executive Director and Treasurer.



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Generation Foundation
3375 Hollister Rd.
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