



## **Sustainable Pittsburgh 2016 Accomplishments**

**RAISING THE BAR:** Six formal performance programs that establish essential criteria and provide recognition for sustainability achievement

### [Sustainable Small Business Designation](#)

A sustainability performance program to provide impetus and assistance to small business located on the region's main streets.

- 205 small businesses in 36 business districts have earned recognition.
- Two Cash Mobs were held to entice consumers to patronize these sustainability performing businesses. The Verona event featured 18 small businesses. The Millvale event featured 17.
- Small Business Sustainability Workshop held in Homestead.
- Launched outreach in Uptown in collaboration with the EcoInnovation District initiative.

### [Sustainable PA Community Certification](#)

Now a statewide sustainable municipality performance program in partnership with the PA Municipal League and recognized by the Commonwealth.

- 64 municipalities have earned certification with 16 additional working on their demonstrated performance.
- A major milestone achieved with the PA Department of Community and Economic Development having achievement of the Certification as criteria in the common grant application for use by municipalities.
- Presented the program at regional and statewide economic development conferences.
- Added features to the certification process to assess impact whereby when a municipality claims their certification they are prompted to answer questions regarding impact and needs.

### [Green Workplace Challenge](#)

Integrated with Pittsburgh's Climate Action Initiative, the three GWC competitions held to date chalked up impressive results. All told, over 200 organizations have reported accomplishment of nearly 6,000 trackable, sustainability-related actions. Key measurable include: Energy Saved: 111,600,000 kWh, valued at \$8.9 million; Water saved: 67,400,000 gallons; CO<sub>2</sub> saved: over 25,600 metric tons.

- The recently launched fourth GWC 4.0 competition has engaged 129 competitors, with many submitting early actions in the new social equity and business ethics category. Also new is the GWC for K-12 Schools in which six have enlisted. The seven GWC performance categories are: Social Equity, Engagement, Energy, Water, Materials Management (Waste), Transportation and Air Quality.
- Monthly GWC workshops continue to be focused on technical assistance and fostering sharing among participants of what is proving effective in engaging employees and delivering impact.
- Produced a comprehensive [GWC Results Report](#) distributed widely.
- Extensive media coverage including "Talking Pittsburgh" and "Our Region's Business". [More found here.](#)

### [Sustainable Pittsburgh Restaurant](#)

The program has seen rapid growth and is currently exceeding goals, demonstrating the appetite of the Pittsburgh restaurant industry for this locally-relevant sustainability performance program. The program

focuses on educating consumers, elevating performance of restaurants, and propelling Pittsburgh to not only be an acclaimed foodie leader but the sustainable foodie city.

- 65 restaurants have earned sustainable designation for demonstrated adherence to sustainability in operations, food sourcing, and community engagement.
- Formal engagement has been established in seven business districts (Shadyside, East Liberty, Northside, Oakland, Lawrenceville, Uptown, Downtown).
- Implemented collaborations with for-profit organizations/companies (Food Guy Adventures, Wigle Whiskey, Chefs Cloud) and created communications campaigns to lead consumers to the high sustainability performing restaurants.
- Collaborations to foster food donations, composting, purchasing, and technical assistance including with: 412 Food Rescue, Community Kitchen Pittsburgh, Ecosystems, Bridgeway Capital, AgRecycle, Steel City Soils, Pittsburgh Food Policy Council, Pennsylvania Association for Sustainable Agriculture, Allegheny County Health Department, City of Pittsburgh, and more.
- Established various incentives or rebates for implementation of sustainable restaurant practices for lighting, energy efficient equipment, etc.
- Enabled implementation of various sustainable restaurant projects supported by program funds: flooring, gardens, compost systems, alternative transportation, equipment upgrades, and many more.

### Sustainable Business Compact

This sustainability performance program for large and medium size corporations is now preparing to be relaunched (and tied to CEOs for Sustainability) as a means to baseline and track the uptake of sustainable business practice, measurement, and reporting around the region.

- A group of BNY Mellon CSR Fellows completed their benchmarking and review of Corporate Social Responsibility programs' social indicators. They examined 31 social indicators with sustainability manager focus groups to arrive at a set that has been integrated into the Compact. The revised Compact, tracking the Global Reporting Initiative framework, includes two new categories, for a total of 14.

### I Am Sustainable Pittsburgh Pledge

This performance program for individuals has seen a spike in participation making it ready to be scaled up.

- 628 individuals have taken the pledge to implement various acts of sustainability in their daily lives.

## **MAKING THE BUSINESS CASE & ADVANCING THE SUSTAINABILITY PROFESSION:**

Convene leaders to accelerate sustainable solutions and policies

### **Champions for Sustainability (C4S) business network**

The C4S network engages businesses around the region to participate in Sustainable Pittsburgh's formal performance programs, networking, and training.

- Launched the new CEOs for Sustainability executive council to engage top leadership. Continued to convene the Business Sustainability Coordinators cohort.
- Held the annual ASCE/EWRI/C4S Sustainability Conference which showcased strategies, tools, and real-world case studies for creating resilient infrastructure and communities for a changing climate.

### CEOs for Sustainability

Launched this new executive council with 18 first-in CEOs who set an ambitious agenda to engage increasing numbers of their peers in applying sustainable business best practices, measuring, reporting and being accountable to their performance for business success and that of our region.

- Five meetings of the group were held chaired by Ronald Gdovic, WindStax and Jerry MacCleary, Covestro, and facilitated by Bill O'Rourke, former head of sustainability at Alcoa.
- The CEOs created a Vision and Purpose Statement with intent to aid businesses, regardless of where they are on the sustainability spectrum, to better understand, practice, measure and report: *"CEOs for Sustainability is exemplary executive leadership and collaboration to drive positive change in the Region."*

*By demonstrating responsibility and creativity in the use of precious resources (human, natural, energy, capital and materials), we ensure enduring economic and social prosperity for our businesses and for our regional community.”*

- Reviewed sustainability trends, reporting frameworks and sample sustainability metrics, and shared best practices from among the CEOs.
- Created a Tool Kit including these elements: Why Pursue Sustainable Business Practice and Reporting; Socially Responsible Funds vs. the Market; Basic Sustainability Report Outline; Materiality Toolkit; Toolkit for Supply Chain Sustainability; and more.
- Completed a project with BrownFlynn to assess the top 50 publicly traded companies in the region against 10 of the Bloomberg Analytics sustainability performance measures. This project will be shared as a means to show how the largest companies are responding to global pressures for sustainability performance and the many bottom line enhancing strategies companies can deploy.
- Held discussions with experts who described the many factors coalescing to create more environmental, social and governance (ESG) transparency for investors and validating ESG’s correlation with shareholder value.
- Presented at the National League of Cities Conference in Pittsburgh with a focus on CEOs for Sustainability, the UN Global Compact, and p4 Measures.
- Completed three Kendall Simon Sustainable Business Case Studies (PITT OHIO, Eat'n Park, FedEx Ground) for release in 2017.

#### Sustainable Business Coordinators cohort

Continue to convene the region's Business Sustainability Coordinators as a professional development group to share best practices and tackle joint projects.

- Completed 6 regular meetings plus a special luncheon with regional business sustainability intelligence presented by consultant Mike Wallace of BrownFlynn.
- The coordinators committee focused on waste management best practices is finalizing a guidebook on Waste Management, Recycling, and Materials.

#### **Sustainable Community Development Network (SCDN)**

SCDN is the rallying network for community sustainability coordinators and officials around the region to share best practices.

- Launched a regular SCDN newsletter to feature events, grants, training opportunities, and sources of ideas and assistance.

#### Pro Bono Sustainability Consultation to Municipalities

Partnered with Alcoa to deploy corporate personnel to provide sustainability technical assistance to municipalities per a competitive sustainability nomination process. In partnership with the Local Government Academy, Bayer Center for Nonprofit Management at RMU, successfully pioneered a model for moving corporate community volunteering to in-depth public service on sustainable development.

- Teams of volunteer Alcoans worked with seven area Sustainable Pennsylvania certified municipalities (including the City of Pittsburgh) to complete sustainability projects.
- Alcoans are presently reporting their findings to the respective municipal boards. Example: The team in Sharpsburg completed a project reporting on blight in the central business district with specific recommendations on what the Borough could do to ameliorate the problem.
- Testimonial: Rebecca Kiernan, the Senior Resilience Coordinator from the City of Pittsburgh said *“Working with the talented team at Alcoa enabled the City to expand capacity and conceptualize a strategy to increase the recycling capture rate. The results of this data-driven process will be a major contribution towards the City’s ultimate goal of 100% waste diversion.”*

#### Sustainable Development Academy

The on-going variety of education programs conducted in partnership with the Local Government Academy will take up a monthly webinar series format whose topics are aligned with elements essential to the municipal certification program. Currently in development is a track for planning commissions that

with address sustainable development and criteria found in Sustainability Assessments of Developments of Regional Impact (noted below).

**REGIONAL INITIATIVES:** Advancing sustainability from a regional perspective

#### SWPA Sustainability Goals & Indicators Report

- Partnered with Pittsburgh Today and Pittsburgh Quarterly to published this 12-year update report presenting 29 measures of our region's progress.
- For 2017 we will collaborate with Pittsburgh Today and Pittsburgh Quarterly to host action workshops focused on fostering heightened cooperation to achieve progress on a set of the indicators.
- Presented the report to the region's County Planning Directors, a committee of Grantmakers of W. PA, and distributed hard copies to key stakeholders.
- The report is highlighted at the p4 website and Pittsburgh Quarterly published [an article about the report's key findings](#). Also, PQ is presently issuing e-journalism about each of the indicators.

#### Energy for the Power of 32

- As commissioned by Sustainable Pittsburgh, the American Council for an Energy Efficient Economy completed a report providing suggestions for scoping the Energy for the Power of 32 - Regional Energy Efficiency Program.
- Collaborating with the Tri-State University Energy Alliance (TrUE) to develop a regional energy efficiency plan. A series of TrUE workshops has commenced to address commercial, municipal, and industrial (including process) energy efficiency in the broad region that is the intersection of PA, WV, and OH in step with the Power of 32.
- The National Academies of Science has featured on their website, the [P32 Regional Energy Flow Chart](#) developed by Sustainable Pittsburgh. This insightful energy baseline is being emulated by other regions.

#### Sustainability Assessments for Developments of Regional Importance

This is a sustainability assessment (established criteria and a process for engagement) conducted in collaboration with developers of large scale regionally significant land development projects outside the city of Pittsburgh (the p4 Performance Measures initiative focuses in the city).

- Sustainability Assessments pursued included:
  - Traditions of America, a developer currently proposing an over 55 acre development on Rochester Road, Cranberry Township
  - Charter Homes, a developer from Lancaster PA who has numerous developments occurring in the region and in particular the Mayview site in South Fayette Township
  - RGB development, who was working with the owner of the Churchill Westinghouse site
  - R&D site for Consol Energy near the end of the T line in Library
  - Cut Flower Inc. property in Richland Township
  - Riverfront 47 property that runs through Sharpsburg, O'Hara Twp and into Aspinwall along the Allegheny River
- Barriers to Sustainable Development: Contracted Fourth Economy Consulting to interview developers about barriers encountered to sustainable development best practices in their projects in Pittsburgh and Allegheny County.

#### Bus Rapid Transit and Uptown EcoInnovation District

- Continue to serve on the core Uptown EcoInnovation District team and facilitate the BRT Stakeholders Advisory Committee.
- Partnered with The Heinz Endowments to host 35 local organizations to facilitate collaborations around a grant opportunity through the national Institute for Sustainable Communities targeted to community-based capacity building for delivery of climate-focused, resilience initiatives for traditionally marginalized community(s).

### Southwestern PA Commission

- Collaborated to host a renown smart growth expert, Kaid Benfield as a featured speaker during a regularly scheduled meeting of the SPC Commissioners and also a public lunchtime forum presented in partnership with 18 organizations.

### p4: People, Planet, Place Performance

Collaborated again with The Heinz Endowments and Mayor in presentation of the p4 conference toward raising the bar and fostering collaborations for sustainable development.

### SP Communications

- New design for Sustainable Pittsburgh's 3E Links, weekly enewsletter. Also, the website now features an events calendar where members of the community can submit their own sustainability events.
- Continued to issue bi-weekly Energy Innovations enewsletter.
- Partnered with Pittsburgh Quarterly to feature an in-depth sustainability review in each issue for the year and also authored a regular appearing segment in the Pittsburgh Technology Council's magazine.
- The Sustainable Pittsburgh Board retreat worked over an Impacts vs. Outputs exercise for deeper tracking of results of SP's strategic work program.
- Clean annual audited financial statements once again achieved as well as substantial savings in various administrative and benefits programs.
- Partnered in development and presentation of the Re:NEW Festival -- the month-long celebration of creative reuse, transformation, and sustainability that was held this fall. Festivities featured the North American premiere of Drap-Art, the festival of recycling art. Over 14,000 people participated in related programs at the hands of 150 artists. 850 school students experienced class at the festival, where they learned about environmental stewardship and art.
- Participated in a wide variety of policy advocacy and authored numerous articles focused on sustainability.