

http://www.cleveland.com/business/index.ssf/2009/08/sustainability_summit.html

Sustainability is the future of Cleveland, Mayor Frank Jackson says

by [John Funk/The Plain Dealer](#)

Wednesday August 12, 2009, 7:30 AM



Plain Dealer - A wind turbine near Bowling Green, Ohio, which is one of four that is owned by a group of municipal power systems.

CLEVELAND -- Sustainability is a word you will hear a lot about this week -- and probably for the next decade.

"It's the future of Cleveland," Mayor Frank Jackson declared in an interview Tuesday about the first city-sponsored summit on the idea that the region can reinvent itself -- as some corporations have -- by emphasizing the "three P's."

As in people, planet and profits, said Andrew Watterson, Jackson's sustainability director.

"Sustainability is about the triple bottom line," he said in a recent interview. "It's good for employees and customers. It's good for the environment. And it's about making money."

And in Northeast Ohio's case, it's also about not having any more companies disappear.

Sustainable Cleveland 2019 runs today through Friday at the Cleveland Convention Center. Nearly 700 invited participants, including senior executives from Continental Airlines and IBM as well as teams of local business executives, students and ordinary people, will try to produce a 10-year blueprint for moving the region toward a sustainable economy -- prospering without wrecking the planet.

Jackson envisions the creation of a summit commission later this year to monitor progress on whatever initiatives are developed this week. He hopes that on the 50th anniversary of the Cuyahoga River catching fire in 1969, the green economy will have taken root in a "sustainable culture."

Jackson got the idea that led to the summit from attending meetings in recent years chaired by **David Cooperrider**, a professor in Case Western Reserve University's Weatherhead School of Management. He put Watterson to work on the issue.

Major efforts involving dozens of community leaders began in February.

Jackson said he likes Cooperrider's unusual approach, called "**Appreciative Inquiry**." It puts all of the participants in a meeting on the same level, "from students to chief executive officers."

Though job creation is the goal, Jackson is hoping for a lot more. He's hoping for change in how people think -- a change in the culture.

"In order for us to create a sustainable, green economy, it has to be an integral part of what we do every day," Jackson said. "It has to be what we do as a community. How we plan, how we invest, how we make money, how we spend money."

"Being green is not just about producing green products," he said. "It's about how we run our economy."

The summit has the blessing of the White House.

Van Jones, special adviser for green jobs at the White House Council on Environmental Quality, will give the opening remarks, providing the national context for the local discussion.

"I am going to focus on the administration's commitment to making sure that Americans have the jobs of tomorrow," Jones said Tuesday. "Greener and cleaner jobs."

http://blog.cleveland.com/pdextra/2009/08/what_is_appreciative_inquiry.html

What is 'Appreciative Inquiry'

Posted by [John Funk/Plain Dealer Reporter](#) August 11, 2009 18:55PM

Mayor Frank Jackson hopes his three-day "Sustainable Cleveland 2019" summit will lay the foundation for industry, business, government and the region's major institutions to move toward sustainable business models -- that is, ways of operating that can go on indefinitely without ruining the planet for the next generation.

The goal is to revitalize the region's economy by creating a blueprint to renew manufacturing that will create jobs and begin building a regional sense of community.

If that sounds a bit unusual, the way Jackson hopes it will happen is downright radical.

Jackson has turned to David Cooperrider, a professor in Case Western Reserve University's Weatherhead School of Management, a proponent of a management style called "Appreciative Inquiry" that is shaking up the more than just the business world these days.

Cooperrider will conduct the three all-day sessions as a summit of equals, not a meeting where most of the participants just listen. "This is not just a conference, it's a roll up our sleeves and create a plan for 2019," Cooperrider said.

The participants, the city says, have been carefully chosen to include not only the usual corporate and foundation representatives who might be expected at such a session, but also entrepreneurs, ordinary people, students and workers -- especially those 42 and younger, who are likely to be around for awhile to see the process through.

Appreciative Inquiry is a process Cooperrider designed to help businesses re-make themselves by looking to the strengths of their companies and their employees for answers.

"This is a very strength-based approach to leadership," he said. "Human relationships are not machines, and human relationships come alive when you see all their strengths and capacities within a system."

In other words, the "collective intelligence" of a company's employees -- or, in this case, 700 summit participants -- is greater than the traditional "top down" kind of leadership.

Cleveland may be the first city to try the process, but the sustainability summit is not the first large-scale application of the process.

Cooperrider said he has worked with the Navy to help the service persuade its 450,000 sailors to stay in the service longer, and with a number of corporations, including Wal-Mart, which has adopted sustainability as its overall goal and is now pushing its suppliers to do the same.

Locally, industries that have hosted Cooperrider include GoJo Industries in Akron and Fairmount Minerals, a mining company in Chardon.

The United Nations turned to Cooperrider and his Appreciative Inquiry to introduce global corporations to the principles of sustainability. And the Dalai Lama has used Cooperrider to help with the Tibetan spiritual leader's goal of bridging the gap between religions.

What does Cooperrider see coming out of the three-day session?

"This is a summit where choices are going to get defined," he said. "More than just action plans on a piece of paper with goals and milestones. We are going to come out with a prototype, visible models and frameworks. We will design the prototypes together."

http://blog.cleveland.com/pdextra/2009/08/agenda_for_sustainability_summ.html

Agenda for Sustainability Summit

Posted by [John Funk/The Plain Dealer](#) August 11, 2009 18:31PM

The nearly 700 people attending Mayor Frank Jackson's three-day summit on developing sustainable policies and business practices will discuss everything from advanced energy and advanced manufacturing to green building, interurban rail and how we use -- and protect -- Lake Erie.

Here is a partial list of topics a team of nearly 50 summit coordinators from all walks of life have compiled to start the discussion:

- Advanced manufacturing and advanced materials, two industries in which Northeast Ohio is already deeply involved, will be key to creating a sustainable, green economy. That economy will include the high-tech and efficient manufacture of everything from wind turbines and solar arrays to LED lights -- made from alloys, polymers and exotic chemicals.
- Advanced energy, including solar, wind and biomass as well as "clean coal" power plants and advanced nuclear. Already more than 60 Ohio companies manufacture wind turbine parts and that number could grow, especially if the region successfully moves to off-shore wind turbines.

- Local food production, including linking local institutions and businesses to farms in the region, enabling a portion of the more than \$9 billion we annually spend on food to stay in the region. Discussion is also expected also to include the environmental and public health benefits of turning to locally grown food.
- Sustainable business practices, including adopting energy-efficient technologies to reduce waste and clean up air and water pollution, and developing "personal sustainability projects" for employees and surrounding communities in which a business operates. Many major national corporations now contend that sustainability is the only future option. Locally, two companies that have adopted such policies are Lube Stop, a regional quick oil change company, based Berea and Fairmount Minerals, a Chardon-based global mining company. The founders of both companies are participants.
- Green building presents a major economic opportunity for new construction technologies and retrofits of existing buildings, which are a major source of energy loss and environmental problems.
- Water in the Great Lakes is one of the major reasons Northeast Ohio is an ideal location for sustainable development. The 10,000 square surface miles in Lake Erie alone mean the region will suffer less because of the projected climate change and will continue to have the ability to support large populations.
- Social "entrepreneurship" will be presented as a necessity -- that is, rebuilding the city's core and its people now left out of the larger economy must be part of the move to a sustainable economy that is as much about social parity as high technology.

http://blog.cleveland.com/pdextra/2009/08/summit_planners.html

Summit planners

Posted by [John Funk/The Plain Dealer](#) August 11, 2009 18:25PM

Cleveland Mayor Frank Jackson began preparations for today's summit in February. Nearly 40 people served on the pre-summit research team. They included:

Dorothy Baunach, NorTech

David Beach, Green City Blue Lake Institute

Christopher Blue, American Greetings

Trisha Brown, Corporate Sustainability Network

Bo Carlsson, Case Western Reserve University

Erin Christma, Case Western Reserve University, Fowler Center

Irene Collins, YWCA Cleveland

David Cooperrider, Case Western Reserve University, Fowler Center

Emily Drew, Case Western Reserve University, Fowler Center

Ashley M. Durand, Cleveland State University

James Gasparatos, Vraona Consulting

Holly Harlan, Entrepreneurs for Sustainability

Collete Hart, Cleveland State University

Marie Herlevi, Cleveland State University

Gus Kious, Cleveland Clinic-Huron Hospital

Jack Kleinhenz, Kleinhenz & Associates Inc.

Peter McDermott, Entrepreneurs for Sustainability

Bob Miller, Generation Foundation

Tom Morley, Lube Stop

Gary Murphy, Case Western Reserve University

David Nash, Corporate Sustainability Network

Sally Breyley Parker, Currere (a design company)

Laurel Peacock, Blu Skye Sustainability Consulting

Lindsay Rawot, Duke University

Ray Santo, Corporate Sustainability Network

Andrew Schnackenberg, Case Western Reserve University

Leah Seligmann, Blu Skye Sustainability Consulting

Dave Sherman, Blu Skye Sustainability Consulting

Russ Smith, Kleinhenz & Associates Inc.

Kelly South, NorTech

Andrew Watterson, Cleveland Office of Sustainability

Brad Whitehead, Fund for Our Economic Future

Peter Whitehouse, Case Western Reserve University

Joseph Wolfsberger, Eaton Corp.

Jeff Zabinski, Case Western Reserve University