



**TOGETHER, WE'RE BUILDING A THRIVING
GREEN CITY ON A BLUE LAKE**

Summit 2013

October 3 and 4, 2013
Public Auditorium
Cleveland, Ohio
Participant Guide



www.SustainableCleveland.org

Thank you to our *Green City* Sponsors





Welcome to the 5th Annual Sustainable Cleveland 2019 Summit!

Thank you for joining me at the 5th annual Sustainable Cleveland 2019 Summit. Sustainable Cleveland 2019 is about taking actions now to prepare for a successful future. Our regional economy can be strong and resilient, with investment opportunities in growth sectors, job creation and smart use of natural resources and human capital. We have the natural resources, the people and the ideas to make this happen.

Sustainable Cleveland 2019 has gained support and grown in scope, breadth and numbers since it launched in 2009. We have hundreds of businesses and organizations now engaged. Working groups and other stakeholders are acting on a wide variety of initiatives. As we approach the halfway milestone of this ten-year initiative, we are charged with taking stock of our accomplishments and outcomes, gauging our progress, honoring the work of many, and charting the course for the next five years.

During this Summit, we will focus our attention towards two of our main themes: advanced and renewable energy and implementation of the new Cleveland Climate Action Plan. Your expertise and **energy is essential for us to design and commit to taking actions to further the City's recently** completed Climate Action Plan. The plan was co-created by stakeholders representing more than 50 businesses and organizations. The Climate Action Plan consists of 33 unique actions across six focus areas to engage Clevelanders at home, at work and in the community.

I would like to thank Case Western Reserve University's Fowler Center for Sustainable Value, the 2013 Summit Design Team, the Advanced and Renewable Energy Celebration Committee, the Climate Action Advisory Council, the Stewardship Council, Sponsors, and all of our summit participants for moving this initiative forward.

Sincerely,

A handwritten signature in blue ink, appearing to read "Frank G. Jackson".

Frank G. Jackson, Mayor

Summit Agenda

Thursday, October 3, 2013

Measuring Progress, Celebrating Success, Charting the Course Forward

~7:30-8:00 Breakfast and Registration~

8:00-12:00

WELCOME

Mayor Frank G. Jackson— “Welcome to Sustainable Cleveland 2019 Summit”

SUSTAINABLE CLEVELAND 2019 & SUMMIT OBJECTIVES

Jenita McGowan, Chief of Sustainability— “Gauging Progress & Honoring the Work of Many”

DISCOVERY

Dr. David Cooperrider and Dr. Ron Fry

~Break~

KEYNOTE ADDRESS

John Montgomery, Author of Great From the Start

DISCOVERY, cont.

~12:00 – 1:30 Lunch~

Get on film! Share why you are a leader in sustainability
Vote for your favorite Photo Contest entry
Visit Renewable Energy Demonstrations
Learn from our STEM students

1:30 – 5:00

CLEVELAND CLIMATE ACTION PLAN

Matt Gray, Director, City of Cleveland Office of Sustainability
Dr. Jennifer Hirsch, Sustainability and Diversity Specialist
Climate Action Video

DREAM

Dr. David Cooperrider and Dr. Ron Fry
Instructions and Directions for Breakout Topics

~Break~

DESIGN

Dr. David Cooperrider and Dr. Ron Fry

*Please note that the opinions expressed by the speakers and panelists are not necessarily those of the Summit Sponsors *

Summit Agenda

Friday, October 4, 2013

Designing, Deploying and Honoring the Work of Many

~7:30-8:00 Breakfast ~

8:00 – 12:00

REFLECTIONS FROM DAY 1

Jenita McGowan, Chief of Sustainability

KEYNOTE:

Dr. Chuck Kutscher, Director of Center for Buildings and Thermal Systems

DESIGN

Dr. David Cooperrider and Dr. Ron Fry

~12:00-1:00 Lunch ~

**Get on film! Share why you are a leader in sustainability
Visit Renewable Energy Demonstrations**

1:00 – 5:00

PRESENTATION OF AWARDS AND RECOGNITION

Presented by Jenita McGowan, Chief of Sustainability

Presented by Keya Chatterjee, World Wildlife Fund, Director of Renewable Energy and Footprint Outreach

DEPLOY

Dr. David Cooperrider and Dr. Ron Fry

~Break~

DEPLOY, cont.

REPORT-OUTS, REFLECTIONS AND CLOSING INQUIRY

Post-Summit Events

POST-SUMMIT HAPPY HOUR



Friday, October 4th, 2013

5:15—8:00pm

Location: Great Lakes Science Center,
601 Erieside Ave, Cleveland, OH 44114



Please join us for light appetizers and a cash bar to celebrate all that's been accomplished at this year's summit!

*The venue is only a 1/2 mile walk from Public Auditorium.

Also, free parking is available in the garage adjacent to the Great Lakes Science Center*

GREEN VENUES FOOTBALL GAME



Cleveland Browns vs. Buffalo Bills

Thursday, October 3rd, 2013

8:25pm

Use promo code: **SCS2013**

GREEN ENERGY OHIO TOURS

Saturday, October 5, 2013

9:00am– 5:00pm

Departing from Lake Farmpark, lunch provided.

Visit Green Energy Ohio booth for more information

CLIMATE 911

Monday, October 7, 2013

7:00pm– 8:00pm

Location: Forest Hill Presbyterian Church, 3031 Monticello Blvd. Cleve. Hts, OH

Come hear Dr. Wendy Ring talk about the impact of climate change on personal health.

www.climate911.org

MID-OHIO SUMMIT ON CLIMATE RESILIENCY

Tuesday, October 8, 2013

8:00am– 4:30pm

Location: COSI 333 West Broad Street, Columbus, OH

Mid-Ohio Regional Planning Commission's signature environmental conference will explore ways to use adaptive management practices to build regional economic competitiveness and minimize climate-related impacts on public health, natural resources and infrastructure.

www.morpc.org/energy/green_region/summit.asp

Appreciative Inquiry Summit

The **WHOLE SYSTEM** participates—a cross-section of stakeholders in academia, business, civil society, and government—people and groups that care about and have a stake in Cleveland’s economy and future. This means more diversity and less hierarchy than is usual in a working meeting, and a chance for each person and stakeholder group to be heard and to learn other ways of looking at the task at hand.

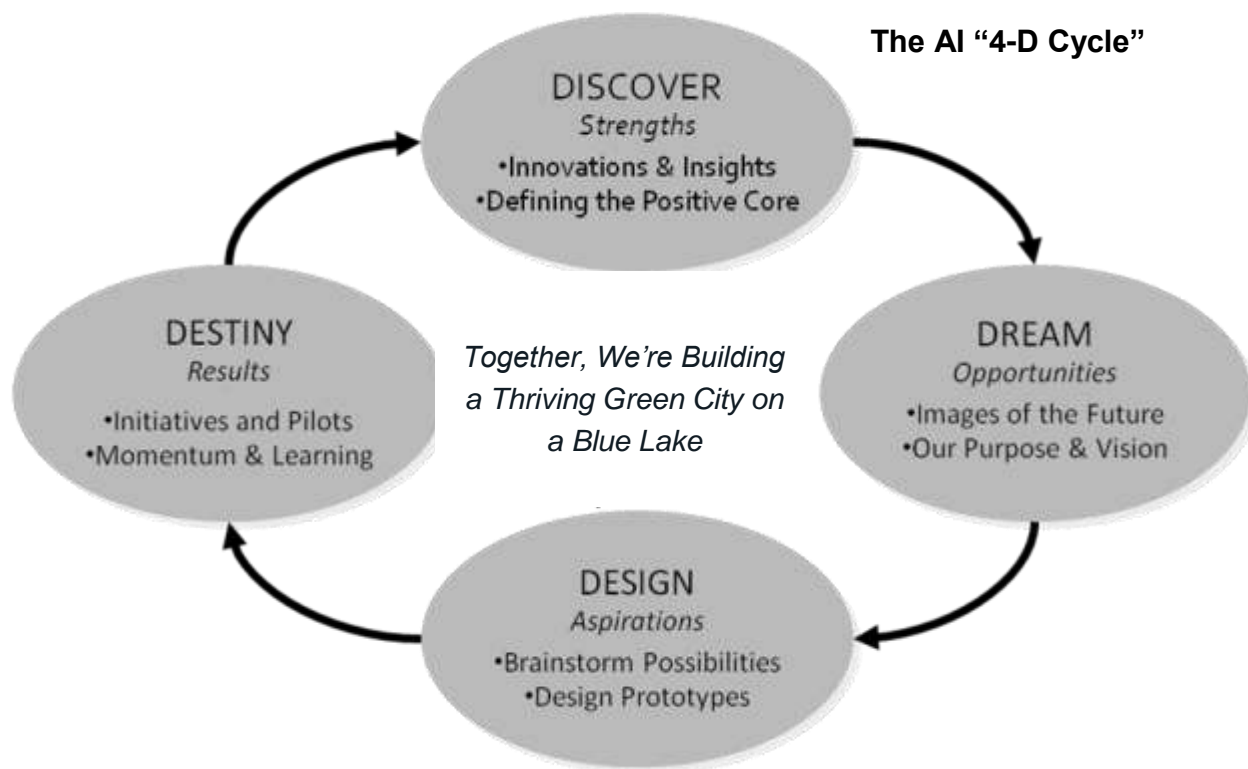
TASK FOCUSED — a summit is task-focused, not simply an educational event or a conference. We are here to leverage all the strengths and talents that exist within our community in order to build our vision and plan of action for accomplishing our summit task—to build an economic engine to empower a green city on a blue lake.

Future scenarios are put into **HISTORICAL** and **GLOBAL** perspective. That means thinking globally together before acting locally. This enhances shared understanding and greater commitment to act. It also increases the range of potential actions. People **SELF-MANAGE** their work, and use **DIALOGUE and INQUIRY**—not “problem-solving”—as the main tool. That means helping each other do the tasks and taking responsibility for our perceptions and actions.

COMMON GROUND rather than “conflict management” is the frame of reference. That means honoring our differences and then discovering areas for action where we have strong common ground.

APPRECIATIVE INQUIRY (“AI”) — To **appreciate** means to value, to understand those things worth valuing. To **inquire** means to study, to ask questions, to search. **AI** is, therefore, a collaborative search to identify and understand an organization’s or a region’s strengths, the greatest opportunities, and people’s aspirations and hopes for the future.

COMMITMENT TO ACTION — Because the “whole system” is involved, it is easier to make rapid decisions, and to make commitments to action in an open way that everyone can support.



2013 Summit Task

Together, we're building a thriving green city on a blue lake.

Sustainable Cleveland Mission, Vision and Values

Mission: Sustainable Cleveland is a 10-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.

Vision: Cleveland will surprise, amaze, and inspire the world with its transformation to a bright green city on a blue lake. Determined people from every walk of life will work together to shape vibrant livable communities, innovative businesses, and a flourishing natural environment that will result in health, wealth, creativity, and economic opportunities for all

Values:

- Dynamic and cumulative
 - Combines a sense of urgency for action with positivity and kindness
 - Inclusive, accessible, and welcoming
 - Encourages persistence, determination, courage, and boldness
 - Promotes creativity, innovation, and execution
-

Our Objectives

Taking Stock of Our Accomplishments and Honoring the Work of Many by recognizing working group achievements, leadership in all sectors, progress in celebration year topics, reviewing sustainability indicators, and co-creating a shared history. We do this to further inspire progress of all involved—citizens, government, businesses, work groups, households, institutions and non-profits.

Charting the Course of Action for the Next 5 Years by:

- building off the work achieved since 2009;
- connecting people and ideas;
- being inclusive of new ways, assets and values;
- designing next steps in implementing Cleveland's Climate Action Plan;
- creating shared leadership and accountability in deploying Cleveland's Climate Action Plan; and
- planning for the Years of Zero Waste (2014) and Clean Water (2015)

Summit Speakers



John Montgomery

Author, Great From the Start

John Montgomery is a frequent speaker on sustainable business, benefit corporations and venture capital at such forums as the Future Salon, TEDx, and Stanford University's Graduate School of Business. John transforms public and private corporations for success in the new economic paradigm where corporations not only optimize profits for shareholders but also provide a material positive impact on society and the environment.



Jennifer Hirsh, PhD

Sustainability/ Diversity Specialist

Jennifer Hirsch is an applied anthropologist recognized nationally for developing innovative approaches to community engagement in sustainability and climate change. Jennifer's work in her home base of Chicago has resulted in collaborative city-community programs totaling over \$27M and has been showcased as a best practice in community engagement by the US Department of Energy. Since May of this year, Jennifer has been working with Cleveland to develop a tailored approach to engaging neighborhoods in the Cleveland Climate Action Plan. Other clients include the University of Illinois-Chicago, the US Green Building Council-Illinois, and The Garrison Institute, among others. Jennifer holds Fellow appointments with The Institute of Cultural Affairs/USA, Northwestern University's Asset-Based Community Development Institute, and The Field Museum of Natural History.



Dr. Chuck Kutscher

Director, Center for Buildings and Thermal Systems

Dr. Charles (Chuck) Kutscher is Director of the Buildings and Thermal Systems Center at the National Renewable Energy Laboratory in Golden, Colorado. He is a Past Chair and a Fellow of the American Solar Energy Society (ASES). He led the production of the 200-page ASES report, *Tackling Climate Change in the U.S.*, which details how energy efficiency and six renewable technologies can greatly reduce U.S. carbon emissions by 2030. Dr. Kutscher is an adjunct professor at the University of Colorado at Boulder, where he has taught "Climate Change Solutions" as well as classes in heat transfer, and he is a Founding Fellow of the Renewable and Sustainable Energy Institute, a joint institute of the University of Colorado and NREL. Dr. Kutscher also served as the Chair of the 2012 World Renewable Energy Forum in Denver, which attracted over 2,000 participants from over 60 nations. He has a B.S. in physics from the State University of New York at Albany, an M.S. in nuclear engineering from the University of Illinois, and Ph.D. in mechanical engineering from the University of Colorado.



Keya Chatterjee

Director of Renewable Energy and Footprint Outreach

Keya Chatterjee's work at World Wildlife Fund US for the last 7 years has focused on building a movement in support of climate action and sustainability in the US, most recently as the US lead for WWF's global campaign to kickstart investments in renewable energy from individuals, cities, and large institutions.

Summit Facilitators

Dr. David Cooperrider

Fairmount Minerals Professor of Social Entrepreneurship

Weatherhead School of Management, Case Western Reserve University



Professor Cooperrider is past President of the National Academy of Management's OD Division and has lectured and taught at Harvard, Stanford, University of Chicago, Katholieke University in Belgium, MIT, University of Michigan, Cambridge and others. Currently David serves as Faculty Director of the Center for Business as an Agent of World Benefit. The center's core proposition is that sustainable value creation is the business opportunity of the 21st century, indeed that every social and global issue of our day is an opportunity to ignite industry leading innovation, eco-entrepreneurship, and new sources of value. David is

best known as the co-creator and creative thought leader of Appreciative Inquiry (AI). His founding work with AI is creating a positive revolution in the leadership of change; it is helping institutions all over the world discover the power of the strength-based approaches to multi-stakeholder innovation and collaborative design. Cooperrider's work is especially unique because of its ability to enable positive change, innovation, and sustainable design in systems of large and complex scale.

Dr. Ron Fry

Professor of Organizational Behavior

Weatherhead School of Management, Case Western Reserve University



Ron Fry is a Professor of Organizational Behavior at the Weatherhead School of Management at Case Western Reserve University. He holds a BS in Engineering at the University of California at Los Angeles (1969), and an SM in Management from the Alfred P. Sloan School of Management at the Massachusetts Institute of Technology (1971) where he also received a Ph.D. in Organizational Psychology (1978). A co-creator of Appreciative

Inquiry, Dr. Fry has conducted research and consulted with industrial, service and public sector organizations in the areas of human resource development and organizational change for more than twenty-five years. His work with such organizations as Ford, General Electric, Northern Telecom, Mittal Steel, and the Greater Houston Mental Health Association has focused on projects related to employee involvement, participatory management systems, fundamental cultural change, team building and executive development, and strategic planning. Dr. Fry is widely published in the areas of Organizational Development, Appreciative Inquiry, Team Building, Change Management, Executive Development and the role and functions of the CEO. He continues to both apply and study the applications of AI in the field.

The Advanced And Renewable Energy Celebration Committee

Each Celebration Year is led by a committee of volunteers with experience and expertise in the sustainability topic. Thank you to the Celebration Committee for Advanced and Renewable Energy.



Committee Members:

- Freddy Collier, Cleveland City Planning
- Stephanie Corbett, Case Western
- Herb Crowther, Management Consultant
- Mike Dungan, RES Polyflow
- Paul Ettorre, Key Bank
- Al Frasz, Dovetail Wind and Solar
- Matt Gray, Mayor's Office of Sustainability
- Bill Hagstrand, Nortech
- Kristin Hall, Mayor's Office of Sustainability
- Ivan Henderson, Cleveland Public Power
- Brett Jones, Evergreen Cooperative Corporation
- Dave Karpinski, LEEDCo
- Christina Leyda, Cleveland Public Power
- Rob Martens, Bold Alternatives
- Mike Mitchell, Mitchell's Ice Cream
- Myles Murray, AA Tech
- Anand Natarajan, Mayor's Office of Sustainability
- Meghan Riesterer, Medical Center Company
- Eric Ritter, LEEDCo
- Scott Sanders, Earth Day Coalition
- Stefanie Spear, EcoWatch
- Jon Utech, Cleveland Clinic Foundation
- Erika Weliczko, REPOWER
- Pat Valente, Ohio Fuel Cells Coalition

Year of Advanced and Renewable Energy Accomplishments

Here are just of some of the accomplishments achieved during 2013, the Year of Advanced and Renewable Energy:

- Year of Advanced and Renewable Energy Kick Off Event at Cleveland City Hall
- Collaboration on numerous outreach events to promote advanced and renewable energy, including EarthFest 2013
- Creation of the 2012 video, *Advanced and Renewable Energy Works in Northeast Ohio*
- Development and updates to the primer, *Advanced and Renewable Energy: Powering Northeast Ohio*
- Identification of the National Renewable Energy Laboratory's PVWatts tool as the best available rooftop solar mapping tool for Cleveland homeowners and business owners
- Developed approach to assess Cleveland's potential for cost-effective renewable projects on brownfields, City land, and other vacant land.
- Completed the City of Cleveland's municipal aggregation, resulting in over 65,000 Cleveland residents receiving 100% of their electricity from renewable energy sources (30% Ohio wind, 20% out-of-state wind, 50% hydropower), making Cleveland one of the leading cities in the country in terms of supporting renewable energy development.

The Year of Zero Waste

Zero Waste Celebration Committee

Each Celebration year is led by a committee of volunteers with experience and expertise in the sustainability topic. Please email sustainability@city.cleveland.oh.us if you are interested in being on the Zero Waste Celebration Committee.



SC2019 Stewardship Council

Harriett Applegate, Executive Secretary, North Shore AFL-CIO
Rebecca Bagley, Executive Director, Nortech
David Beach, Executive Director, GreenCityBlueLake Institute
Ronald Berkman, President, Cleveland State University
Aparna Bole, Sustainability Manager, University Hospitals
Paul Clark, Regional President-Northern Ohio, PNC Bank
Stephanie Corbett, Sustainability Director, Case Western Reserve University
John Colm, Executive Director, WIRE-NET
Toby Cosgrove, President / CEO, The Cleveland Clinic
Mike Dungan, Director of Sales and Marketing, RES Polyflow
Margie Flynn, Principal, Brown Flynn
Eric Gordon, Chief Executive Officer, Cleveland Metropolitan School District
Randy Korach, President, RPM Building Solutions Group
The Very Rev. Tracey Lind, Dean of Trinity Cathedral
Mark McDermott, V.P., Ohio Market Leader, Enterprise Community Partners
David Nash, Founder, Corporate Sustainability Network
David November, Sustainability Director, Cuyahoga Community College
Nicole Schiro, Vice President, Brand Manager, PNC Bank
Mark Sniderman, Senior Policy Advisor, Federal Reserve Bank of Cleveland
Barbara Snyder, President, Case Western Reserve University
Steve Standley, Chief Administrative Officer, University Hospitals
Morgan Taggart, OSU Extension and Cleveland-Cuyahoga County Food Policy Coalition
Eddie Taylor, President/ CEO, Integrated Consulting
Jon Utech, Senior Director, The Cleveland Clinic Office for a Healthy Environment
Byron White, V. P. of University Engagement, Cleveland State University
Thomas Zenty, President / CEO, University Hospitals
Ann Zoller, Executive Director, LAND Studio

Sustainable Cleveland 2019 Working Groups

At each Sustainability Summit, attendees are asked to provide input and commit to action around specific topic areas in sustainability. Working groups are comprised of individuals, organizations and businesses working together throughout the year on projects, programs, and policies that are making Cleveland more sustainable.

The working groups are sorted into the nine celebration topics. For more information about each working group please visit www.sustainablecleveland.org/working-groups



Sustainable Design, Materials and Manufacturing (SDM²)

Mission: Develop and provide strategic leadership, tools, tactics and connections to resources for manufacturers to implement sustainability.

Contact: Ken Schneider at sdm2smartdart@gmail.com 440.985.4801

Website: smartdart-mfg.webs.com



Green Building Working Group

Mission: Create new opportunities for local, high-road jobs in 'green' sectors with career pathways; support a shared prosperity model through energy efficiency savings; create healthy environments in our region's homes and businesses; and provide a tangible positive environmental effect in furthering a Green City on a Blue Lake.

Contact: Mandy Metcalf or Kelly Kupcak: Mandy.Metcalf@ehw.org or kellymkupcak@gmail.com.



Cleveland 2030 District

Mission: Cleveland 2030 District was established to create a coalition of building owners, service professionals and community stakeholders working together to rapidly transform the built environment of the city through large-scale reductions in the energy use, water use and GHG-emissions of buildings as well as reductions in CO² emissions from commuter transportation.

2013 Accomplishments:

Added City of Cleveland, Geis Co, Forest City, and Cleveland Public Library in the Downtown District.

Contact: www.2030district.org/Cleveland/contact

Website: www.2030district.org/cleveland



Growhio

Mission: Growhio's mission is to strengthen and support all aspects of Northeast Ohio's local food economy through branding, marketing and collaboration.

2013 Accomplishments:

- Applied and was accepted to be a Leadership Action Project through Cleveland Bridge Builders. Through that process, we decided to use Bike Cleveland's evolution as a model for strategic planning.
- Planning a follow-up Summit in February to identify what critical gaps exist in the local food economy that Growhio could help fill with the goal of developing a more valuable and sustainable future for Growhio while passing the leadership torch and addressing some of the broader current needs of our local food economy .

Contact: info@growhio.org We are all volunteers with full time jobs outside of Growhio, so please be patient if we are unable to respond right away.

Website: Growhio.org



Tunnel Vision Hoops

Mission: To improve the lives of farmers, families, and communities by providing products and services that support, develop, and encourage local food systems.

Contact: Todd Alexander - todd@tunnelvisionhoops.com

Website: tunnelvisionhoops.com



Year-Round Food Production

Mission: We eat 365 days a year, so we should grow food locally 365 days a year. Year-round local food production makes farming more economically feasible for farmers and easier for citizens of Greater Cleveland.

Contact: Tim Smith: tim@communitygreenhousepartners.org



Menu for the Future

Mission: Menu for the Future is a strategy for inspiring community dialogue around food issues by using the Northwest Earth Institute's "Menu for the Future" course on a broad scale to get towards "Engaging 1.6 Million" as part of the Local Food Celebration Year for Sustainable Cleveland 2019.

2013 Accomplishments:

- In 2013, we have shifted the focus to showing movies about food followed by discussions. "Fat, Sick and Nearly Dead" was shown at Cornucopia in a collaboration with Neighborhood Leadership Institute. More films have been purchased and will be made available to community groups interested in showing them. Contact menuforthefuture@gmail.com
- Additionally, City Rising Farms in Hough has used concepts from the Menu for the Future course in working with youth and adults in the Blaine Community Garden and with "Souper Saturdays" at libraries.
- With funds from a Menu for the Future grant, canning workshops have been held and more are planned for 2014

Contact: menuforthefuture@gmail.com or 216-264-0181



Mission:

- Steering significant new sources of capital to small food enterprises, appropriate-scale organic farming and local food systems; and
- Catalyzing the emergence of the "nurture capital" industry – entrepreneurial finance supporting soil fertility, carrying capacity, sense of place, cultural and ecological diversity and nonviolence.

2013 Accomplishments:

- Meetings occur the first Monday of the month, starting November 4th at 6pm at Great Lakes Brewery

Website: www.slowmoneyohio.org



Cleveland Early College High School E Club

Mission: The Cleveland Early College High School E Club aims to eventually grow healthy, organically grown produce to replace the processed foods in the school cafeteria by the year 2019.

Contact: For more information, contact the Early College High School.



Community Kitchen Incubator

Mission: Working with Ohio City Incorporated to fill the much need gap in the local food economy and establishing local food infrastructure by establishing a shared, licensed kitchen incubator as part of the Ohio City Fresh Food Collaborative Initiative. This facility would provide entrepreneurs with a place to process & package their crops and value-added products, as well as receive business supportive services, food, and small business education curriculum provided by Tri-C Community College.

2013 Accomplishments:

- Successfully held Community Kitchen Incubator Forum and celebrated the launch of multiple community, incubator and certified kitchens in Cleveland.



Renewable Energy Committee

Mission: The mission of the Renewable Energy Committee is to encourage the installation of renewable energy projects in Northeast Ohio by:

- Supporting the passage of energy policies on the local, state and federal level that will help ignite the renewable energy marketplace
- Educating residents and business owners on the importance of investing in and generating electricity from renewable energy
- Encouraging communities to pass progressive renewable zoning legislation

Contact: Stefanie Spear at spear@expediterenewableenergy.com or 216-387-1609.



Mission: Our mission is to provide education and resources to assist with achieving zero waste goals.

2013 Accomplishments:

- Produced ZeroWasteNEO Event Planning Guide available at www.zerowasteneo.org
- Achieved approximately 85% waste diversion at Earth Fest 2013 - no small feat for a first attempt! Working towards making Earth Fest 2014 a Zero Waste Event.

Contact: Contact Doreen Schreiber, Business Recycling Specialist at Cuyahoga County Solid Waste Management District, either by e-mail or phone: dschreiber@cuyahogacounty.us or 216-443-3732.

Website: www.zerowasteneo.org



collective upcycle **Collective Upcycle**

Mission: Collective Upcycle is a roaming boutique that pops up in empty retail spaces in Cleveland (specifically in Cleveland neighborhoods) for a limited amount of time. Our purpose is to :

- Build economy and community among local artists who specifically reuse/reclaim/repurpose materials in their artwork.
- Elevate the act of reusing and especially creative reuse; the act of transforming leftover/waste materials into something original that adds value to the leftover material (aka upcycling).

2013 Accomplishments:

- Co-founder Nicole McGee is part of the new Urban Upcycle district that has started in the St. Clair/Superior Neighborhood

Contact: lauren@collectiveupcycle.com **Website:** www.collectiveupcycle.com



Mission: To create societal change at the level of the individual through education and the arts to re-connect people to local water around the globe

2013 Accomplishments:

- Premiered their documentary and continued to engage citizens in beach clean-ups of Cleveland's lakefront parks.

Website: drinklocaldrinktup.org



Mission: The Water Sustainability Council promotes clean water, responsible public stewardship of our waterways, and sustainable lakefront development.

2013 Accomplishments:

- Seated its first Board of Directors and was granted tax-exempt status as an organization
- Awarded a \$5K prize to top water quality innovator from CWRU who cleans heavy metals from water through magnetism
- Hosted a Stormwater 101 for the business community to educate them on their options to address stormwater on their properties
- Educated public on economic opportunities with water technologies and new stormwater approaches with speaker series at City Club

Contact: John Gonzalez: GonzalezJ@neorsd.org



Sustainable Transportation Action Team

Mission: To inspire and galvanize community support and investment in actions that create a sustainable transportation system.

Contact: Our group is composed of people from a wide variety of professions and interests. We always welcome new people. Email JohnMMcGovern@gmail.com for more information.



Vital Neighborhoods

Mission: The mission of the Sustainable Cleveland 2019 Vital Neighborhoods working group is to cultivate sustainable neighborhoods of choice where residents are engaged, empowered, enlightened, resilient and self-reliant

2013 Accomplishments:

- Developed a skill share microgrant program providing small grants of up to \$75 to fund the purchase of materials and supplies for neighborhood residents to host skill share classes or workshops in their neighborhoods.
- Organized the second annual Potluck in the Park, held at Dunham Tavern Museum, in the Fairfax Neighborhood.

Contact: Marka Fields: Mfields@city.cleveland.oh.us



SOMO Leadership Labs

Mission: Leveraging leaders at all levels in a city-wide well-being initiative helping Clevelanders learn how to think differently (flexibly, positively, expansively) using positive psychology, the science of success and happiness.

Contact: Louis Alloro (louis@louisalloro.com) & Adele DiMarco-Kious (adele@curre.net)

Website: www.somoleadershiplabs.com



The Youth/Next Generation Workgroup (A Cross-Cutting Workgroup)

Mission: Youth are our emerging next generation of sustainability!

Contact: Reach us at dorcusj@hotmail.com through the Chair of the workgroup to link up and get connected in any form one could wish or imagine!



Green Venues

Mission: The Cleveland Green Venues Project is a collaboration between the U.S. EPA, Ohio EPA, Cuyahoga County Solid Waste District, and the City of Cleveland's Office of Sustainability. The venues have committed to making improvements in at least two of following five sustainability action areas:

1. Materials Management
2. Energy Conservation and Efficiency
3. Water Conservation and Efficiency
4. Environmentally Preferable Purchasing
5. Transportation

2013 Accomplishments:

- Continued to have quarterly meetings to share best practices and learn about being a sustainable venue.

Current Participating Green Venues:

Case Western Reserve University	Cleveland State University
City of Cleveland	Cuyahoga Community College
Cleveland Botanical Garden	Cuyahoga County Solid Waste Management District
Cleveland Browns	Great Lakes Science Center
Cleveland Cavaliers	Greater Cleveland Aquarium
Cleveland Clinic	Horseshoe Casino
Cleveland Indians	Playhouse Square
Cleveland Institute of Art	Rock and Roll Hall of Fame
Cleveland Metroparks Zoo	Severance Hall
Cleveland Museum of Art	Thistledown Racino
Cleveland Museum of Natural History	University Hospitals

Contact: Email Sustainability@city.cleveland.oh.us if you are interested in becoming a Green Venue

2013 Summit Design Team

The SC2019 Summit begins with a design team, consisting of representatives from SC2019 working groups, external AI and facilitation professionals and a cross section of other stakeholders including members of the Celebration Year Committee. The Design team created summit objectives, a Stakeholder Map, and suggestions for how to structure the summit.

Thank you to the individuals who volunteered their time to make this year's summit a success!

Louis Alloro

M. Adele DiMarco Kious

Jenita McGowan

Portia Brown

Matt Gray

Daniel Richardsson

Mark Chupp

Sonya Pryor Jones

Leslie Yerkes

City of Cleveland Energy Efficiency and Conservation Block Grant Program (EECBG)

In December 2009, the **City of Cleveland** was awarded **\$4.5 million** through the U.S. Department of Energy's Energy Efficiency and Conservation Block Grant (**EECBG**) Program, a program of the 2009 American Recovery & Reinvestment Act. Utilizing leveraged funds from the City and other grants, the City of Cleveland implemented **14 projects** through the EECBG Program. Cleveland's EECBG Program is administered through the **Mayor's Office of Sustainability**, with support from various City departments and divisions, consultants and contractors and other stakeholders.

EECBG Program Highlights

(Please visit our website for additional program information at: www.city.cleveland.oh.us)

Sustainability and Climate Action Plans

EECBG funds were used to develop the Sustainable Cleveland 2019 Action and Resources Guide in 2010, as well as the Climate Action Plans for City Operations and the Community, with goals of achieving city-wide **carbon footprint reductions of 40% by 2030 compared to baseline 2010**.

Lighting and HVAC Upgrades at City Facilities



EECBG funds were used to replace or retrofit existing lighting with more energy efficient fixtures, ballasts and bulbs at **16** City of Cleveland facilities, including fire stations, recreation centers, police stations and health centers. These are projected to save approx. **3 million KWh/year and \$300,000/year**. Additionally, older convection unit heaters were replaced with more efficient infrared radiant heating systems in apparatus bays and garages of **14** City fire stations. This is projected to save approx. **14,000 MMBtus/year and \$85,000/year**.

LED Streetlight Pilot



In an effort to demonstrate the benefits of new, energy efficient lighting technologies, Cleveland Public Power (CPP) utilized EECBG funds to purchase and install **340** Light Emitting Diode (LED) streetlights to replace older and inefficient metal halide and mercury vapor lights, as part of a larger LED streetlight pilot project. These LED streetlights are projected to be approximately **50% more energy efficient**. This pilot installation on the East side (Lee Road) and West Side (Pearl Road) will continue to inform CPP's LED streetlights strategy.

Solar Thermal Domestic Hot Water System



A state-of-the-art Solar Thermal Domestic Hot Water (DHW) heating system with tank-less water systems and roof-mounted solar collectors, was commissioned at the new **LEED Gold certified Collinwood Recreation Center** that opened in 2011. This system has been reducing natural gas use and costs for the facility.

Energy and Utility Data Management System



The City of Cleveland purchased and developed a utility data management system called EnergyCAP, to track energy, fuel and water cost and consumption for all City facilities. This has allowed the City to develop its municipal operations carbon footprint inventory, benchmark the City's buildings energy intensity, identify energy and cost saving opportunities and track progress of energy efficiency projects.

Deconstruction



EECBG funding was used to support the deconstruction of **22** properties on the City's demolition list. An estimated **6,000** tons of material were diverted from landfills, including salvaged and recyclable C&D materials. Lessons learnt from this pilot will continue to inform Cleveland's deconstruction efforts.

Recycling Projects



To further the City of Cleveland's recycling efforts, EECBG funds were used to implement multiple recycling projects throughout the City, including procurement of additional **24** recycling dumpsters, implementation of a downtown recycling station pilot project, installation of **15 recycle** bins at the West Side Market, and the procurement of an additional **2,000** curbside recycling containers.

Residential Energy Efficiency Program, Commercial & Industrial (C&I) Audits



The Cleveland Energy \$aver Program (CE\$), is a pilot residential home energy improvement program targeted at middle-income households in the City of Cleveland. CE\$ provides homeowners with low-cost energy assessments, comprehensive home energy reports, access to qualified contractors to perform the upgrade work, low-interest financing options and grant and utility rebates and incentives. With approximately **150 homes** retrofitted thus far, this comprehensive program has demonstrated a successful **assessment to retrofit conversion rate of 46%**, with projected average **annual energy savings of 30%** for the average home.

Energy Audits performed for **25** of Cleveland Public Power's C&I customers revealed **projected energy savings of 26,575 MMBtu/year**, if all recommended measures were implemented.

Downtown Bike Station and Lake-to-Lakes Bike Trail



EECBG funds were used to help construct The Bike Rack, Cleveland's **first** downtown bike station offering cycling commuters parking, shower/change facilities, bicycle rentals and bicycle repair. Additionally, the program funded a portion of the Lake-to-Lakes Bike Trail segment construction of **6,700 linear ft.** that links Shaker Lakes area to the University Circle. Together, these two projects are projected to reduce **approx. 5,400 Vehicle Miles Travel (VMT) each year.**

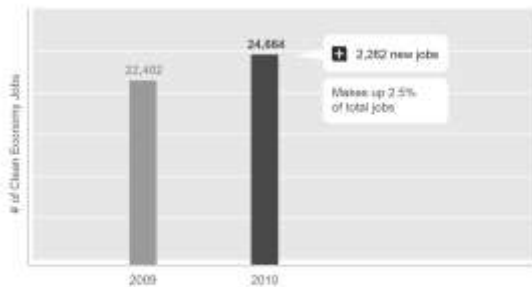
Sustainable Cleveland Dashboard

Measuring progress is essential to the success of Sustainable Cleveland. The performance indicators measure results, inform strategy, shine a light on what is working, and educate and inspire us through stories and metrics.

The Sustainable Cleveland Dashboard will help us to speak the same language, to move in the same direction and tie our actions to the values of Sustainable Cleveland. These Performance Indicators build upon the Action and Resources Guide published in 2010 and are designed with the intent of activating stakeholders, focusing on bellwethers and using accessible data sources that are simple to collect and analyze. Everyone should be able to find at least one indicator that you can help to move in the right direction.

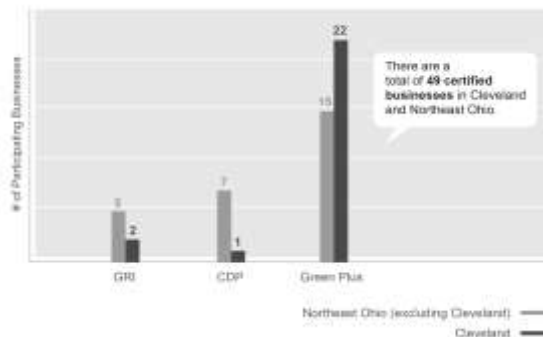
Business Environment

The Number of Sustainable Economy Jobs Grows



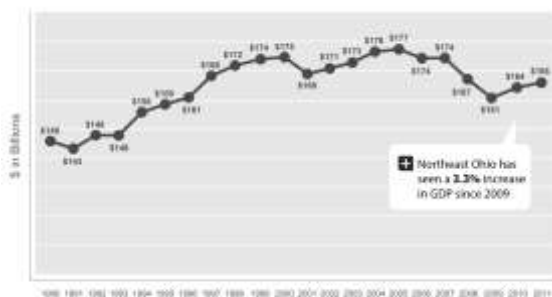
Source: Brookings "Sizing the Clean Economy" Report

Businesses Adopting Sustainable Practices



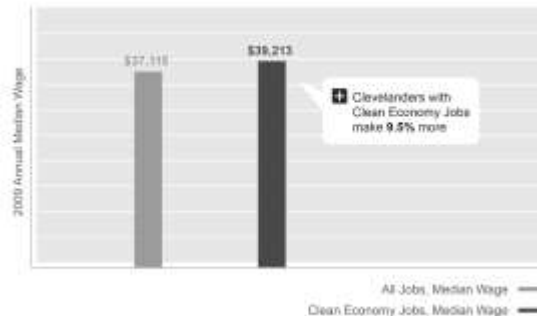
GCI= Global Reporting Initiative, CDP= Carbon Disclosure Project,

The Economy of NE Ohio is Stronger



Source: What Matters to Metros, Fund for Our Economic Future

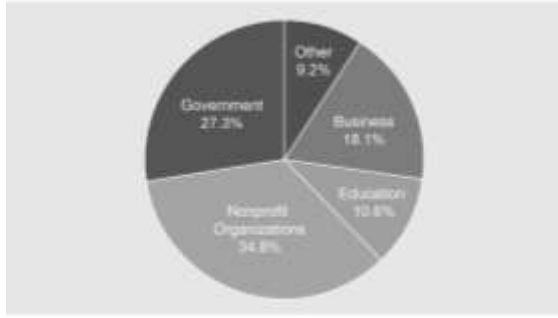
Cleveland's Sustainable Economy Creates Better Paying Jobs



Source: Brookings "Sizing the Clean Economy" Report: <http://www.brookings.edu/about/programs/metro/clean-economy>

Personal/ Social Environment

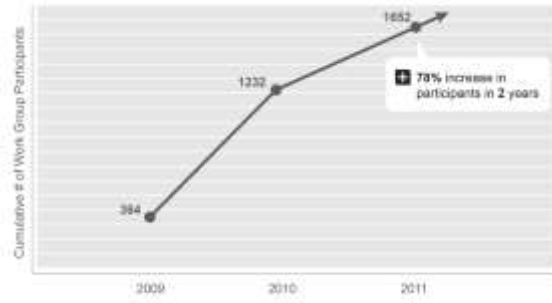
A Diverse Group of People Participate in the Annual Summits



Participants by Sector 2009-2011

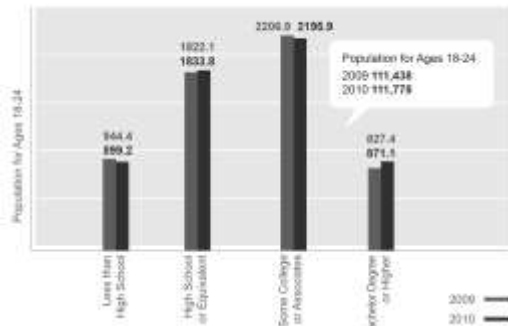
Source: Sustainable Cleveland Summit Registration Forms

A Growing Number of People Participate in Workgroups



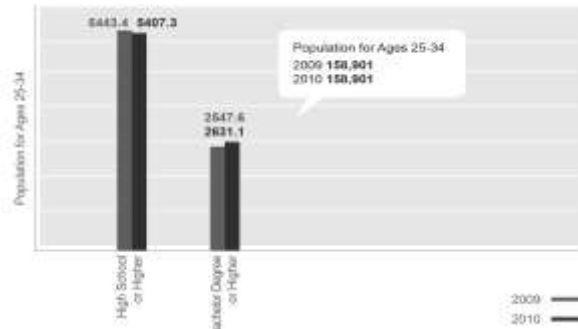
Source: Involvement data collected by Work Groups

Education Levels for Clevelanders 18-24



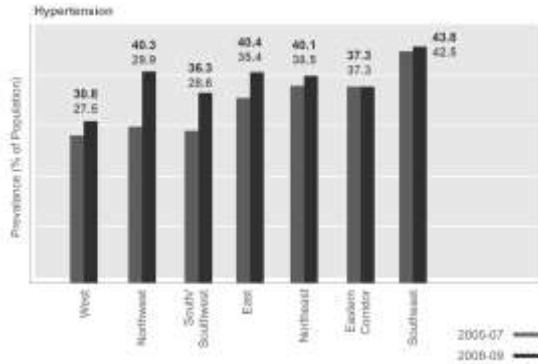
Data Source: American Community Survey

Education Levels for Clevelanders 25-34



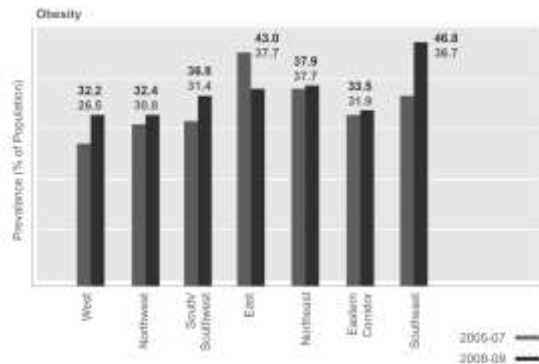
Data Source: American Community Survey

Prevalence of Hypertension in Cleveland's Neighborhoods



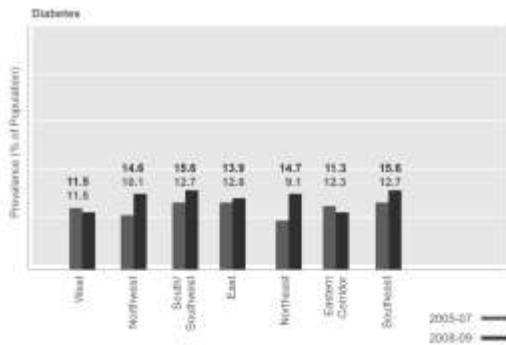
Data Source: Cleveland-Cuyahoga County Behavioral Risk Factor Surveillance Survey

Prevalence of Obesity in Cleveland's Neighborhoods



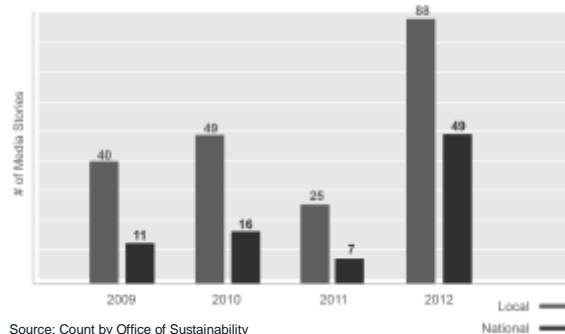
Data Source: Cleveland-Cuyahoga County Behavioral Risk Factor Surveillance Survey

Prevalence of Diabetes in Cleveland's Neighborhoods



Data Source: Cleveland-Cuyahoga County Behavioral Risk Factor Surveillance Survey

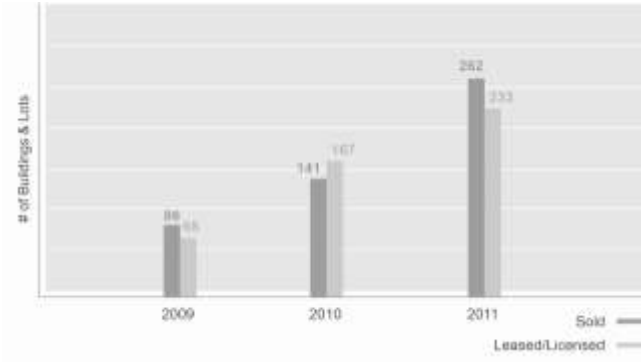
News Stories Focused on Cleveland's Sustainability Initiatives



Source: Count by Office of Sustainability

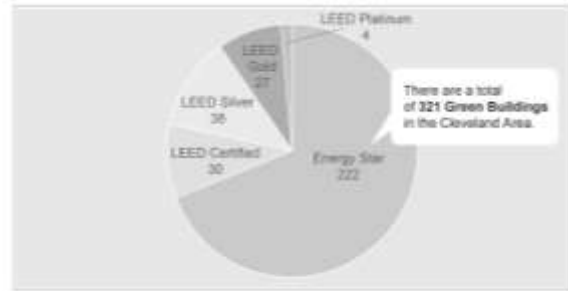
Built Environment

Sale and Lease of Cleveland's Vacant Lots



Source: City of Cleveland

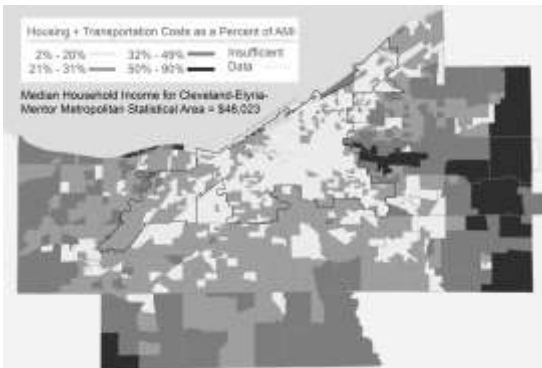
Buildings in Cleveland are being Built and Renovated to a Sustainability-related Standard



Number of Green Buildings By Certification Type LEED & Energy Star

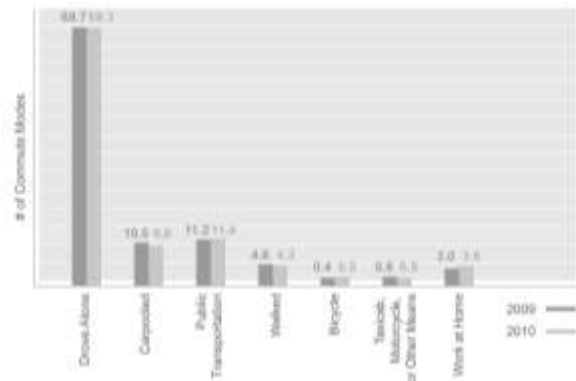
Data Source: Northeast Ohio US Green Building Council

Cleveland Continues to Be an Affordable Place to Live



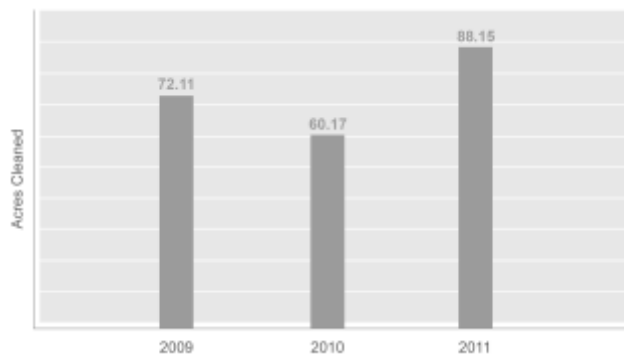
Source: Center for Neighborhood Technologies, AMI= Average Median Income

Modes of Commute for Cuyahoga County



Source: US Census

Contaminated Sites are Cleaned Up and Returned to Productive Use in Cleveland and Cuyahoga County



Source: City of Cleveland and Cuyahoga County

Community Gardens and Farmer's Market's in the City of Cleveland



Data Source: Local Food Cleveland, Cuyahoga County Assessment: Access to Supermarkets, Retail Food Gaps and Opportunities in Cuyahoga County

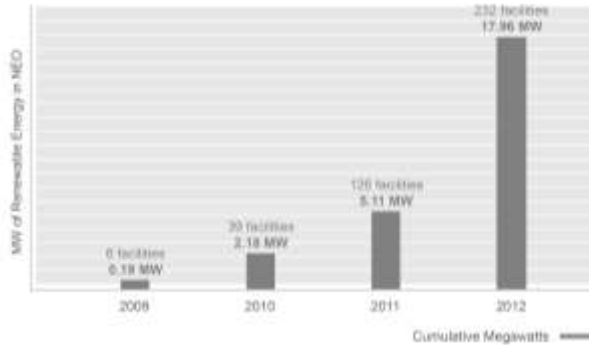
Cleveland's Walk Score

- Cleveland's average Walk Score in 2012 was **58** making Cleveland "Somewhat Walkable". This is two points lower than Cleveland's 2008 average Walk Score of **60**. A 90 or higher is considered a "walker's paradise" in contrast, beneath 25, "you can walk from your house to your car."
- Cleveland's Walk Score by neighborhood ranges from 88 (Downtown) to 36 (Riverside)
- Downtown, University Circle, and Ohio City– Westside are Cleveland's most walkable neighborhoods
- For more information or to view your neighborhood's walk score visit the dashboard at www.sustainablecleveland.org

Source: Walk Score www.walkscore.com

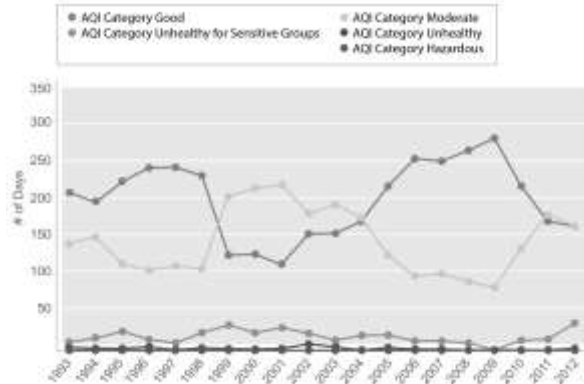
Natural Environment

More Energy is Being Sourced from Renewable Sources



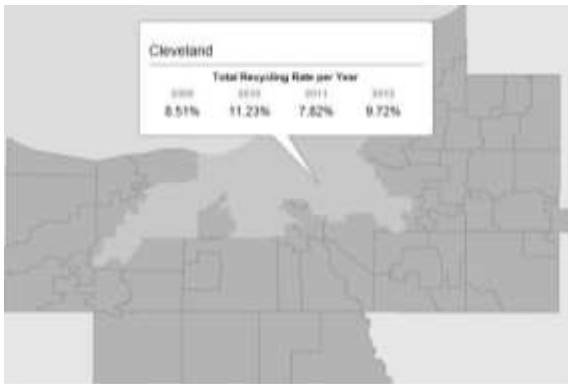
Note: Northeast Ohio Region is defined as the 15 counties of Ashland, Ashtabula, Carroll, Columbiana, Cuyahoga, Geauga, Lake, Lorain, Mahoning, Medina, Portage, Stark, Summit, Trumbull, and Wayne. Source: Public Utilities Commission of Ohio

Northeast Ohio's Air Quality



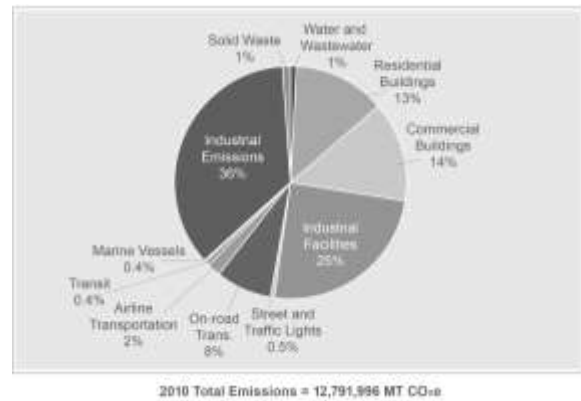
Source: Air Quality Trends and NonAttainment Status for Northeast Ohio, 2011, Northeast Ohio Area-wide Coordinating Agency

Increases in the Amount of Recycling per Capita



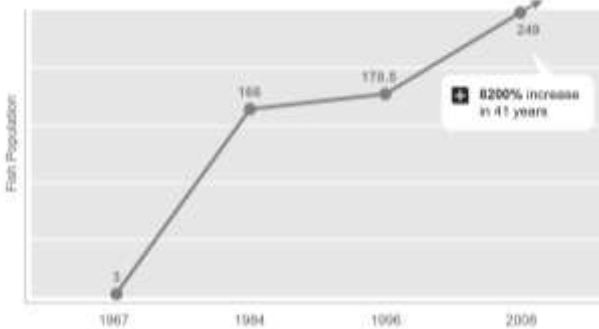
Source: Cuyahoga Solid Waste Management District annual reports

Greenhouse Gas Emissions By Sector



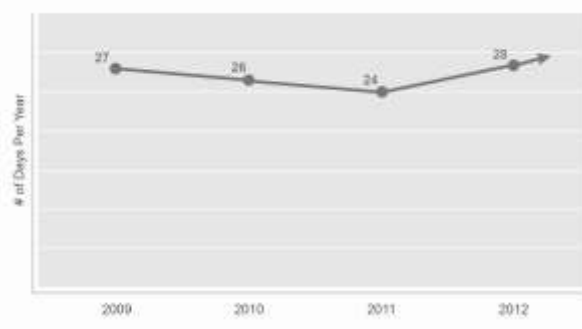
Source: City of Cleveland

Improved Water Quality in the Cuyahoga River as indicated by the Fish Population



Data Source: Fish population data collected by Ohio EPA

Annual Average Number of Water Advisory Days per Beach in Cuyahoga County



Source: Ohio Department of Health

Cleveland Climate Action Plan

Taking action around climate change—reducing greenhouse gas emissions while at the same time planning for adaptation and resilience—integrates many of the sustainability initiatives we are working on in municipal government and as a community. Many thanks to the Climate Action Advisory Committee, the Sustainable Cleveland Stewardship Council, and dozens of community members and working group members from the business, government, nonprofit, and institutional sectors for co-creating an actionable response to climate change.

This action plan is about much more than climate change. It provides opportunities for Clevelanders now, and into the future. It includes 33 actions that strengthen our economy, clean our environment, and improve the health and wellness of Clevelanders. Whether it's planting trees, building green, creating healthier transportation options, or reducing waste and recycling, we can increase the livability of our neighborhoods and enhance the quality of life for all Clevelanders. We look forward to working with you to implement this plan.

Members of the Climate Action Advisory Committee

ArcelorMittal, Summer Paris
Bike Cleveland, Jacob VanSickle
Blue Green Alliance and Emerald Cities, Shanelle Smith
BrownFlynn, Christopher Thomas and Andrew Watterson
Burten, Bell, Carr Community Development Corporation, Jeffrey Sugalski
Case Western Reserve University, Stephanie Corbett
Cisco Systems, Ali Ahmed
City of Cleveland – City Planning, Freddy Collier
City of Cleveland – Cleveland Public Power, Ivan Henderson
City of Cleveland – Economic Development, Tracey Nichols
City of Cleveland – Port Control, Kim McGreal
City of Cleveland – Public Health, Karen Butler
Cleveland City Council, Matt Zone
Cleveland Clinic, Chris Parkinson
Cleveland-Cuyahoga County Port Authority, James White
Cleveland Foundation, Lillian Kuri
Cleveland Metroparks, Bethany Majeski and Nancy Hughes
Cleveland Metropolitan School District, Hollie Dellisanti
Cleveland State University, Constantin Draganoiu
Cleveland Thermal, Jim Kavalec
Corporate Sustainability Network, Dave Nash
COSE, Nicole Stika
CMHA, Larry Davis
Cuyahoga County Board of Health, J. Meiring Borchers
Cuyahoga County Community College, David November
Cuyahoga County Office of Emergency Management, Mark Christie
Cuyahoga County Soil & Water Conservation District, Janine Rybka
Cuyahoga Valley National Park, Dennis Hamm and Veronica Dickerson
Detroit Shoreway Community Development Organization, Sasha Ottoson-Deal
Dominion East Ohio, Ty McBee
Earth Day Coalition, Elaine Barnes
Eaton Corporation, Steve Fesko
Enterprise Community Partners, Elizabeth Richards
Enterprise Community Partners - NEO Regional Energy Alliance, Mark McDermott
Environmental Health Watch, Michael J. Piepsny and Kim Foreman
EPA, Brooke Furio
FirstEnergy, Mia Moore
Forest City Enterprises, Jill Ziegler
Generation Foundation, Thomas Morley
GreenCityBlueLake Institute, David Beach
Gund Foundation, John Mitterholzer
Key Bank, Meg Ansley, and Jessica White
The Medical Center Company, Meghan Riesterer
Neighborhood Progress Inc. and Cuyahoga Land Bank, Lilah Zautner
NEO Sustainable Communities Consortium, Joseph MacDonald
NOACA, Grace Gallucci, Marc Von Allmen and Pam Davis
Nortech, Bill Hagstrand
Northeast Ohio Regional Sewer District, Kellie Rotunno and Kyle Dreyfuss-Wells
Oberlin Project, Bryan Stubbs
Parker Hannafin, Rick Taylor
RPM Building Solutions (Tremco), Cindy Cicigoi
RTA, Maribeth Feke and Valarie Webb
University Hospitals, Aparna Bole and Matt Pietro
USGBC – NEO Chapter, Michele Kilroy
WireNet, Kareemah Williams

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Northeast Ohio Regional Sewer District

By providing progressive sewage and stormwater management to more than 1 million residents, we are keeping our Great Lake great.

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Architects, L.L.C



**SHERWIN
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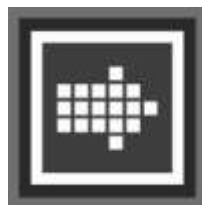
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Fowler Center for Sustainable Value
at Case Western Reserve University.**

The Fowler Center for Sustainable Value is the academic center that bridges the gap between theory and practice for both management practitioners and scholars. Through intimate, meaningful collaborations with individuals from a diverse range of organizations, the Fowler Center guides managers to embed sustainability in their core business, creating value for society and the environment in ways that create even more value for their customers and shareholders.

The Fowler Center's projects, education programs, and corporate products are informed by two core concepts: **Appreciative Inquiry** and **Sustainable Value**.



FOWLER CENTER FOR
SUSTAINABLE VALUE

About our *Green City* Sponsors



With 230 daily departures to 74 destinations, Cleveland Hopkins International Airport is one of the lynchpins of the Northeast Ohio economy, generating approximately \$4 billion in annual economic impact. Moreover, the Airport is a dedicated partner to the Sustainable Cleveland 2019 program.

Since the program's inception, the Cleveland Airport System (CAS) has undertaken myriad projects to reduce its environmental footprint, adopting new technologies and more efficient operating protocols to minimize its use of electricity, water, sewerage and solid waste disposal services. CAS is proud to be a sponsor of the 2013 Sustainability Summit and looks forward to continuing our participation in City-wide efforts aimed at improving Cleveland's natural environment.



World Wildlife Fund is one of the world's largest and most trusted voices for nature. Our vision is a future where people and nature flourish. WWF has spent the last 50 years investing in places and species around the world. Today, with global climate change upon us, this planet we share, and the time and work WWF and others have put towards its protection is under critical threat. Part of WWF's strategy for combating climate change is to focus on cities—where more and more of *our* species lives and where solutions and leadership are happening. WWF's Earth Hour City Challenge recognizes and rewards outstanding cities inspiring their peers and the world with ambitious and credible climate action.