



## PORTLAND+OREGON SUSTAINABILITY INSTITUTE (P+OSI) Global I Sustainability I Leadership

P+OSI is a new initiative to advance the Portland region's global sustainability leadership. In partnership with a broad range of business, government, and academic leaders, POSI seeks to:

- Grow and diversify Oregon's green job marketplace by creating demand for Oregon's clean tech and sustainable industries;
- accelerate catalytic and scalable sustainable development, policy and financing strategies that enhance long term human and ecosystem health, and
- broaden exchange in global innovation and best practices.

Recognizing there is a leadership imperative to accelerate sustainability and a vast array of initiatives underway throughout the region in need of coordination, over 50 organizations came together in 2008 to embrace an ambitious vision for a sustainable economy that emphasizes diversity, innovation, and environmental protection. The result was a signed commitment statement to create P+OSI, a multi-sector, cross-jurisdictional "center of excellence" to build momentum for scalable sustainability initiatives.

P+OSI seeks to build on but not duplicate the exemplary work already underway throughout the region. It instead, provides a platform to convene and provide direction for business, academia, government, and non-profit sustainability leaders to accelerate and deepen the impacts of our efforts.

With the support of the City of Portland, Portland Development Commission, Portland State University, Metro, and regional business and NGO leaders, Portland Mayor Sam Adams launched P+OSI in the fall of 2008 with the hiring of Rob Bennett as the founding executive director. In 2009, P+OSI is developing a strategic and business plan; registering as a 501(c) 3 non-profit organization; and recruiting a board of directors comprised of sustainability leaders in business, higher education, government, and non-profits.

**"There is a green revolution stirring in America, and Oregon is the beating heart of that revolution. But it won't be for long if we call a time-out on our move toward investing in renewable energy and green technology."**

**Governor Theodore R. Kulongoski**

From his State of the State address, January 12, 2009

## **Why P+OSI?**

A quick tour of North America would reveal the rapid emergence of sustainability both as a framework for the future and as a buzzword. As the world struggles with such complex issues as climate change, globalization and rapid urbanization, governments, business leaders, and thought leaders are turning to Portland and Oregon to learn from our experience. With more than 30 years of progressive environmental and social policy, community redevelopment, civic engagement, natural resource protection, and green job growth, the region is recognized as an incubator and living laboratory of innovative rural and urban solutions.

Our leadership has grown from an emphasis on growth management and economic diversification to a more recent emphasis on green urbanization and energy strategies. Oregon's emerging solar and wind cluster, nationally recognized green development and smart growth leadership, and entrepreneurs in the areas of sustainable food, ecosystem services, and bicycling underscore that sustainability has become a powerful brand for the region, accelerating the pace and growth of clean tech innovation and green business development in the US. Oregon's university system and community colleges are also providing significant leadership, including Portland State University's recent announcement of a \$25 million matching grant to enhance the University's sustainability research, education and community outreach leadership; the creation of Oregon BEST, a green building and clean tech commercialization partnership between four universities and the private sector; and Portland Community College's highly regarded green workforce training programs.

## **Catalytic Projects**

P+OSI is pursuing the following four signature activities to build early momentum and test collaborative models that demonstrate the interconnections between applied economic development strategies, development best practices, and policy innovation.

### **I. EcoDistricts**

P+OSI is developing a bold EcoDistrict vision, policy and investment strategy to re-envision and reshape new and existing neighborhoods to improve livability and environmental performance, with an emphasis on reducing environmental impacts such as greenhouse gas emissions. For ten years, Portland has been a leader in green building and distributed stormwater management. EcoDistricts is a strategy to deepen and accelerate sustainable urban development through a process that integrates private and public investment and integrated inter-agency planning and regulatory innovation.

EcoDistricts emphasizes the implementation of next generation district scale green development, green infrastructure and community development best practices and development of public-private financing strategies, incentives, and building and zoning regulations. EcoDistricts creates a fertile proving ground to test new strategies and create an applied economic development strategy that will help grow green and clean tech jobs; create commercialization opportunities for corporate entities looking to deploy next generation products and services at centers of sustainability innovation; attract foreign direct investment, and help the Portland region meet aggressive goals for growth management, green job creation, stormwater management, and climate change.

P+OSI will lead the EcoDistricts strategy, convening the real estate and construction industry, City of Portland Mayor's office, Bureau of Planning and Sustainability, Portland Development

Commission, Oregon University System, Portland Community College, Oregon BEST in provide guidance. In early 2009, P+OSI will draft a roadmap that identifies key goals, deliverables, and metrics; identify and analyze pilot Greenfield and existing neighborhoods to participate in the program; assemble regulatory, design, finance, and research & commercialization teams; and host a kick off community summit.

## **II. Oregon Sustainability Center**

Led by a new public-private collaboration that includes the city of Portland, Oregon University System, and Oregon Living Building Initiative, a consortium of leading NGOs and businesses, and Portland + Oregon Sustainability Institute, the Oregon Center for Sustainability will become the region's gateway to collaborative sustainable business practices, sustainability-related university research and education, environmental and energy policy, workforce development, and innovative government programs. The Center will be one of the most technologically advanced, state of the art commercial buildings on the planet, and a symbol of Oregon's leadership in green design, engineering, and real estate development. The Center is poised to be the first large scale building to achieve the Cascadia Region Green Building Council's Living Building Challenge: a rigorous global green building standard. In partnership with Oregon BEST, the building is envisioned as a living laboratory of state of the art technologies and best practices to accelerate the commercialization of Oregon-based products and services. The Center will provide a home for businesses, foreign delegations, and others to learn about the latest business trends, technologies, policies and incentives that drive innovation and investment through the expanded sustainable business to business networking and innovative exhibit center that supports the region's clean tech and sustainable industry sector.

Working with a Steering Committee, P+OSI will create a business plan and programming strategy for the Center in 2009. A Request for Proposals was issued in January 2009 by PDC and Oregon University System to guide the design and construction of the building. The new Center is expected to begin construction in Portland the first quarter of 2010 and be completed by 2012.

## **III. Oregon Sustainable Economy Network**

The Oregon Sustainable Economy Network (OSEN) is an initiative to create a formal network and branding strategy for emerging Portland-area sustainable industry clusters. OSEN grew out of PDX Lounge, a successful effort to brand Portland's green building industry at the 2006 and 2007 Greenbuild and 2008 West Coast Green conferences.

OSEN leverages ongoing efforts to organize and support the State's Green Economy-Green Jobs agenda in partnership with other trade associations, workforce development organizations, advocacy groups and higher education. OSEN will serve as a convener for regional sustainable industry clusters to connect to potential local, national and global business opportunities and as a forum for partner businesses to address common barriers to industry productivity and growth. It is envisioned that OSEN will provide a number of services considered customary to trade associations, such as coordinated marketing, social networking events, educational programming, data collection and research, lobbying and advocacy, trade show event planning, technical services, and facilitating connections between industry and research universities. OSEN partners are currently designing a meeting hall and interactive exhibit to open at the Oregon Sustainability Center.

Activities in 2009 include working with PDC to conduct a needs assessment of key sustainable business clusters (workforce development, branding, advocacy and legislation), drafting an OSEN business plan, recruiting 100 new business partners, and developing a branding strategy for trade missions and conferences. Key partners include Portland Development Commission, Portland Development Commission, City of Portland Bureau of Planning and Sustainability, PDX Lounge business members, and Oregon Economic and Community Development Department.

#### **IV. Portland Metro Climate Prosperity Project**

In early 2009 a public-private partnership emerged to establish the Portland region as a pilot city of the Climate Prosperity Project. Championed by the non-profit Global Urban Development, this initiative seeks to establish a framework to align and coordinate metro scale economic development and climate protection activities. P+OSI is partnering with Metro, Greenlight Greater Portland, the Portland Development Commission, Nike, and the City of Portland to develop a shared agenda to create jobs, cultivate talent, and deliver social benefits while dramatically reducing carbon emissions.

Activities in 2009 include the drafting of the Portland Metro Climate Prosperity Plan to be completed by end of June 2009. P+OSI will convene and staffing the Climate Prosperity Council, an executive level region steering committee to drive to regional implementation of the plan. P+OSI will technical assistance to metro-area cities in best practice implementation in the areas of building efficiency, transportation demand management, and waste management and work with the clean tech and sustainable industries cluster to identify opportunities for new product and service deployment. Partners include Portland Development Commission, City of Portland Bureau of Planning and Sustainability, Metro, Greenlight Greater Portland, Oregon Business Council, Climate Solutions, Oregon Economic and Community Development Department, State Global Warming Commission, Oregon Inc., and Oregon BEST.

#### **Key Partners**

Apollo Alliance  
Business Alliance for Sustainable Energy  
Cascadia Green Building Council  
Change to Win  
City of Portland Mayor s Office  
City of Portland Bureau of Planning and Sustainability  
Clackamas County Green Economy Center  
Climate Solutions  
Ecotrust  
Green for All  
Greenlight Greater Portland  
Metro  
Oregon BEST  
Oregon Business Association  
Oregon Business Council  
Oregon Global Warming Commission  
Oregon Institute of Technology  
Oregon Living Building Initiative  
Oregon Museum of Science and Industry

Oregon State University  
Oregon Tourism Commission  
Oregon University System  
Portland Business Alliance  
Portland Community College  
Portland Development Commission  
Portland Higher Education Agenda for the 21st Century  
Portland State University  
State of Oregon Department of Energy  
State of Oregon Economic and Community Development Department  
Sustainable Oregon Workforce Initiative  
Travel Portland  
University of Oregon  
Verde  
Work Systems, Inc.

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