

# NextGeneration

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

## City Maps Pathway to a Sustainable 2019

**W**hen something happens for the first time, that's often noteworthy. When it happens for the first time and also creates unprecedented actions that can change a major American city and the region surrounding it, that's monumental.

Such an event – the **Sustainable Cleveland 2019 Summit** – occurred in August at the Cleveland Convention Center. Mayor Frank Jackson convened a diverse group of nearly 700 stakeholders to dream big through the “appreciative inquiry” process facilitated by Case Western Reserve University Weatherhead School of Management professor David Cooperrider. For three full days, stakeholders imagined a Cleveland economy that can be sustainable, successful and transformational. The goal was to create a 10-year action plan that included envisioning all possible, positive outcomes that support business growth, a clean environment and a vibrant, healthy city life for all.

“We will not miss this opportunity to transform Cleveland’s

**“ We will not miss this opportunity”**

- Mayor Jackson

economy into one based on green industry and sustainable business practices; and, in doing so create job opportunities and improve quality of life,” said Mayor Jackson.

Intensive planning began well before the event. With support from the Gund, Cleveland, Surdna and Generation Foundations, a pre-Summit analysis project produced a document that provided the framework of facts, figures and opportunities that Summit participants could use to build their ideas and visions for a robust economy. This document contains a wealth of analysis that was necessary for determining the how’s and



Mayor Frank G. Jackson welcomed an audience of 700 business and labor leaders, philanthropists, nonprofit executives, media, public sector and community representatives to the three-day **Sustainable Cleveland 2019 Summit**.

why’s of creating a sustainable economy.

The document is available at [http://www.city.cleveland.oh.us/cld\\_images/PDF/Mayor/Briefing\\_Paper.pdf](http://www.city.cleveland.oh.us/cld_images/PDF/Mayor/Briefing_Paper.pdf)

Another key piece of work done prior to the Summit was the outreach to business, funded by a Generation Foundation grant to the Corporate Sustainability Network. The City had targeted an ambitious 40% participation by small, medium and large business. Through the outreach effort, that goal was met. Enough businesses, manufacturing and corporate leaders were willing to commit three full days to work through the process.

From the beginning of the Summit planning, Mayor Jackson and the original design team identified business as a key stakeholder with the necessary force for realizing the vision of “building an economic engine to empower a green city on a blue lake.” Business participation was and continues to be at the core of this vision.

Out of the Summit’s work came 28 action plans (see pages 2-4) from 20 working groups (see <http://clevelandsummit.ning.com>). The Mayor recently announced the creation of a 25-member Sustainable Cleveland 2019 Council that will oversee and help focus the efforts of these groups to preserve the momentum and excitement that came out of the Summit. In addition, the Mayor elevated the Office of Sustainability’s director, Andrew Watterson, to Chief of Sustainability, making a strong statement about the importance that sustainability has in the inner workings of the City and its decision-making. The Mayor also formed a steering committee, called 2010 Summit, to plan a smaller follow-up Summit scheduled for next August. This event will report on the progress made during the past year.

“The key thought that came out of this meeting was that creating a healthy, sustainable Greater Cleveland economy will require us to bring together key segments of our region in new ways,” said Generation Foundation President Glenn Brown. “This collaboration can lead to major growth based on the resources and talent we now have and can develop together.” □



The “Appreciative Inquiry” process demands that participants debate the issues and reach consensus in small groups. Here, City Sustainability Chief Andrew Watterson (far right) listens to a spirited discussion.

# Sustainability Objectives Capture NEO's Imagination

The Summit's 20 work groups produced 28 sustainability concepts. Additional research and analysis will shape these and other objectives into a strategic action plan.

## Advanced Energy Generation

1. Form the Sustainable Cleveland Wind Accelerator to create the first utility scale freshwater wind farm in the world, bolstering support for the pilot project and positioning Cleveland as the center of a nascent but potentially booming offshore wind industry in the U.S.
2. Create the "Solarail," the most sustainable transit line in North America.
3. Create a 400MW combined heat and power plant and an industrial water management collection and reuse system.

## Advanced Energy Research and Commercialization

4. Create the Laboratories for Advanced Energy Commercialization (LAEC, pronounced "lake.") It would be a hub where funding can be leveraged, existing and/or future relationships are developed, and where advanced energy products and services are incubated and commercialized. The lab would create a technology showcase to court buyers to the area/companies and the lab would be a leader in information dissemination.

## Advanced Manufacturing and Materials

5. Create a Global Center for Sustainable Design and Manufacturing that would function with a hub-and-spoke network to create industrial symbiosis between businesses, promote research and development, and match research, design, and development of universities to markets.

## Communications Campaign and Branding

6. Build a solid communications plan with goals, phases and budget that will provide a common language, spread awareness, spur conversations about sustainability, help to market Cleveland as the green city on a blue lake both locally and nationally and create a positive reputation of a city that has turned itself around from the city where the river burned.

## Engage 1.6 Million

7. Create a campaign that engages the entire region in creating a green city on a blue lake. The campaign will create common messaging and do community outreach through one-on-one interactions, social networking, the education system and community organizing. The campaign will create a messaging campaign based on "The Year of \_\_\_\_\_", like the Chinese



Zodiac, but around a sustainability focus like recycling, local food, transportation, etc. The group would create programs and specific actions with individuals, families, schools, businesses and others so that they may work together towards the transformation to a sustainable community.

## Green Building

8. Promote green building through stringent energy codes and benchmarks, education and awareness, incentives and retrofitting, thereby creating new jobs. Proposed goals are set to retrofit all buildings for 50% energy reductions, 50% of buildings to be retrofitted to net zero, 25% of buildings to be retrofitted to be energy producers and for new construction to meet LEED standards or equivalent.

## Health

9. Transform our community from a focus on sick-care to a focus on well-care by identifying and aligning the extensive health resources in the community, encouraging widespread engagement, filling resource gaps, increasing efficiencies and improving access, particularly through technology infrastructure.

## Local Foods

10. Support the development of a sustainable regional food system with six possible local food projects: (1) GROWHIO, a non-profit organization with a mission of supporting small business development, fostering community engagement and marketing and branding; (2) Increase Community Supported Agriculture (CSA); (3) Developing community kitchen(s) and incubators; (4) Support



and mobilize 10,000 new farmers in 10 years; (5) Create year-round food production with the development of greenhouses and hydro/aquaponic gardens; and (6) Strengthen the food distribution network.

### ***Metrics of Success***

**11.** Create a scoreboard for sustainability to define sustainable goals, benchmarks, and create a baseline; develop measures and incentives to quantify the sustainable success of transportation, business growth, waste, energy and education; and report out to the community.

### ***Post-Summit Momentum***

**12.** Develop a post-summit structure, with input from community leaders and organizations, to help implement all of the initiatives from the summit, provide regular feedback and report to the community the progress that is made from the



summit. Although the “Center” would have accountability for keeping Sustainable Cleveland 2019 projects and events on schedule and within budgets, many of the projects and events will originate from indigenous community groups.

### ***Public Compact***

**13.** Create a public compact that individuals and businesses can join. The compact, proposed as “The Cleveland Promise,” will set forth the vision and direction that the city will take to create a green city on a blue lake. Individuals and organizations will sign on to these principles and also make a pledge to what individual actions they will take to make Cleveland a more sustainable city.

### ***Social Capital***

**14.** Create a protocol to foster collaborations between government, business, education, community and other institutions to build a more sustainable community. The protocol would consist of a curriculum that has a school-feel to it but would immerse people into projects.

### ***Social Entrepreneurship in the Urban Core***

**15.** Develop CLEVA, an online platform that would connect

citizens interested in investing in Cleveland to opportunities to invest in socially and environmentally responsible Cleveland businesses. Citizens interested in investing in local businesses through CLEVA would view projects online and could invest in a project through making a payment directly to CLEVA. CLEVA would then transfer funds to financial partners to make loans. Eligible businesses would then be granted loans and would pay back the loans to the financial partners. The financial partners would transfer the funds back to CLEVA and CLEVA would repay citizens. Citizens would then have the option of reinvesting the funds in another CLEVA project, thus continuing the CLEVA circle.



### ***Strategic Partnerships and Learning***

**16.** Create an international BETA site for sustainable innovation working with sister cities around the world to foster partnerships and collaborations in science, business and industry, education, medicine and healthcare, and social and cultural areas; and to bring sister cities to the 2010 sustainability summit in Cleveland.

**17.** Create a green neighborhood alliance/campus by fostering strategic partnerships between schools, community gardens, local businesses, libraries and police forces. Students in a local school would grow produce in an on-site urban garden, sell it to a local business and use the produce in school meals. The local library and police forces would generate support

by informing the public and interacting positively with neighborhood youth.

**18.** Create the Great Lakes Sustainable Cities Ning Network to facilitate inter-city sharing of best practices, coordinate with other local social networking groups.

### ***Sustainable Business Innovation and Incubation***

**19.** Raise \$100 million through individual donations and community support to create the Regional Sustainability Fund, a self-sustaining fund that would make grants, loans and investments in new large-scale sustainable ventures.

**20.** Create the Global Sustainability Cooperative, a physical structure that will act as a hub for sustainable technology businesses, an incubator program, eco-friendly consumer product retailers and locally grown food outlets like restaurants and gourmet food stores. It would act as a catalyst to bring emerging sustainable technologies to market as well as spark innovations through the connections and collaborations formed by the companies within the facility. The Global Sustainability Cooperative would not simply be a group of companies within a building, but an integral part of the sustainability movement in Northeast Ohio by connecting and inspiring innovations in the sustainability industry.

**21.** Create the Cleveland Sustainable Business Growth Initiative to foster sustainable economic growth by educating, connecting and inspiring businesses in Cleveland, recognizing businesses for their sustainable achievements, highlighting successes through major trade publications and helping to translate sustainable benefits from business to home.

**Transportation**

**22.** Promote sustainable transportation by focusing on public transportation, rail, bicycles and pedestrian-friendly development, including advocating for the implementation of current adopted plans (Citywide Bike Plan, 2010 Active transportation Campaign, and Complete Streets Guidelines). For public transportation, the group will work to create real-time scheduling for buses and trains. For bicycles, the group will promote expediting the tow-path trail and finishing the downtown bike station. For rail, the group will advocate for the 3Cs rail project, to support connecting the Amtrak station to the new convention center, and also to create light-rail in Cleveland.

**Vacant Land Use and Green Space**

**23.** Use our social, technical and administrative capital to facilitate the development of available vacant parcels into contiguous, revitalized land areas with continuity amongst air, water, and soil resources that enables neighborhood access and enhances the health, education and welfare of Greater Cleveland’s residents. This would be achieved in part by developing a long-range action plan and helping to facilitate several projects of scale in line with our mission, including the Towpath Trail, Re-Imagining Cleveland projects, and Cleveland Job Corps Center pilot project.



**Waste to Profit**

**24.** Create the Wasteipedia Center, a processing transfer station that takes waste from residential, commercial and industrial sectors with the goal of zero waste by 2019. The Center would be a repository for reusable materials, divert and track at least 2019 tons of waste per year, attract and promote local artist business development through local material reuse, and support the local economy through local business development.

**25.** The Regional Zero Waste Collaborative: Designed to support the development and implementation of policies and practices that create a zero waste economy in Northeast Ohio by 2019; investigate best practices from other regions; and plan a symposium for 2010 that will outline a blueprint developing a zero waste economy in this region.

**26.** Recycling Center/Waste-to-Energy Center.

**Water**

**27.** Create Cleveland Water “Works” that will work towards the goals of clean water, education and lakefront development. Specific projects to help spur lakefront development by reassessing old plans and helping to develop new plans, develop best practices for water management, including storm water management, and helping to develop the Fresh Water Institute that would focus on education, research and economic development opportunities.

**World-Class Sustainable Education**

**28.** Create a living system for education with design principles that build on current prototypes, amplify existing networks and empower students as agents of change; while infusing a culture of sustainability in all practice. Specific projects would focus on (1) increasing the number of graduates and (2) the development of a green campus. The green campus would include early education through university education, assets from the community such as libraries and community gardens, and the buildings and campus would be built and powered using sustainable methods. □



## Corporate Sustainability Network Rallies Regional Business Support

Many of the 280 business and corporate attendees at the Sustainable Cleveland 2019 Summit showed up as the result of recruitment efforts by the Corporate Sustainability Network (CSN).

Such a turnout is not surprising, given that CSN has been pursuing the goal of making sustainable business and technology an essential plank in the economic development platform in Northeast Ohio since 2002.

Co-founded by Dave Nash, a corporate environmental and energy attorney at McMahon DeGulis LLP, and Lisa Hong, a civic entrepreneur, environmental advocate and former lobbyist, CSN is a completely volunteer network and is made up of the 150 largest corporations in the region.

Backed by a recent grant from The Generation Foundation, the group has increased its ability to tap into sustainable business and technical expertise throughout not only the region and the nation, but internationally as well.



Nash

“CSN’s working premise is that social and professional relationship networks can be leveraged to further the mission of civic organizations quickly, cost-effectively, and with significant community impact,” Nash said.

One example of CSN’s catalytic and collaborative success is that the current effort to put wind turbines in Lake Erie (as suggested by Cleveland Foundation

President Ronn Richard) originated in a collaboration between CSN and Leadership Cleveland.

Assisting Nash in CSN activities are Development and Outreach Director Trisha Brown and Project Director James Gasparatos. Colette Hart and Marie Herlevi from CSU’s Nance College of Business are also key leaders in the organization’s ongoing work.

Nash, a member of the Mayor’s Design team for the Summit, was also recently appointed by the Mayor to be part of his Sustainable Cleveland 2019 Council.

In 2004, CSN established an alliance with Cleveland State University’s Nance College of Business to convene the Corporate Round Table. The Round Table is a creative venue in which mainstream business can discuss and share ideas on how to enhance economic, environmental and social values through sustainable strategy, practices, products and technology.

The CSN/CSU partnership leverages the expertise, resources and networks that the alliance affords to engage the academic and corporate communities to provide creative thinking around corporate sustainability issues.

The Corporate Round Table includes business leaders from many of the region’s largest national and multi-national corporate citizens who maintain global or division headquarters in Northeast Ohio. Initially moderated by Steve Percy, the retired CEO of BP America and on The Generation Foundation Advisory Board, it has quickly grown as a laboratory to exchange ideas and share knowledge in sustainable business practices and technologies.

Round Table dialogues have included presentations by Alcoa, DuPont, Forest City Enterprises, GE Lighting, Eaton Corp., General Electric, Sam’s Club, Ford Motor Company and First Energy Corp.

Companies presenting in 2009-2010 include PolyOne, Sherwin-Williams, Wal-Mart, Turner Construction and PNC Bank. □



Professor Ned Hill, Dean of the Cleveland State University College of Urban Affairs, led an animated discussion at the forum held at CSU on the pending federal Carbon Cap and Trade legislation. NorTech, Magnet and the Greater Cleveland Partnership sponsored the event, which included presentations from local and national experts.

## Cleveland State University Sees Role for New Energy Policy Center

Cleveland State University has received a grant from The Generation Foundation to begin the Center for Energy Policy and Urban Change (CEPUC). Grants for the project are also pending at the Cleveland and Gund Foundations.

The university envisions the new initiative as a catalyst for Northern Ohio’s development as a world leader in advanced energy research, manufacturing and commercial deployment. “Reducing the carbon-output from energy generation and consumption is more than a problem of science, technology and engineering,” said Ned Hill, Dean of the Levin College of Urban Affairs and a member of The Generation Foundation Advisory Board. “It requires fully functioning markets. Markets only work well when rules are clear and price signals are not distorted. Robust markets require smart regulation and predictable public policies. This is the mission of the CEPUC.”

CEPUC anticipates deploying faculty and graduate students to research barriers to the adoption of advanced energy technologies. It will also seek to enable policy decision makers to better understand the legal and business-related issues and opportunities associated with the transition to an advanced energy economy.

“It has been apparent for some time that as a society we must change our ways of generating and consuming energy, due to not only issues of sustainability, but also of national security,” said Professor Bill Bowen, director for the Ph.D. program at the Maxine Goodman Levin College of Urban Affairs. “The nationwide race to invest in advanced energy technologies is too often unaccompanied by enough serious investigation into the institutional and social impediments that prevent these technologies from being adopted.” □

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# OneCommunity Nets Millions In Stimulus Aid for NEO

The “Internet President” – Barack Obama – and a Stimulus package offering \$50 billion in federally competitive grants for technology could be a perfect storm for Northeast Ohio, thanks to OneCommunity. With funding from The Generation Foundation and others, OneCommunity’s Regional Technology Stimulus Office has led or supported the submission of six collaborative proposals totaling \$228 million for Ohio to date – and the nonprofit is gearing up for more.

“This is our moment,” said OneCommunity President & CEO Scot Rourke. “We’ve been working for years to advance our region’s economy through investment in broadband (high-speed Internet access), and now the government is offering billions for tech-related projects because they create jobs, attract businesses, and improve education, health care and government. We’ve got extensive expertise and the right relationships, and we’re doing everything we can to bring in as much funding for Northern Ohio as possible.”

OneCommunity attracted a visit to Cleveland by Secretary of Commerce Gary Locke and Federal Communications Commission Chairman Julius Genachowski, who announced the availability of \$7.2 billion for broadband projects during a July 1

press conference here. On July 10, the Regional Technology Stimulus Office sponsored a City Club forum by the nation’s Chief Technology Officer Aneesh Chopra, followed by a private session with community leaders. Through these events and other outreach efforts, OneCommunity has engaged 150 organizations in discussions about the collaborative pursuit of Stimulus dollars.

As a result, OneCommunity aggregated 39 projects in northern Ohio to submit a 58-county, \$164 million request for broadband infrastructure with a coalition of more than 30 carrier, cable and wireless partners. The project would create more than 9,000 direct/indirect jobs and bring fiber/wireless access to more than 8 million people, 600,000 businesses and 167 sites serving public safety, schools, governments and health care.

Other requests would support new broadband users in Cleveland, Akron and Zanesville, enable Case Western Reserve University to create a University Circle Innovation Zone, and help primary care providers in 58 counties implement electronic medical records. OneCommunity has already helped Cleveland’s community health centers secure more than \$2 million in non-competitive funds for electronic medical records. □



Secretary of Commerce Gary Locke and Federal Communications Commission Chairman Julius Genachowski spoke at a OneCommunity-sponsored meeting at Ashbury Senior Computer Community Center to describe availability of funds for underserved communities.

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](http://www.generationfoundation.org). Glenn R. Brown, President; Nancy McCann, Gary A. Oatey, Katherine T. O’Neill and Peter K. Ranney, Vice Presidents; Phillip A. Ranney, Secretary; and James D. Ireland III, Treasurer. Robert Miller, Executive Director.



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