Company Involvement In Sustainable Cities

July 24, 2012
Bahar Gidwani, CEO
Can Companies Collaborate With Cities On Sustainability?

⇒Cities want to have happy and healthy citizens—do sustainable companies help them reach these goals?

⇒Companies produce jobs and tax income for cities—can they also encourage them to be more sustainable?
Three Speakers, Three Perspectives

Bahar Gidwani, CEO of CSRHub. The CSRHub site provides access to sustainability information and ratings on company sustainability performance.

Andrew Watterson is a senior consultant with Brown Flynn. Prior to joining Brown Flynn, Andrew served in the Office of Sustainability for the City of Cleveland for six years, most recently as the City’s first Chief of Sustainability.

Julie Marth, MPH, is the Program Manager for the Office for a Healthy Environment at Cleveland Clinic. She is responsible for shaping a culture of sustainability across the Cleveland Clinic health system.
Most Large Companies Have Sustainability Programs...Relatively Few Do Formal Reports

% of Companies With a CSR Web Site Area

<table>
<thead>
<tr>
<th>Region</th>
<th>0%</th>
<th>20%</th>
<th>40%</th>
<th>60%</th>
<th>80%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asia</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Caribbean</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Europe</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Middle East</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>North America</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pacific</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>South America</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>South Asia</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Southeast Asia</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

% of Companies That Did a GRI Report (2009-11)

<table>
<thead>
<tr>
<th>Region</th>
<th>0%</th>
<th>20%</th>
<th>40%</th>
<th>60%</th>
<th>80%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asia</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Caribbean</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Europe</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Middle East</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>North America</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pacific</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>South America</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>South Asia</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Southeast Asia</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Based on CSRHub data on 8,447 companies in 65 countries.
Many Groups Are Trying To Encourage Good Company-Community Relations

<table>
<thead>
<tr>
<th>Best Workplace for Commuters</th>
<th>CECP (Committee Encouraging Corporate Philanthropy)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer World 100 Best Places to Work in IT</td>
<td>CR’s 100 Best Corporate Citizens</td>
</tr>
<tr>
<td>Diversity Magazine Top 50</td>
<td>Diversity MBA Magazine Top 50</td>
</tr>
<tr>
<td>Equal Opportunity Publications 100</td>
<td>Equator Principles</td>
</tr>
<tr>
<td>Glassdoor Top 50 Places for Work-Life Balance</td>
<td>Global Sullivan Principles</td>
</tr>
<tr>
<td>Hispanic Magazine 100</td>
<td>Hispanic Trends</td>
</tr>
<tr>
<td>Latina Style 50</td>
<td>NAFE Top 50</td>
</tr>
<tr>
<td>National Hispanic Corporate Council</td>
<td>Top 100 Diversity Supplier Programs for Hispanics</td>
</tr>
<tr>
<td>Training Magazine Top 125 for Employee Development</td>
<td>UN Global Compact</td>
</tr>
<tr>
<td>Working Mother List</td>
<td>Working Multicultural Women</td>
</tr>
</tbody>
</table>
The Most-Livable Cities Seem To Associate With Better-Performing Companies

Based on Our Green Cities scores for 52 cities and CSRHub ratings for 734 companies.
Good Things Seem to Come With Good Companies

Based on Stressful Cities scores for 47 cities and CSRHub ratings for 716 companies.
BrownFlynn is a women-owned sustainability and corporate social responsibility consulting firm. We advise organizations on how to integrate responsible practices into their strategies, communicate these practices internally and externally for bottom-line impact, and provide training to build skills and engage associates.

please visit www.brownflynn.com
Cities use of sustainability to create stronger, more resilient communities

Sustainability is:

1. A tool to create sustainable operations, reduce costs and maximize use of revenue
2. An attraction tool for educated professionals
3. A differentiator for organizations and corporations
4. A tool to improve the natural and physical infrastructure assets of a community
5. A positive goal to focus community and economic development efforts
Creating a sustainable community requires collaboration with all stakeholders

1. Leadership must come from both the public and private sectors to create and sustain real change within a community
2. Genuine corporate leadership is encouraged and healthy in planning and implementing sustainability initiatives
3. Government support can accelerate change
4. Grass roots efforts can support community-wide goals
5. An energized community is more powerful than individual leadership
How organizations can engage

Organizational support help shape and sustain community initiatives

1. Align community engagement efforts with organizational goals
2. Create a common and cohesive message
3. Engage with your community at all levels of the organization, encourage participation and support
4. Establish goals and measure progress
An Overview

Location: Northeastern Ohio on the shores of Lake Erie
Population: Approximately 395,000 residents (significantly larger working population)
Land Area: Approximately 75 square miles
Budget: Approximately $1.2 billion (approximately $520 for the million general fund)
Employees: Approximately 7,900
Sustainable Cleveland 2019 (SC2019)

Sustainable Cleveland 2019
Building an Economic Engine to Empower a Green City on a Blue Lake

A community of people from every walk of life working together to reshape Cleveland into a vibrant city with thriving businesses and a flourishing natural environment.

A resource that offers information and actionable tools so you can make smart, sustainable choices at home, at work and in your community

MISSION: Sustainable Cleveland 2019 is a 10-year initiative that engages everyone to work together to design and develop a thriving and resilient Cleveland region that leverages its wealth of assets to build economic, social and environmental well-being for all.
Why SC2019 is unique

SC2019 is a whole system sustained change effort mobilizing the entire community to take action towards creating a vibrant and sustainable city

1. Utilized an Appreciative Inquiry Summit to launch the initiative
2. Driven by community action
3. Originated by Mayor Frank Jackson, City of Cleveland
4. Staffed by Mayor’s Office of Sustainability
5. Multi-stakeholder stewardship council
6. Whole system – positively focused approach
7. Focused annually on a distinct aspects of a sustainable economy
2012 – Year of Local Food

- Northeast Ohio spends $11 billion per year on food
- 37% of Cleveland residents believe it is important for food to be grown locally
- Cleveland residents spend more than $15 million to purchase eggs each year
- Over 60 acres in food production in the City of Cleveland
- Increased economic activity to support local demand
- Adopted local policies to support local food production
- Food waste solutions are emerging with local production
Conclusion

City – corporate collaboration can achieve positive results for all
Julie McClain Marth, MPH
www.clevelandclinic.org/sustainability
The Office for a Healthy Environment
Supporting healthy environments for healthy communities
2012 Enterprise
UN Global Compact Report

• Please take a moment to read this year’s report and:
  • Share what you learn with stakeholders
  • Provide feedback to the OHE team
  • Share the brochure with visitors, stakeholders and caregivers

The full report can be found online at:
www.clevelandclinic.org/sustainability
www.clevelandclinic.org/unglobalcompact
Cleveland Clinic

Every life deserves world class care.