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## Cleveland Mayor Frank Jackson sets up sustainability advisory groups

By [John Funk](#)

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Figuring out where to go next with Sustainable Cleveland 2019 is going to be in the hands of nearly 100 people.

Cleveland Mayor Frank Jackson said today he is creating two advisory groups to do the heavy lifting, one with a near-term focus, the other to plan for a decade.

Jackson also promoted Andrew Watterson from sustainability director to chief of sustainability to work closely with the new advisory groups.

The first group -- an Advisory Steering Committee with 63 members -- will plan a sustainability summit for next year similar to the summit last month at Public Hall.

Next year's summit also will use the "appreciative inquiry" process pioneered by Weatherhead School of Management professor David Cooperrider. A.I. is often described as "change management" because it focuses on identifying strengths of an organization rather than problems.

About 700 people representing a cross section of Greater Cleveland met for three days in August to focus on the region's strengths, and to brainstorm thousands of ideas to move manufacturing, business development and everyday life toward environmentally and financially sustainable practices over the next decade. Summit leaders last week issued 28 broad recommendations as a guide to further planning.

Jackson wants the second summit in 2010 to measure the progress that will have been made. He also wants to continue the unprecedented enthusiasm that the first session unleashed, drawing participants into subcommittees that are continuing to meet.

The big steering committee will have 40 people who were at the first summit and became leaders of the 20 interest groups into which the 700 divided themselves. The 23 other steering committee seats will go to specific companies and organizations that helped plan the first summit, including Eaton Corp., RPM, Lubrizol Corp., the Timken Co., Parker-Hannifin Corp, General Electric Co., the Sherwin-Williams Co., Coleman Spohn Corp., Forest City Enterprises Inc., Fairmount Minerals Co. and Progressive Insurance.

The second advisory group -- an Advisory Council -- will take the long view and work on developing a 10-year strategy to make sustainability the bedrock of the region's economic renaissance.

At a City Hall press conference today, Jackson said he had appointed a 25-member advisory council.

The mayor said five members will serve 4-year terms appointed from corporations belonging to the Greater Cleveland Partnership, including one from the Federal Reserve Bank of Cleveland.

Eleven seats on the advisory council will be for three-year terms and include four people from hospitals or biotechnology organizations, three from universities, two from state or local government, and two from the President's Council.

Seven other members will serve two-year terms. Among them will be representatives from labor, Entrepreneurs for Sustainability, Parkworks, the GreenCityBlueLake Institute, the Corporate Sustainability Network, and WIRE-Net, a manufacturing advocacy group.

The last two seats will go to people representing national corporations or research groups, each with one-year terms.

Global corporations facing dwindling resources and rising energy costs have embraced sustainability. But Cleveland is thought to be the first region to consider using the concepts to revive the broader economy.