



SUSTAINABLE PITTSBURGH

OUR REGION
OUR RESOURCES
OUR FUTURE

Stakeholders Report - 2014 Accomplishments

Advancing its mission to accelerate the policy and practice of sustainability for southwestern Pennsylvania, Sustainable Pittsburgh (SP), achieved the following in 2014:

Champions for Sustainability (C4S) - the region's sustainable business network connects businesses to the latest sustainability knowledge and by increasing the participation of people and organizations who put sustainability into practice.

- **Business Sustainability Coordinators**

SP continues to assess the needs of and convene this cohort of corporate leaders to regularly share best practices. The group took on the following topics:

- "The Connection of Sustainability with Supply Chains and Customer Chains"
- "Identifying and Addressing Material Sustainability Issues"
- "Developing a Clear Business Case or Proven Value Proposition for Sustainability"
- "Corporate Social Responsibility (CSR) Performance Systems"
- "Integration of Sustainability Efforts with Other Business Functions"

- **Southwestern PA Sustainable Business Compact**

www.c4spgh.org/compact

This performance recognition program provides a credible and rigorous pathway for large and medium size businesses to advance and publicly demonstrate their corporate sustainability achievements. The Compact fills a gap by providing uniform definition, criteria, and accepted practices that define the policy and practice of business sustainability for our region. Business achievement is recognized at Challenger, Leader, and Champion levels. New for 2014, is closer alignment with the Global Reporting Initiative (GRI) and Carbon Disclosure Project (CDP) certification criteria and the Dow Jones Sustainability Index (DJSI). Toward further raising the sustainability bar in corporate governance in step with prevailing international sustainability performance trends, the 2014 Compact workshop series focused on the topic of *Materiality*. Programs included:

- "What is Materiality in Sustainable Business Performance?" featuring Bloomberg and BrownFlynn
- "High Performance Corporate Social Responsibility (CSR): Materiality in Your Business Sector"
- "Producing a CSR Report to Meet the Global Reporting Initiative G4 Guidelines"

Compact Achievements

Champion level:	UPMC
Leader level:	Highmark Health Services
Challenger level:	Veolia Water Solutions & Technologies' Pittsburgh office, Thar Energy, Eat'n Park Hospitality Group, and PITT OHIO

(15 additional businesses are presently working on their Compact credentials)

- **Sustainable Small Business Designation**

www.c4spgh.org/smallbiz

This performance program assists local, small businesses in community main street districts to implement actions that produce positive financial, environmental, and community results. The designation helps customers identify and choose businesses that are committed to sustainability. SP provides the

designation to businesses that can attest to meeting criteria in fifteen sustainable business essentials and can provide documentation backing their claims when requested.

Designation Achievement

- 145 small businesses in over 26 communities are currently recognized at the Striver, Bronze, Silver, or Gold levels.
- Introduced the program to Monongahela and Allegheny River Town Communities.
- Continue to meet with Business District Advisory Groups.
- The month of May featured the second "Cash Mob" event, which highlighted nine businesses in Dormont Borough that achieved Sustainable Small Business Designation.
- November featured the third "Cash Mob" in Ambridge Borough focused on 15 businesses.

- **Pittsburgh Green Workplace Challenge (GWC)**

www.gwcpgh.org

At the GWC awards ceremony held in June, Sustainable Pittsburgh revealed the top performers of the 2013-2014 GWC, a yearlong competition for businesses, nonprofits, municipalities, and universities to track and measure improvements in energy, water, waste, and transportation. The challenge includes measurable and verifiable actions for participants to implement, which results in earning points.

Over 100 organizations signed up for the challenge. Participants completed a total of 1,668 actions, contributing to a more sustainable southwestern Pennsylvania. Combined, all of the active GWC competitors saved enough energy to power 2,361 average U.S. homes for a year (26,630,000 kWh of energy savings), translating to \$2.16 million in cost savings. Factoring the social cost of carbon, which is the estimate of the economic damages associated with increases in carbon dioxide emissions, the range of additional dollar savings is between \$2.21 and \$2.41 million. The amount of water saved translates to the amount used by 57 typical U.S. households in a year (5,421,000 gallons saved!). In terms of reductions in greenhouse gas emissions, participants saved over 4,821 metric tons of carbon dioxide equivalent, which translates to roughly 121 airline flights of 500 miles.

Throughout the year, special GWC participant workshops featuring keynotes and panels representing best practices addressed topics of:

- "Show Us the Money! Financial Opportunities for Energy and Waste Audits Luncheon"
- "GWC and the Community Connection"
- "The Water-Energy Nexus"
- "Getting to the Finish/Winning Strategies"
- "Communications and Certifications"

Also, Sustainable Pittsburgh became a recognized EPA Energy Star partner for its work with the GWC. Building off of the 2013 - 2014 GWC, Sustainable Pittsburgh organized a regional All-Star team for the EPA's 2014 Battle of the Buildings first team competition.

Launching the 2014 - 2015 GWC:

- A survey of past GWC participants revealed 100% of the respondents either met or exceeded their expectations, and 85% indicated they would sign up for the next round of the GWC.
- The GWC completed its retooling. This included: reorganizing the competition guide and adding new action categories and new actions (246 total actions at present); creating an action guide for local school districts; adding new competition categories for micro businesses and municipalities by size and compass region; designing and adding the possibility for participants to compete using a "legacy baseline" that rewards participants who completed significant actions in prior GWC competitions; constructing a "Quick Start Guide" and Top 10 lists for energy, water, waste, and commuting in order to make it easy for participants to get started, and a new set of 12 workshops are being planned.

- The 2014 - 2015 GWC Kickoff Celebration was held in October with 62 organizations signed up to date.

- **Sustainable Pittsburgh Restaurant Program**

New for 2014, Sustainable Pittsburgh has embarked on creating a performance program for restaurants. This voluntary program will recognize restaurants for implementing actions that will enhance business while creating positive benefits for the social fabric of their communities, the environment, and the local economy. The program also aims to educate the consumer and facilitate new sustainable food systems in order to increase awareness and drive customers to restaurants that have demonstrated commitment to sustainability.

Sustainable Community Development Network - local good government through sustainability.

- **Sustainable Pennsylvania Community Certification** sustainablepa.com/municipal/certification.org

This formal municipal certification program serves to increase the number of municipalities that are employing sustainability policies and practices. It fills a gap by providing a performance program that delivers a rigorous pathway for progress and education.

New for 2014, SP took the certification statewide in partnership with the Pennsylvania Municipal League. Also, certified municipalities were acknowledged in a flight of radio acknowledgments.

Certified Municipalities

Gold:	Baldwin, Connellsville, Cranberry, Dormont, Forest Hills, Frazier, Lancaster, Latrobe, Millvale, Monaca, Moon, O'Hara, Ohio, Penn Hills, Philadelphia, Reading, Scott, Upper St. Clair
Silver:	Collier, Edgewood, Etna, Findlay, Heidelberg, Mt. Lebanon, New Castle, Peters, West Homestead, Wilkins, Winfield
Bronze:	Harrison, Sharpsburg, Swissvale, Tarentum
Associate:	Collier, East McKeesport, Harmony
Pledged:	Carnegie, Chambersburg, Clairton, Donora, Greenville, Homestead, McKees Rocks, McKeesport, Oakmont, Pittsburgh, Port Vue, Rankin, Reserve, Ross, Shaler, Warwick, West Bethlehem,

- **Sustainable Development Academy**

Local Government Academy programming in collaboration with SP focused on best municipal practices with topics including: Fight Blight Series, Managing Marcellus Series, and Recycling.

- **Summer Youth Philanthropy Interns**

Five interns hosted at SP via The Heinz Endowments succeeded in enticing municipalities to engage in a competitive grant program entitled "The Astronomical Footprint" which helps communities address light pollution.

- **Community Sustainability Coordinators**

Similar to the Business Sustainability Coordinator group, SP facilitates a network of Sustainability Coordinators who work for local government and community organizations. For 2014 the cohort developed a successful planning grant proposal for *the Corporate Sustainability Consultation to Municipalities Program*. Intent is to create a partnership among Sustainable Pittsburgh, Local Government Academy, and Bayer Center for Nonprofit Management to design a program to train and engage corporate personnel in providing expert pro bono consultation to municipalities to advance the

policy and practice of sustainability in their communities and government operations while earning SP's municipal certification.

Regional Economy - substantiating the regional economic payoffs of sustainable development.

- **Sustainable Solutions**

www.sustainablepittsburgh.org/services.html

SP continues to offer its "extreme sustainability makeover" consultancy featuring assembly of a tailor-made team of experts to conduct a comprehensive sustainability assessment for clients. In 2014, the Sustainability Assessment for the Pittsburgh Zoo & PPG Aquarium was completed as was an assessment of the YWCA Homewood-Brushton Community Center. This SP consultancy addresses areas of performance/opportunity including: green roofs, HVAC, energy efficiency, water efficiency, air emissions, human resources, waste management, recycling, transportation, green procurement, sustainability principles, etc.

- **Bus Rapid Transit (BRT)**

www.GetTherePGH.org

SP continues to serve as facilitator of the BRT Stakeholders Advisory Committee engaging all sectors in exploring development of bus rapid transit between downtown Pittsburgh, Oakland and the East End.

- **Regional Energy Plan and Strategy**

www.energy4p32.org

The 12/11/14 Energy for the Power of 32 event at the Convention Center was presented by 20 regional institutions. It served as formative kickoff of a process to develop a regional energy plan and strategy for the 32-county, Power of 32 region. The event featured keynote presentations, an energy planning engagement session, and release of the first regional energy baseline commissioned by Sustainable Pittsburgh (and published as a full page feature in the *Pittsburgh Post-Gazette* and to be posted to the energy website of the National Academies of Sciences).

- **Regional Planning**

SP continued to collaborate with the Southwestern Pennsylvania Commission (SPC) and other organizations on regional planning and sustainability assessment including:

- Assisted SPC to conduct a special forum on Environment and Sustainability.
- Submitted an input letter to the Pittsburgh City Planning Commission regarding SP's collaboration with the Pittsburgh Penguins to conduct a Sustainability Assessment of the Civic Arena Redevelopment Project.
- SP was invited to serve as project partner with the City of Pittsburgh Mayor and The Heinz Endowments in developing programming for sustainable development.

Communications and Advocacy

- Each week SP issued the **3E Links** e-newsletter containing resources and events,
- Signed on to or initiated a range of 14 formal advocacy initiatives on state and federal issues such as: sustainable communities, air quality, water quality and quantity, shale gas development, drilling in public parks, pay equity, energy, conservation funding, federal clean power plan, human services funding, and more.
- A variety of media outlets covered SP's policy work over 55 times through articles, op-eds, radio, and also seven television appearances.
- Gave 30 presentations to leadership groups at conferences, civic forums, etc.
- Conducted a two-day, annual SP strategic planning retreat with the SP Board and office team.
- Community Service includes: SPC Regional Policy Committee; UPMC Green Team; Bayer Center for Nonprofit Management Board of Advisors (Chair); GTECH Board (Chair); Institute of Politics Board of Fellows and co-chair Environment Committee; Alcoa Community Advisory Committee; Allegheny County Green Advisory Team; Local Government Academy Board; Water Economy Network Board;

Headwaters Resource Committee; Air Quality Collaborative Campaign partner; Breathe Coalition Partner; Corporate Equity & Inclusion Roundtable Advisory Board; Mayor Peduto's Talent City Screening Committee member; American Society of Civil Engineers Environmental and Water Resources Institute Advisory Committee; Live Well Allegheny Advisory Council; YWCA Racial Justice Awards selection committee; Pittsburgh Climate Initiative Advisory Committee; Conservation Consultants Inc. Board; Power of 32 Implementation Committee.

- Participated in Allegheny Conference on Community Development's benchmarking study trip to Denver, CO.
- Participated with a delegation to attend the EcoDistricts incubator training in Portland.
- The independent audit of SP finances again noted exemplar internal controls, no findings, and solid year end performance.
- All SP events are made carbon neutral through the purchase of carbon offsets.

Sustainable Pittsburgh benefitted from support (\$1,000 and up) in 2014 from:

Alcoa Foundation
Bayer USA Foundation
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