

# Building the Movement

Sustainable Atlanta

**Mar. 4, 2014**




# Why we exist

A photograph of three young girls with curly hair, smiling and holding onto a blue metal playground structure. The girl on the left is wearing a green shirt with a penguin and the word 'CHILL' on it. The girl in the middle is wearing a pink shirt with a cat. The girl on the right is wearing a light blue and pink striped shirt. The background is a clear blue sky and a playground setting.

**To bring people together to secure a healthy, prosperous future for all of our children**



A group of children are playing a game of tag on a grassy field. One child in a blue jacket is running towards the camera, while others are scattered around, some sitting on the grass. The background is filled with lush green trees under a clear sky.

As a trusted, neutral  
NGO partner,  
Sustainable Atlanta

- Forges meaningful connections + collaborations
- Leverages resources
- Inspires action
- Helps navigate complexity

How  
**we got  
here**

How  
**we  
work**

2013 + beyond  
**Catalyzing  
Engagement**  
Virtually & Physically

2011-12  
Assessing Needs  
Regional Focus  
Building 501c3  
Foundation

2007-10  
Think Tank  
City Focus



## Our Approach

- Connecting people, organizations + resources
- Not reinventing wheels
- Using 21<sup>st</sup> century tools to seize 21<sup>st</sup> century opportunities
- Meeting people where they are
- Lifting up the good, not spotlighting the bad
- If you are affected, you have a seat at our table
- Keeping it fun!!!





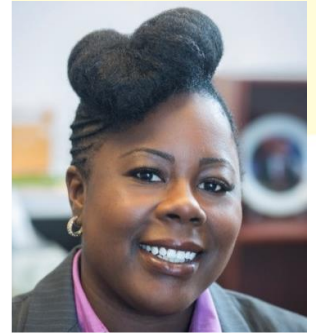
# Who we are

## STAFF (top row)

Suzanne Burnes  
Scott Briskey  
Melonie Tharpe  
Carla Hyman

## BOARD

Ciannat Howett, *Emory University, Chair*  
Howard Connell, *Georgia Tech, Vice Chair*  
Dana Hartline, *HL Strategies, Secretary*  
Sam Gude, *IntegralGude, Treasurer*  
Chip Andrews, *Cousins Properties*  
Barry Berlin, *Atlantic Trust Bank*  
Peter Floyd, *Alston & Bird*  
Harriet Langford, *Ray C. Anderson Foundation*  
Elizabeth Rasberry, *Cox Communications*  
Rochelle Routman, *Mohawk Group*  
Nathaniel Smith, *Partnership for Southern Equity*  
Charles Whatley, *UrbanIS*  
Scott Wicker, *UPS*



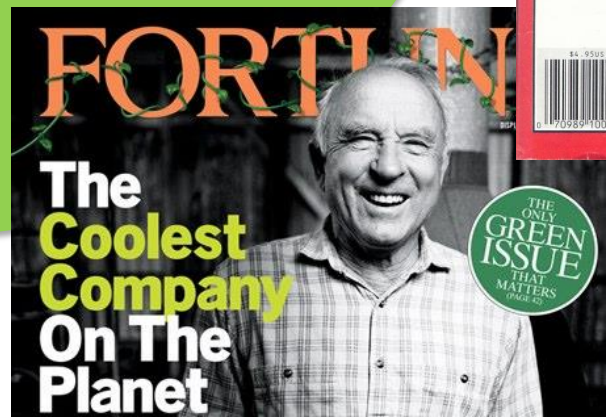
# National Trends

- **Consumers want to trust that they are making responsible choices**
- **Corporations are leading, driven by cost savings, stakeholder pressure, reputational value, risk reduction**
- **Local governments are leading, driven by the same + highly competitive Mayors!**
- **Proliferation of rankings and ratings systems defining what and who is green/sustainable**





# Harnessing Current Movements



City  
Context  
emerging  
innovation  
labs



## Can you have a healthy company in an unhealthy city?

**“...sustainability needs cities as much as cities need sustainability, and business and others should view cities as an increasingly crucial and constructive frame through which to understand and pursue sustainability.”**



# STAR

**new  
national  
model**

Built Environment	Climate & Energy	Education, Arts & Community	Economy & Jobs	Equity & Empowerment	Health & Safety	Natural Systems
Ambient Noise & Light	Climate Adaptation	Arts & Culture	Business Retention & Development	Civic Engagement	Active Living	Green Infrastructure
Community Water Systems	Greenhouse Gas Mitigation	Community Cohesion	Green Market Development	Civil & Human Rights	Community Health & Health System	Invasive Species
Compact & Complete Communities	Greening the Energy Supply	Educational Opportunity & Attainment	Local Economy	Environmental Justice	Emergency Prevention & Response	Natural Resource Protection
Housing Affordability	Industrial Sector Resource Efficiency	Historic Preservation	Quality Jobs & Living Wages	Equitable Services & Access	Food Access & Nutrition	Outdoor Air Quality
Infill & Redevelopment	Resource Efficient Buildings	Social & Cultural Diversity	Targeted Industry Development	Human Services	Indoor Air Quality	Water in the Environment
Public Spaces	Resource Efficient Public Infrastructure		Workforce Readiness	Poverty Prevention & Alleviation	Natural & Human Hazards	Working Lands
Transportation Choices	Waste Minimization				Safe Communities	





# Our Strategic Goals

Sustainable Atlanta has strong organizational capacity & financial stability

Culture of sustainability is growing across metro Atlanta

Metro Atlanta assets are leveraged for improved health, prosperity, and quality of life for all in the region

# Creating Conditions for Local Change

## **I change my behavior when:**

- **Community expects it**
- **Feedback/rewards exist**
- **I'm inspired by models that connect with me personally**
- **Ask is within my control**
- **IT'S FUN!**







**Look Up**  
**ATLANTA**

good lives here

**LEARN CONNECT ACT**







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JUST GETTING STARTED WITH LOOKUP??



YOUR SOCIAL GOOD COMMUNITY

# Looking Up Today

Latest

Campaigns

Events

Video Stories

Posts

Resources

**RECIPE FOR  
BUILDING  
SUSTAINABILITY  
MOVEMENT**

Mix one part + one part



WIKIPEDIA

+ one part



+ two parts



=



**Look Up  
ATLANTA**  
good lives here

Feedback

# Ecodistrict

Neighborhood or district committed to achieving ambitious sustainability performance goals, implementing both infrastructure and behavior change projects, and tracking results.





# Greater Atlanta Ecodistrict Initiative



**2013**  
Task Force assessed Portland model + framed metro Atlanta approach

**2014**  
Beta testing model in university, urban residential + suburban town center settings

- Trainings to build capacity
- Formalizing resource partnerships + incentives
- Working with national lead to prepare betas for certification

**2015**  
Rolling out tested model to pipeline of Community Improvement Districts, campuses, neighborhoods

**Building first robust metro network of Ecodistricts in U.S.**



# Closing Thoughts

- 1. Sustainability is more than green – it's about interdependence and empowering PEOPLE to be a part of building healthy, inspiring PLACES**
- 2. Charting a sustainable course requires holistic, different thinking, relationships, and conversations, and leveraging assets.**
- 3. Find resources, inspiration and become a part of this community at [www.lookupatl.org](http://www.lookupatl.org)**

