
*Champions for Sustainability
Member Workshop Summary Series*

Vol. 1 No. 5
October 2008

Movie and Discussion Night! Perspectives on a Sustainability-Driven Industrial Revolution

**Workshop Date:
October 9, 2008**

Champions for Sustainability (C4S)
A Program of Sustainable Pittsburgh
425 Sixth Avenue, Suite 1335
Pittsburgh, PA 15219
Phone (412) 258-6642
Fax (412) 258-6645
www.sustainablepittsburgh.org

This document is available from www.C4SPgh.org as a service to its members of Champions for Sustainability, a program of Sustainable Pittsburgh.

Copyright © 2008 All Rights Reserved

Perspectives on a Sustainability-Driven Industrial Revolution

Steering Committee

Bruce W. Ahern, P.E. <i>Project Manager, Transit Michael Baker Jr., Inc.</i>	Dr. Irene E. McGee <i>Vice President Health, Safety, Environment and Quality Bayer Material Science LLC</i>
Phyllis Barber <i>Sustainability Coordinator Environmental Management Highmark</i>	Richard Pearson <i>CEO BioSpace Development Company Board Chair Sustainable Pittsburgh</i>
Dr. Eric Beckman <i>Co-Director Science & Technology Mascaro Sustainability Initiative</i>	Richard Piacentini <i>Executive Director Phipps Conservatory and Botanical Gardens</i>
Nathaniel Doyno <i>Executive Director Steel City Biofuels</i>	Dick Rosey <i>Vice President Marketing & Sales Solar Power Industries Inc.</i>
Byron Falchetti, President <i>Standard Property Corporation/Highmark, Inc.</i>	Bonnie Siefers <i>Owner/Designer Jonano</i>
Bill Flanagan <i>Executive Vice President, Corporate Relations Allegheny Conference on Community Development</i>	Robert Sroufe, Ph.D. <i>Murrin Chair of Global Competitiveness Palumbo – Donahue School of Business Duquesne University</i>
Lee Hips <i>Board Member Sustainable Pittsburgh</i>	Jerry Swart <i>(Steering Committee Chair) Managing Director Environmental Services Department FedEx Ground</i>
Scott Hudson <i>Senior Grants Analyst Alcoa Foundation</i>	Scott Van de Mark <i>Director, Special Projects Pennsylvania Environmental Council Western Regional Office</i>
David Kahley <i>President & CEO Progress Fund</i>	Jennifer Young <i>Managing Director, Advanced Manufacturing Network</i>
Mike Kane <i>Executive Director Community Foundation for the Alleghenies</i>	Jeanee Zappa <i>Deputy Director Green Building Alliance</i>
Deborah Lange, Ph.D. <i>Executive Director Steinbrenner Institute for Environmental Education and Research Carnegie Mellon</i>	
Betsy Mallison Bialosky <i>Manager, Corporate Public Relations PPG</i>	
David Mazza <i>Regional Director Pennsylvania Resources Council, Inc</i>	

C4S Program Administration

Matthew M. Mehálik, Ph.D.
Program Manager Sustainable Pittsburgh

Executive Summary

This workshop session explored the questions, what might a vision for a sustainable economy look like, and what are some proven, practical outcomes from such a broad vision? These questions were inspired from a viewing of the movie, “The Next Industrial Revolution,” a film that featured Architect William McDonough and Chemist Michael Braungart. The movie highlighted some of their sustainability projects in companies such as Ford, Nike, DesignTex, and Herman Miller.

After the movie, several of the Pittsburgh region’s designers and business leaders shared their thoughts, reactions, and attempts to integrate a sustainable vision into their products and practices.

C4S Workshop Series

Champions for Sustainability engages its members by convening a series of events and workshops for its membership approximately six times per year. Each workshop event explores a strategic topic of interest for the membership. Events make accessible current trends and challenges, provide access to tools, knowledge, and examples, and engage the membership in assessments and reflections to help craft the regional practice of sustainability. This publication series summarizes and makes accessible the most important outcomes from these workshop events.

About C4S

Champions for Sustainability brings together companies large and small, from many different industries, entrepreneurs, community leaders, university researchers, educators, and other social ventures to put sustainability into practice. C4S aspires to be the most effective region-based collaboration of leaders accelerating the practice and policy of sustainability in business and civic circles. Champions for Sustainability provides value to firms and organizations that seek sustainable solutions to operational practices through convening, networking, and direct consulting.

Memberships and Information:

- Champions for Sustainability www.C4SPgh.org
- Sustainable Pittsburgh www.sustainablepittsburgh.org

Contents

1. Event Summary	
1.1 Agenda	4
1.2 Event Speakers	4
2 Workshop Report Results—Participant Information	
2.1 Event Attendees	6
2.2 Business Needs survey.....	7

1 Event Summary

1.1 Agenda

6:30 Reception, informal networking, and light snacks

7:15 Film feature: “The Next Industrial Revolution”*

*In recognition of Yom Kippur, the film began at 7:15—after sunset.

8:10 Panel reactions to the film

Drew Degentesh, Director of Engineering, Daedalus Excel
Nathaniel Doyno, Director, Steel City Biofuels
Ned Elderidge, President, eLoop LLC
Carolyn Pengidore, President/CEO, ClearChoice Energy

8:30 Questions for the panel and discussion of opportunities for our region’s businesses and entrepreneurs

Special Thanks:

Pre-event food provided by East End Food Co-op
Carnegie Library and Lecture Hall of Oakland
Bullfrog Films

1.2 Event Speakers (Panelists)

Drew Degentesh, Director of Engineering, Daedalus Excel

Nathaniel Doyno, Director, Steel City Biofuels

Ned Elderidge, President, eLoop LLC

Carolyn Pengidore, President/CEO, ClearChoice Energy

1.2 Event Summary

What might a vision for a sustainable economy look like? What are some proven, practical outcomes from such a broad vision? To explore these questions, this event featured the award winning movie, “The Next Industrial Revolution,” a film that highlighted Architect William McDonough and Chemist Michael Braungart. The movie showed some of their sustainability projects in companies such as Ford, Nike, DesignTex, and Herman Miller.

After the movie, several of the Pittsburgh region’s designers and business leaders shared their thoughts, reactions, and attempts to integrate a sustainable vision into their products and practices.

The evening concluded with a discussion for how it is possible for our region’s businesses to continue the transformation of Western Pennsylvania into a hotbed for innovation according to a sustainable vision.

Sustainable Pittsburgh’s Champions for Sustainability and Steel City Biofuels partnered to make this first of a potential series of sustainability-oriented movie nights possible.

2 Workshop Report Results—Participant Information

2.1 Event Attendees:

The following organizations had representatives attend this workshop:

BioSpace Development Company
Carnegie Mellon University (6)
Carnegie Museum of Art
Clearchoice Energy
Community Technical Assistance Center
Covertteam Inc.
Daedalus Excel
Davis Gardner Gannon Pope Architecture
Eat 'n Park Hospitality Group, Inc
EvolveEA (2)
FedEx Ground
Giant Eagle, Inc.
Group Against Smog and Pollution
Heinz Endowments
Heritage Health Foundation, Inc.
Hollow Oak Land Trust
Idea Foundry
Industrial Energy Engineering
Law Office of Robert Warr
McKeesport Preservation Society
Montour Run Watershed Association
Oakland Planning Development Corporation
Perkins Eastman Architects
Pittsburgh History and Landmarks Foundation
PNC Financial Services Group
Regional Environmental Education Center
RW Heiden Ltd.
Saxon Research Systems



Perspectives on a Sustainability-Driven Industrial Revolution



Schell Games
School of Architecture Center for Building Performance & Diagnostics
Strategic Retreats
Sustainable Pittsburgh (3)
Three Rivers Workforce Investment Board (TRWIB)
University of Pittsburgh (2)
WDUQ-FM

A total of 51 people attended the event. Of the 51 attendees, 20 were from the private sector, 14 were from nonprofit institutions, 10 were from educational institutions, and 7 had unknown affiliations.

Of the 41 private sector attendees, 34 were from businesses local to the ten county region of Southwestern Pennsylvania.

2.2 Survey of Needs for Supporting Local Entrepreneurs and Sustainable Business

1. What motivated you to participate in today’s event?

- Interest in the topic of sustainable business and design ***** (12)
- Networking opportunity *** (3)
- Importance of sustainability to our region ** (2)
- Wanted to see the movie * (1)
- Wanted to see the panelists * (1)
- Event was affordable * (1)
- Saw it in Sustainable Pittsburgh 3 E Links * (1)

2. What product or service does your organization or business provide?

- Energy Services ** (2)
- Finance/accounting/business services ** (2)
- Recreation ** (2)
- Retail ** (2)
- Advocacy * (1)
- Building rehabilitation * (1)
- Environmental services * (1)
- Health care * (1)
- High tech * (1)
- Information technology * (1)
- Transportation services * (1)

3. Please list issues/initiatives for which your business and its local network can use assistance to help make it stronger and more sustainable

Marketing of sustainable products	**** (4)
Networking	*** (3)
Supply chain/customer chain consulting	** (2)
Sustainability assessments	** (2)
Sustainability technical assistance	** (2)
Financial services assistance	** (2)

4. Are there other local businesses and/or community groups with whom you would like to be connected to make your network stronger or to provide peer assistance? On which issue(s)? Please indicate which of these organizations you have met at this event.

- Clear Choice Energy
- Contractors
- Donors
- Financial institutions
- Green Building Alliance
- G-Tech
- Minority advocacy organizations
- Steel City Biofuels
- Sustainability coordinators
- Sustainable Pittsburgh

5. On which issues would you be interested in lending your time and/or expertise with another business or community organization in order to strengthen your local network? Which organizations?

- Green development
- Marketing
- Quality of life consultation
- Recycling
- Reducing and measuring footprints
- Service cycle
- Small and medium enterprise support
- Sustainability coordinator advice
- Sustainable construction methods
- Sustainable process improvement

6. What barriers limit making your local network stronger, more effective, competitive, and/or sustainable? What are the sources of the barriers?

- Cost
- Culture
- Lack of knowledge
- Limitations on awareness
- Need wider audience
- Philosophy
- Preaching to the choir
- Technology
- Too much information

7. What sorts of events would you like to see C4S convene as a follow-up to this event on local, sustainable business?

- Case histories
- More events like this current event
- Not sure
- Plant tours
- Social events
- Sustainability fair/festival
- Sustainability resource clearinghouse

8. What sorts of technical assistance would be helpful for your organization or local network for strengthening it?

- a. Education about sustainable business ***** (6)
- b. Information about funding sources to support local networks ***** (5)
- c. Strategy assistance to improve competitiveness ***** (6)
- d. Information about other local businesses and organizations *** (3)
- e. Marketing of local initiatives ***** (4)
- f. Other areas (please list) *** (3)

9. What new or surprising things did you learn from today's panelists?

- “Waste = Food”
- Level of local commitment
- Designers as leaders
- McDonough's ideas put into local practice

10. What new or surprising things did you learn from discussions with others during the event?

Algae biofuel discussion