



**Energy Block Grants Work!**  
CAMPAIGN TO SAVE EECBG



**TODAY'S WEBINAR TOPIC**

**Partnering with Universities and Colleges on Sustainability Initiatives**

**Speaker:**



**Peter Bardaglio**  
*Senior Advisor*  
*Second Nature*



**Upcoming Grant Opportunities**

EPA Brownfields Assessment, Cleanup & Revolving Loan Fund Grants

**Due November 28**

Visit [www.epa.gov/brownfields](http://www.epa.gov/brownfields)

**November 10, 2011**

**For more information: [www.climatecommunities.us](http://www.climatecommunities.us)**



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**Recorded Webinar and PowerPoint Archive**

All 2011 recorded webinars and PowerPoints are available at:  
[www.climatecommunities.us/webinars.html](http://www.climatecommunities.us/webinars.html)

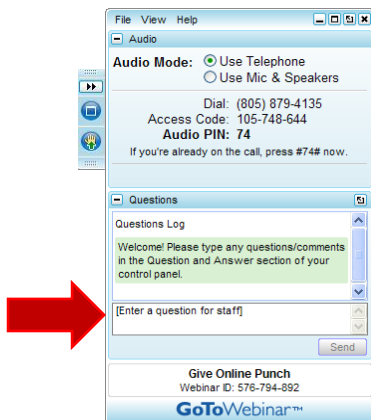




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## Asking questions



At any point during the presentation, you can type your question into the question text box and click send. All questions will be read aloud and answered at the end of the presentations, as long as time permits.



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## Upcoming Webinars

### **November 17, 2011**

Funding Opportunity: Grants Available for Local Urban Forestry Projects

### **November 24, 2011**

Thanksgiving

### **December 1, 2011**

Using Competition to Encourage Energy Efficiency Improvements: Kansas' Take Charge Challenge



## Working with Colleges and Universities on Getting Green Together

*Peter Bardaglio*  
Senior Fellow, Second Nature  
Climate Communities Webinar  
November 10, 2011



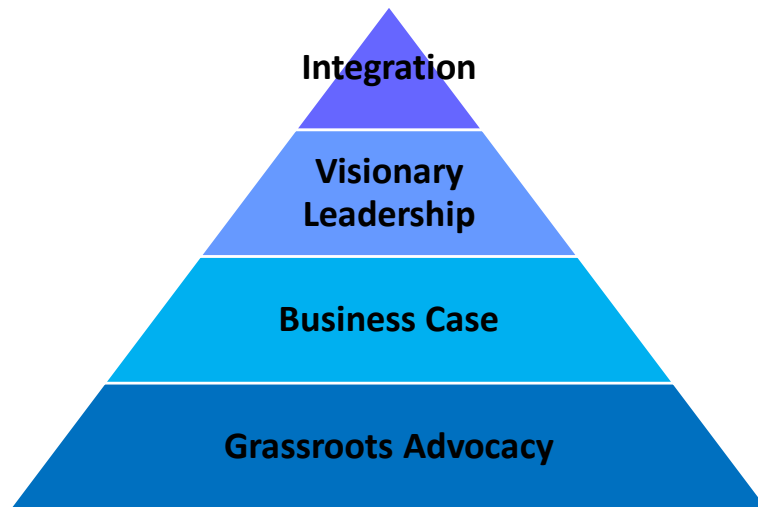
*alternative futures ...*



Van Jones

*Eco-Apartheid, Eco-Apocalypse,  
or Eco-Equity?*

*phases of sustainability movement*



Source: Presentation by Dave Newport, Smart & Sustainable Campuses Conference, April 2011

*sustainability: not a top-down thing ...*

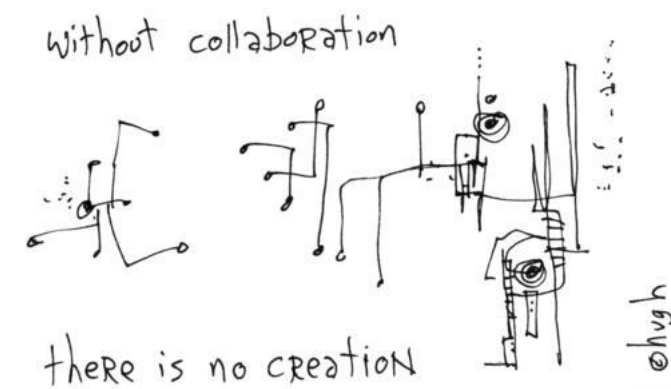
*A public engagement.*

*implications for strategic thinking ...*



- Engage community members as co-creators, not as customers or clients
- Collaborate and connect, not command and control
- From silos to gardens: cross-pollination, diversity

*sustainability ↔ collaboration*



- Overturning of old paradigm will only happen if we create new spaces for connection
- Collaboration, inclusivity, and mutual respect make it possible for us to move upstream, where the real solutions are

*sustainability ↔ collaboration*

## Why Campus-Community Engagement?



- Changing economic landscape for campus and community
- Mutual interdependence and survival
- Innovation and competitive edge
- Leveraging scarce resources
- A truly sustainable campus needs a sustainable home community



AMERICAN COLLEGE & UNIVERSITY  
PRESIDENTS CLIMATE COMMITMENT

### The ACUPCC Initiative

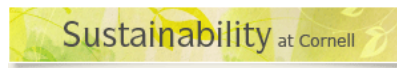
- A network led by presidents & chancellors
- High-visibility, national initiative
- Joint action to leverage change representing over 650 institutions and one-third of the total student population
- Action plan for climate neutrality
- Research & education
- Develop societal capacity



*leveraging resources and building bridges*

## Ithaca, New York

Partners: non-profits, higher ed institutions, local businesses, municipal and county governments, MPO



*leveraging resources and building bridges*

## Ithaca, New York

### Structures for Collaboration

- Tompkins County Climate Protection Initiative (TCCPI)
- Workforce Housing – \$10M CU seed funding for Community Housing Affordability Program (2009)
- Cornell-Community initiatives – \$10M CU seed funding grant for infrastructure and systems enhancements (2009)
- Transit planning and operations – ITCTC
- Ithaca Carshare
- Sustainable Tompkins
- Green Resource Hub/SEEN
- Groundswell Center for Local Food and Farming



### What is TCCPI?

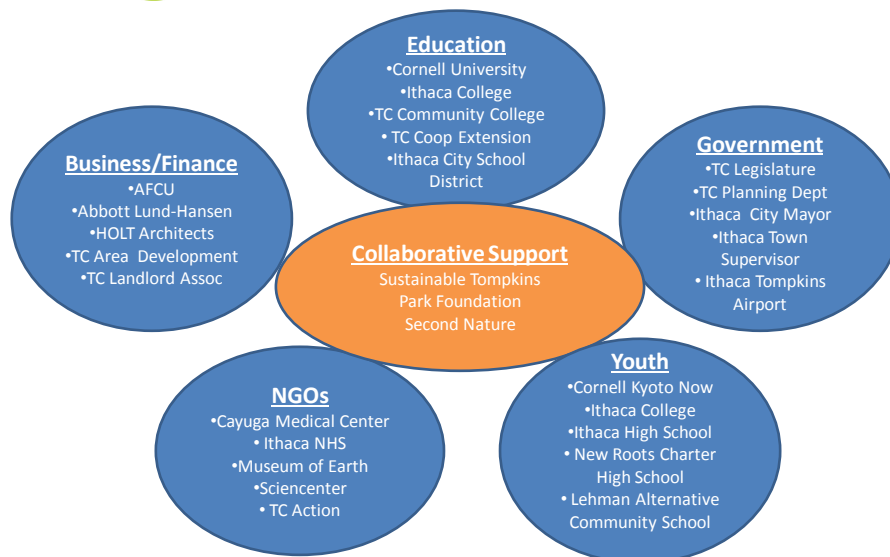
- **Regional multisector collaboration** launched in June 2008
- **Seeks to leverage climate action commitments** made by:
  - Cornell University
  - Ithaca College
  - Tompkins Cortland Community College
  - Tompkins County
  - City of Ithaca, Town of Ithaca
- **Website:** [www.tccpi.org](http://www.tccpi.org)



### Strategy:

- **Establish and mobilize a multisector coalition** of local community leaders who are committed to:
  - Reduction of greenhouse gas emissions
  - Transition to clean energy
  - Greater energy efficiency

# TC CPI | Tompkins County Climate Protection Initiative



# TC CPI | Tompkins County Climate Protection Initiative



## Examples of projects:

- Tompkins Energy Conservation Corps: training Cornell and IC students to carry out informational energy assessments of homes
- Shared co-generation heating and power plant: Cayuga Medical Center and Museum of the Earth
- EPA Climate Showcase Community grant
- Countywide energy campaign to raise public awareness: "Get Your GreenBack, Tompkins!"

**TC**  
**CPI** | **Tompkins County**  
**Climate Protection Initiative**



**Next Big Thing:**

- Southern Tier Regional Economic Development Council (STREDC)
- TCCPI has proposed deploying \$1M in state support for a revolving fund to help attract up to \$100M in private capital
- Endorsed by Energy Working Group of STREDC
- Revolving fund for energy efficiency and renewable energy: municipalities, universities, schools, hospitals, airports

**TC**  
**CPI** | **Tompkins County**  
**Climate Protection Initiative**



**By aggregating energy projects and coordinating the effort:**

- An attractive investment portfolio created
- Hundreds of jobs created
- Administrative costs substantially reduced (50-75%)
- Significant energy savings realized
- Regional carbon footprint dramatically reduced

*leveraging resources and building bridges*

## Oberlin, Ohio

Partners: City, higher ed institutions, public schools, non-profits, businesses, farms



*leveraging resources and building bridges*

## Oberlin, Ohio



- Oberlin College and City of Oberlin working together to carry out a comprehensive effort to foster **sustainable development in region**
- What David Orr calls “**full-spectrum sustainability**” – increase overall resilience of community

**Three main goals:**

1. Develop 13-acre Green Arts District as main driver for **economic revitalization**
2. Increase efficiency of city and college energy base and shift to **renewable sources**
3. Establish **20,000 acre greenbelt** and expand local foods economy

*leveraging resources and building bridges*

## Oberlin, Ohio



### Partnership Vision

- Seeks to create an **educational alliance** between the College, the Oberlin public schools, a Vocational Education School, and Lorain County Community College
  - Complete **curriculum planning** across four institutional partners that prepares young people to meet the challenges and opportunities ahead
- 
- Looks to **challenge usual approach to sustainability** as a series of one-off projects unconnected to each other
  - Instead, designed to **take advantage of the synergies** that exist between the parts

*leveraging resources and building bridges*

## Oberlin, Ohio



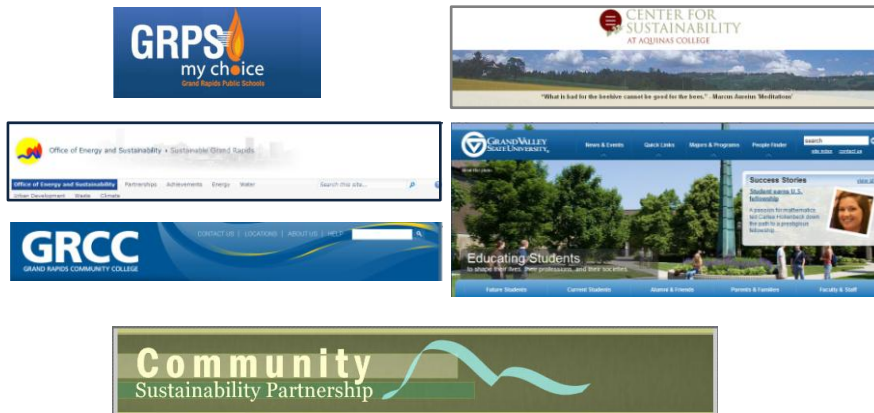
### Accomplishments :

- Completed **\$17M LEED-gold facility** created by 3 Oberlin grads
- Completed **\$12M LEED-gold renovation** of Allen Arts Museum – key anchor in Green Arts District
- **Raised \$7.9M** in grants, gifts, and commitments
- **Organized the community** into 10 teams working on issues of energy, education, policy, civic engagement, economic development etc.

*leveraging resources and building bridges*

## Grand Rapids, Michigan

Partners: City, schools, higher ed institutions, local and regional non-profits, local and regional businesses



*leveraging resources and building bridges*

## Grand Rapids, Michigan



- **Community Sustainability Partnership:** higher ed institutions, local government, and business leaders teamed up to launch green renaissance in 2005
- **Grand Valley State, Aquinas College and Grand Rapids Community College** all key players – Herman Miller and Steelcase, too – over 200 organizations, institutions, businesses, and individuals now make up coalition
- **Mayor George Heartwell** driving force – demonstrates importance of political leadership

*leveraging resources and building bridges*

## Grand Rapids, Michigan



### Accomplishments since 2005:

- Highest Per Capita LEED buildings in the U.S. (USGBC)
- First U.S. designation by UN University as Regional Center of Expertise (RCE) in Education for Sustainable Development
- Ranked among the top 25 cities on the Sustainable Cities Index
- 20% of city's energy comes from renewable sources and city has reduced its energy use by more than 10%

*leveraging resources and building bridges*

## Grand Rapids, Michigan



### Innovations:

- Aquinas College in 2003 established first U.S. undergrad program in sustainable business
- Center for Sustainability at Aquinas student-run: provides clearinghouse on sustainable practices as well as faculty-directed consulting services
- Michigan Alternative & Renewable Energy Center at GSVU includes business incubation program for green energy entrepreneurs and offshore wind outreach initiative

*not just a buy-in thing ...*

## **What makes a successful coalition?**

- Clear sense of purpose
- Defined roles for partners
- Regular, ongoing communications
- Robust partner engagement and action



*not just a buy-in thing ...*

## **What makes a successful coalition?**

- Common strategy driven by collective input
- Accept conflicts but establish ground rules
- Flexibility in response to changing environment
- Share success



*leveraging resources and building bridges*



**Lessons Learned (and still learning...)**

- Strategic alignment is crucial
- Think holistically and beyond boundaries
- Inclusive process: more and earlier
- Focus on common ground and shared goals

*leveraging resources and building bridges*



**Lessons Learned (and still learning...)**

- Tackle low-hanging fruit (strategy not expediency)
- Dare to do something different (and don't give up)
- Build and maintain relationships (at all levels)
- One size does not fit all

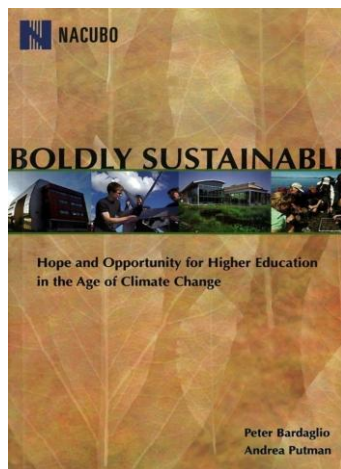
*a core strategic imperative*

## Conclusion:

- Communities and campuses that work together to embrace sustainability as core strategic imperative and embed it into mission, vision, and leadership will flourish in 21<sup>st</sup> century



*Food for Thought*



*Website:*

[www.boldlysustainable.com](http://www.boldlysustainable.com)

*Blog:*

[www.rebootingthefuture.com](http://www.rebootingthefuture.com)

*Twitter:*

[twitter.com/rebootingfuture](https://twitter.com/rebootingfuture)

*E-mail:*

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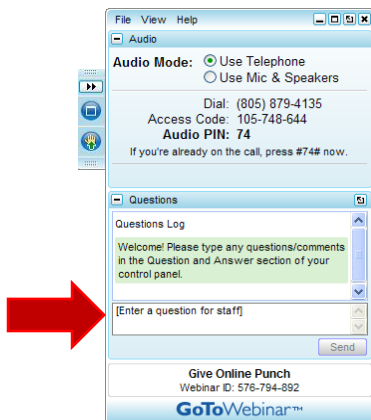
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# Questions?