

# Louisville Sustainability Summit Notes

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## Green Economy

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### Challenge

- How can you inspire green job training, opportunities for clean economy organizations and innovators, and placement in skilled professional and technical positions?

### Sustain Louisville Goal

- Goal 11: Provide opportunities for clean economy organizations and innovators, and develop a qualified workforce to support it.

### Thought topics

- Green Youth Corps training programs - energy auditors, solar panel installers, green roof installers and advanced vehicle and alternative fuel technicians
  - Host a clean economy business plan contest
  - Green business start-up incentives
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## Notes

### Introductions

- Attendees
- Tom Pendrey Background
  - Former VP – Pepsi Bottling Company
    - #1 Plant in terms of water usage
    - Creating interest and improvement is key
    - Saved over \$1.5 million out of bottling plants

Challenge - How can you inspire green job training, opportunities for clean economy organizations, and innovators and placement in skilled professional and technical positions?

### Post-it-Notes Ideas – how do we meet/solve our challenge?

- #1 – Yellow
- #2 – Green
- #3 - Blue
- One idea per card

### Discussion

- Why job training?
    - Need skilled people in the new positions
  - If no economy, why job training?
    - Look to the future, look to make the new economy where the skilled positions and job training is needed
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## Green Economy

- What does it take to ultimately get there?
- Top 5 growing jobs are “green” jobs
- City of Louisville has received grants/funding – how to utilize the funds?
  - Goal: Create a qualified sustainably-minded workforce

### Post-it-Notes Results

#### Discussion of Post-it-Notes #1 Yellow

- Collaboration
  - Partnering with Cutting Edge Companies – expand public education
  - Develop initiative with restaurants
  - Louisville needs to set solar installation targets
  - Bring new perspective to an industry that doesn’t even recycle
- Education
  - HS agricultural/environmental clubs
  - Promote environmental education
  - Connect employees to environment through green job postings/fairs
    - No opportunity for that in Louisville
  - Certification Program for green jobs
    - JA Program exists in Louisville
  - Increase resources to JCPS
    - Magnet training schools
      - Portland, Valley
      - 2 High schools too
      - No diversity in magnet school training program
    - Immediate Action Opportunity
      - Magnet schools are currently used as an avoidance option
        - Equivalent to high school with less intense training
        - Currently graduating students are viewed as “not going anywhere”
      - Need to change the attitude towards magnet schools
      - City can change resources available
    - Used to be a sustainability person in JCPS
      - Has recently been dropped
      - Could reinstate former programs
  - Training
    - Good in universities, primary school
    - Can we train in prisons?
      - Sustainable training and rehabilitation
      - CEUs → assist people in positions where they need growth
  - Training in Prisons
    - Program has been piloted in Ohio prisons
    - Example: once out, buy a lawnmower and knock on doors
    - Program is being extended into Louisville
- Workforce Development
  - Integrated Green Skills into existing positions
  - Rewards to people with green backgrounds/green skills
    - Tom Pendrey (TP) – Best executives and employees recently hired care about sustainability, want to work for a green company
    - TP – same people are also the brightest people – work globally, heavy interest
  - GE – Harder with sustainability jobs
    - Career path is not well defined yet

## Green Economy

- Green businesses could provide incentives and tangible paths
- Supporting GE
  - Substantial change could be offering an opportunity to students to a sustainable career path
  - If you *don't* start at awareness, you'll never get there
  - People don't want to wait for the rest of the community
  - Some companies are finding it easy to start, and others are trying to get it started
  - Part of the career path – you're pulled by what's there
    - Any corporation with 25+ people or who use fossil fuels, companies are going to be looking for sustainably minded people/people who are innovative to help with their problems
    - Is it economic to do certain existing business practices?
- Engagement
- Economic
  - Develop incentives to attract green companies
  - Workforce to be a more competitive city
  - Volunteer work to increase affluence
    - Lunch and learn
    - Winifred Chevront – people take to things better when they're involved with them
    - “Lunch break learning” – could lead to interest in green jobs, green work force
    - Need to spread the word about sustainability
    - Millennial generation – may know about sustainability, but don't act on it
    - Businesses are too busy with day-to-day, they don't look to sustainability – may be unreachable
    - How do you engage/educate people?
  - Discussion: increased awareness is needed, but the skillset does not currently exist in Louisville
    - 1 company in town which is alternative energy
    - 6 companies in state that do solar installations/have skillset
    - Need to change demand for it
    - Need to install the skillset
    - Nowhere here in town which can teach that
    - U of L, U of K has no sustainability degree
    - All in all, awareness does not lead to skills training
    - Just because you know about it, that doesn't mean you'll be skilled
  - Discussion: No mandate exists for businesses to meet renewable energy/sustainable goals
    - You can train people in these/increase awareness, but they'll leave
    - Jobs must exist to keep people here once they are ready
  - We don't necessarily need monetary incentives
    - Recognition incentives
  - Discussion: statistics
    - Healthcare is massive
      - Not currently recycling as much as it can
      - Can create job skills there
      - 1/10<sup>th</sup> of the country's carbon footprint
      - Incentives exist
    - For every 10,000 tons/year landfilling waste = 1 job
    - For every 10,000 tons/year = 10 jobs
    - Recycling based manufacturing/year = 25 years
  - Look to expected jobs, work with the University of Louisville
  - Critical that legislation is contacted
  - Local participation creates local jobs

## Green Economy

- Increased communication on green jobs
  - Some sort of spotlight
- Business Sector
  - Have a spotlight through the government
  - Businesses want to be recognized
  - FBLA → FSLA? Future Sustainable Leaders of America
  - TP – We need to create opportunities for success
- Legislation
  - Needs to be contacted – pass bills to increase green mandates
  - Legislature is meeting this week
- Other
- University and Business partnerships – Green Job Training/Green Partnership Scholarship
- Education and Workforce Development
  - Training in high school/middle schools for certain environmental certifications
  - Green Entrepreneur training – create your own green job
    - With current economy, creating your own job may be the only option
      - Data analytics is growing
      - Green/sustainable jobs are growing
  - We need to engage people
    - Not just talk about sustainability – increase action on it, increase comprehension, need to inspire
    - To inspire: programs are in place
      - Design programs to connect curriculum to informal education
- Discussion – Nature Conservancy
  - Corporate Council on Sustainability
    - Lack of innovations and sustainability
    - Corporations find it challenging
    - Economically driven – looking for returns
    - Challenge corporations to meet with them, challenge them
    - How do you get corporations in the same room to challenge each other on problem solving and engagement
      - Sustainable internships
      - Louisville Environmental Actions for the Future
        - Leads to good things
        - Engaging urban youth
        - How do you scale it?
        - Payoff is evident
        - TP – it's seen, evidently, that LEAF and allied actions do make a difference
        - Early exposure to challenging problems make a difference
- Discussion – Tawana Bain
  - How do we align the city's goals with corporate goals to come up with a solid plan?
    - Use people who already do it, use your resources
    - Tiers exist – can be applied to all different types of business

### Post-it Notes Idea 2 Blue

- Legislation
  - Change KY law to having meaningful renewable targets, instate purchasing only
  - Legislations for a E&E standard
- Workforce Development

## Green Economy

- LEAF Program
- Toyota
- Approach a current skillset that hasn't yet been developed
- Commitments for people in current fields
- Recycling in every work day
- Work with common citizens
- Workforce and Education
  - U of L and center research
  - Train solar panel installers
  - Train urban/suburban agriculture workers
- Education
  - Support development of University and Associate degrees
  - Education of youth: MS, HS
  - Expose younger generations to green lifestyles
  - Start green economy magnet program
- Economic
  - Create business awareness
  - Have business participate/report in on their

### *Post-it-Notes Discussion on Idea #2 Blue*

- Tom Pendrey – what's new that came out of idea 2?
  - Incentivizing is one thing, penalizing is another thing
  - Companies who don't follow through with incentivization
  - Carrot *and* stick
  - Non-compliance = penalization with regards to sustainable and environmental policies
- Mandating
  - Hard to mandate if you don't have your stuff together
- Sustainable lifestyles everywhere

### Post-it-Notes - Idea #3 - Blue

- Economic
  - Bike stations and support
  - Solar distillery to be part of the Bourbon trail
- Education
  - Online classes with certification and clean placements
  - School visits to Louisville food markets and relevant sites
  - Importance of sustainability and career opportunities
- Education and Workforce
  - Coordinate internships and informal education opportunities
    - Zoo, science center, parks, industry
  - New material or industry and educate on possibly expanding on previous education
  - Create coalition of green economy and organizations
  - Incorporate opportunities for CEU's
- Workforce
  - Small workshops with low cost to businesses
    - TP – engage small companies, incentivize easily
  - Development from state, should seek funds to seek funds
    - Must have buy-ins from employers
  - Offer information sessions

## Green Economy

- Collaboration
  - Use umbrella groups to have green, inter-company job fairs
    - Engage public, create awareness
  - Create funding quotas – already exists
  - Improve livability of Louisville of parks, cities, and waterways which enhance city's ability to create green industry and etc.
    - Nature Conservancy – paper published on economic benefits of being sustainable
  - Create green job opportunities
- Inspire
  - Get multiple companies to get into the same space

### *Post-it-Notes Discussion on Idea #3 - Blue*

- Add as another element to IETI
  - Collaboration of green industries
  - They can supply training and do it more efficiently
- Use existing organizations to create a collaborative
- TP – with regards to RUMPKE, how do you get companies together to collaborate with the community?
- Job fair was done elsewhere – companies exposed, school kids brought in, need a way to start building momentum
- What else is needed?
  - Legislative policies which change funding
  - PACE – Processing and Assessing of Clean Energy
- New attractions

### **Have we boiled down what we need for our challenge?**

- How do we measure?
  - Inspiration may be a start
  - Can be used to get a baseline
- Measure what matters
  - Need targets, need something to compare
  - No tracking, no measuring = no progress
- TP – lots of passion exists for the city
  - Ultimately if you want the best and most talented people to stay here
  - Need to create the path to the city that will keep people
  - Mayor loves measuring
- Zoo Director – JK
  - Training may not be the best word, opportunity may be better than training
  - Complement existing system, don't reinvent the wheel
  - TP – how are we going to influence change in the schools?
  - Mindset needs to be changed
  - Public school teachers are always looking for hands on activities to do with their classes
- What we'll get to...
  - Designing the path that gets us here
  - 7 Minute presentation coming up!

**Break for Lunch at 12:01 PM**

**Reconvene for Session 2 at 12:33 PM**

After Lunch Session

## Green Economy

- Started at 12:33 PM
- TP
  - Need someone to present to the mayor later on
  - Breaking into 3 groups
    - Education
      - Getting people to get into sustainability via education
    - Workforce Development
    - Economic
  - Russell *is* having a good time – he even smiled
  - How do we accomplish this challenge: goals with metrics, tactics, etc.
  - Have a presenter ready
- Tawana Bain – Tactics are on the board
- Break for 20 minutes at **12:38**

### Group Breakout Presentations

Workforce – Started at 1:06 PM

- Conceptual
  - Connecting personal interests and passions with opportunities in the area
  - Near term, less than 5 years
  - Long term, up to 25 years
  - Intersection of interest and opportunity: training → career path → opportunities
  - Opportunities
    - Needs, short term: formal exercise to map opportunities
      - County or regional mapping/assessment to unite institutions to forecast needs and growth areas
      - Inform career path with results
      - Connect to relevant parties with results
  - Main Concept – it’s a process, it’s a continuum to connect ideas
    - Mapping exercise
  - Marry policy and legislation with mapping exercise
- Specifics
  - Sustainability Accelerator – Stephen Anderson
    - Take groups with a good idea
    - Provide investors, technical assistants, training
    - Works similarly to venture capitalism, but with research
    - Creating sustainable entrepreneurs
- 4 Points
  - First 3 Assets
    - Workforce Investment Board
    - XLerator Examples
    - Inspirational/Interest Growing assts exist
    - Louisville Sustainability Council
  - Metrics - measurement
    - Workforce – 1 benchmark
    - Asset mapping
    - Identification of opportunities, specifically
    - How do we fill them?
    - %age of growth
      - Investment growth
    - Identify current, existing “green” jobs

## Green Economy

- Stakeholders
  - NGOs
  - Workforce Investment
  - Kentucky Works
  - Salvation Army
  - KY State
  - Unions
  - Community Colleges
  - Universities
  - Philanthropists
  - Rehabilitation facilities
  - Parole/Probation/Community Service

### Education – Sally Craven

- Passion has to exist
- Concrete
  - Tree commission to work with schools, teach students how to do canopy assessment
    - Teach it on campuses
    - Recognize and reward schools for doing so
    - Huge opportunity exists
    - Brightside already has a mapping tool for it
  - Utilize Cultural Consortium and Artists Cultural Attraction Council to focus on sustainability
    - Lots of publicity and push this year
    - 2015 is year of sustainability
  - Align school service projects with sustainability
    - Create transferrable schools
  - Review WendelBerry Farming School at St. Katherine's College
    - Take existing experts
    - Pass along information before it's lost
  - Sustainability Job Corps and Internships and Job Shadowing
  - Universities and other schools are models of sustainability
    - Education for parents and other community members
    - Bring in community, around the clock
    - Showcase the schools
  - Teachers as a resource
    - Teachers need to be measured on the program
    - They won't keep up
- Economy Too
  - Metro Government purchasing and funding
- Assets
  - Teachers
  - Brightside, mapping tool
  - Cultural Consortium
  - Trade Commission
  - ACA
  - School System
  - Project warm
  - Zoo
- Stakeholders
  - Teachers

## Green Economy

- JCPS
- JCTA
- Higher Education facilities
- Other schools outside of JCPS
- Job Corps
- Catholic Schools
- Private Schools
- Board of Education
- KDE
- Program Directors and other auxiliary staff
- Metrics
  - Teacher progress
  - Number of trees
  - Number of classrooms engaged
  - Schools which are zero waste
  - Green School Designation
  - How many students are pursuing careers in sustainability
  - # of students enrolled in sustainable job corps
  - Number of students bring it home
- Challenges
  - Lots of schools
  - Scaling it out
  - Acceptance and embracement of existing schools
- People who are positively motivated are much more productive

### Economy - Sean

- Concrete
  - Creating a list of the 50 biggest companies in Louisville
    - Which are sustainable?
    - How many of their clients are?
    - Rewards for sustainable trade/business practices
  - City certification for sustainability
- 2 Tier Mentorship Program
  - Larger or better sustainably developed company mentoring another which is lacking in sustainable areas
  - Have employees take sustainable practices back home with them
- Private and Public partnerships
- Emphasis on Job creation
  - Ex: IBM 20 years ago knew nothing about water waste management
    - Figured out process, brought in revenue
- Sustainable Businesses
  - Hayward
  - Harvest Restaurant
  - GE
  - From GLI – no existing sustainable profile of companies
- Do we exclude businesses?
  - TP – no, we don't
  - Helps to know how to accelerate though
- What We Need – Summarized
  - Certification Program

## Green Economy

- Companies setting benchmarks
- Mentorship program
- Super Bonus
  - If a company can show they're doing sustainability *and* diversity, there's a bigger bonus.
- Don't exclude, accelerate
- 4 Points
  - Realistic ideas?
    - Yes, these ideas are
  - Assets
    - Existing Programs
    - LEED Certification
    - Practice Green Health
    - ISO 9001
    - Energy Star
    - LEEN Practices
    - Ford
    - GLI
    - GRI
  - Needs
    - Sustainable characteristic list
    - Personal certifications
    - List of top 50 companies
  - Metrics
    - Benchmarks
    - Certifications
    - 7 Levels
      - Reduce
      - Reuse
      - Recycle
      - Transportations
    - Number of jobs created
    - Inspection additions for sustainability
  - Stakeholders
    - Public and Private Businesses
    - Top 50 best practices

### **Mayoral Presentation** – Need to Make It Cohesive

- Presenters – Sally, Sean, and Kelly
- Presentation
  - Lead with Education
  - Next with Workforce
  - End with Economy