Mayor's Clean Technology Roundtable
Summary Report

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Prepared by:

Department of Innovation and Performance

City of Pittsburgh

Innovation & Performance

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Mayor

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1) Purpose

The purpose of the Mayor's Clean Technology Roundtable was to provide a space to begin the conversation about fostering Clean Technology in Pittsburgh by convening industry sector leaders.

2) Event Description

The Mayor's Clean Tech Roundtable[1] is the second in a series of innovation based discussions allowing the City to hear from civic and business leaders, elected officials, and academics on various topics. The Clean Technology Roundtable was held on July 31st, 2014 and was broadcast live on the City of Pittsburgh Cable Channel while City officials tweeted during the event to engage viewers. The Roundtable will be rebroadcast starting Thursday, August 7th, 2014 and is available for viewing on the City's YouTube Channel.[2]

a) Introduction

- The hour and a half discussion started with introductions and welcomes. Director of Innovation and Performance **Debra Lam** welcomed everyone and introduced the speakers. **Mayor William Peduto,** U.S. EPA's Region 3 Administrator **Shawn Garvin,** Pennsylvania State **Senator Matt Smith,** and President of Business Forward **Jim Doyle** spoke about the importance of Clean Tech in Pittsburgh.

[1] "Mayor William Peduto Hosts Roundtable On Clean Technology." *Peduto for Pittsburgh Mayor*. N.p., 31 July 2014. Web. 05 Aug. 2014. <http://www.billpeduto.com/2014/07/31/mayor-william-peduto-hosts-roundtable-on-clean-technology/>.
[2] City of Pittsburgh YouTube Channel Clean Tech link: http://www.youtube.com/watch?v=wxY4QQEZNzk

b) Speakers and topics covered

- Richard Piacentini: Phipps Conservatory, Living Buildings Challenge
  - Living Buildings Challenge and Phipps participation. Pittsburgh's potential for manufacturing local building materials and becoming a leader in the sector.

- Stan Caldwell: Carnegie Mellon University's Traffic 21, Sustainable City Year
  - Traffic 21 and Sustainable City Year which places university students in organizations to help them achieve their sustainability goals.

- Kimberly Kipin-McDonald: Bayer Material Science, Head of Sustainability North America
  - Bayer's innovation in energy efficiency materials and building technologies. The need to meet demand of the market in sustainable materials and the importance of corporate responsibility.

- Ron Gdovic: WindStax Wind Power Systems, Founder
  - Described experience as a local energy manufacturer in Lawrenceville and descried how the WindStax operate and produce locally-sourced wind power.

"The opportunity is for Pittsburgh to become the center for green healthy building manufacturing products in the United States. And we can do that based on the great history we have in this region in manufacturing, innovation, and our fabulous universities."

-Richard Piancentini

- Councilwoman Deb Gross: Pittsburgh City Council District 7
    - The role and opportunities of neighborhoods, specifically Lawrenceville and the Strip, in providing an attractive environment for new clean tech and manufacturing companies.

c) Discussion questions

After the presentations the Roundtable discussion opened with Matt Mehalik, Program Manager from Sustainable Pittsburgh facilitating the discussion. The three discussion questions included:

- How do we structure ourselves to work together? What have you seen elsewhere that we could do in Pittsburgh?
- How do we make the Clean Tech movement more inclusive?
- What do we need to do next as a region with the City's leadership?

3) Conversation

a) Question 1: How do we structure ourselves to work together? What have you seen elsewhere that we could do in Pittsburgh?

Shawn Garvin started the discussion off by expressing the need for more integrated projects which brings different players together and is more economical. Mayor Peduto stated he would like to see the City **set a new level of standards** and that **Federal and State assistance would be needed to accomplish this.**

Andrew Butcher stated that we need to **"pool the local expertise"** in the City and that having a **"master chef"**, such as Richard Piancentini, can help facilitate and tap into the opportunity of the resources of everyone gathered.

Aurora Sharrard from the Green Building Alliance said that many smaller clean tech firms and organizations get stuck in the "Valley of death" in funding their new technologies and could **use the mentorship of older organizations.**

Walter Burlap spoke about the problem of relying on outside capital to fund local projects. Often outside funding sources will move the company out of Pittsburgh. The **lack of venture capital in the City** was discussed. Toronto is a place where hubs for clean tech start-ups are being nourished and thriving.

Mayor Peduto added that we **need to be more creative with the resources we have** and use our money more effectively.

b) Question 2: How do we make the Clean Tech movement more inclusive?

Tom Feldman from Free Flow Power discussed the opportunity of his company to take what they are doing and integrate it into the community through STEM research projects in the public schools. He spoke of the need to **"marry the challenge with the opportunity."**

Pat Clark talked about the need to build on local initiatives with federal dollars and desire to figure out the **prototype of a green industrial zone** and apply that to new development projects (like Larimer) to better serve struggling communities.

Senator Matt Smith described his **proposed legislation** which would provide a mechanism for organizations to make **industrial retrofits** to their buildings which he will be introducing in Quarter 1 of 2015(PA Senate Bill 1352).

Grant Ervin, City of Pittsburgh Sustainability Manager, talked about the importance of partnering with local universities and **building the model for cities between universities and local government.** Developing a pipeline from the universities to local government or the private sector is key.

Steve McKnight said that water is an area of opportunity for the City.

Lindsey Baxter talked about, as a region, the need for more business to business recruiting in Clean Tech. **Larger companies can help smaller companies.**

Ron Gdovic of WindStax mentioned that the **clean tech cluster is already forming** in Lawrenceville and the Strip and **"hoteling"** is a concept to look further into.

Kim Kipin-McDonald said she would be interested in participating in upstart companies.

Bill Recker of the Energy Innovation Center will be a convener and contributor to green energy production and they **would like to showcase 36 different kinds of energy, including wind and solar**. He suggested that some of the local energy manufacturers join in showcasing their technologies and furthering the discussion. EIC is interested in workforce development and training in conjunction with the universities.

c) Question 3: What do we need to do next as a region with the City's leadership?

Stan Caldwell says first we need to start branding Pittsburgh's Cleaan Tech sector and remember that we are great at "self-fulfilling prophecies." And if we're encouraging the messaging externally we should be doing it internally as well.

Paul Borrero talked about the need to involve the people more in this development and to **"rise to people's needs as fast as you can."** He talked about how in the design community knowing and understanding your consumers' needs is critical. With investment in clean tech, "are people really invested?" These are important questions to ask.

"One thing to consider is to rise to people's needs as fast as you can."
--Paul Borrero

Andrew Butcher says we can **develop a community focused and resilience agenda** and brainstorm on addressing needs of distressed and underserved communities. Keeping track of national best practices and fostering the networking among national peers is also important.

Aurora Sharrard of the Green Building Alliance spoke about **the importance of asking the question of every project "how is this sustainable?" and "how is this putting Pittsburgh in the future?"** The impatience is high in regards to making progress.

"The impatience is right in line with where we want to be."
—Matt Mehalik

Grant Ervin ended the discussion by encouraging everyone to not accept the status quo. And to be encouraged by the opportunities today to take advantage of the clean tech clusters already happening in the City. We have the opportunity to address people's needs and build community resilience. He ended with asking, **"How can we find ways to continue this discussion?"**

Debra Lam thanked everyone for coming and the Clean Tech Roundtable was concluded.

4) Communications

The Department of Innovation & Performance undertook a Communications Plan leading up to the event addressing the different forms of media and communications which were to be used. It served to ensure officials involved in promoting the event were using the same information and to communicate to citizens how to view the Clean Tech Roundtable. The audience of the communications plan was members of the Clean Tech community, internal communications officials, active citizens who are interested in what is happening in the City, and the general public.

A media advisory went out the Monday before the event on July 28 as well as a press release the morning of the event on July 31. The event was live broadcast on the City of Pittsburgh's Cable Channel.

Tweeting before the event occurred three times using #CleanTechPGH and several participants handles were mentioned: @BusinessForward, @WindStax, @PhippsNews, @PennFuture, @SustainablePGH, @FourthEconomy. City officials tweeted live from the event and invitees were encouraged to participate.

Three articles were written about the event by the Pittsburgh Business Times[3], WESA[4], and NextPittsburgh[5].

5) Roundtable Attendees

a) With input from Sustainability Manager Grant Ervin and our partners at Business Forward, I&P Director Lam invited a group of leaders representing corporate manufacturers, local renewable energy manufacturers, elected officials, local universities, non-profit organizations, , and the City to discuss ways to build on the Clean Tech momentum.

b) The input from the attendees will:

- Serve as a platform for fostering collaboration between the City and local Clean Tech firms and partner organizations.
- Start the conversation about collaboration and moving the City forward in the Clean Tech movement.
- Develop ideas about how to build on the City's assets and turn it into a national leader in this sector.

[3] Coyne, Justine. "Could Pittsburgh Be a Hub for Clean Technology? - Pittsburgh Business Times." *Pittsburgh Business Times*. N.p., 31 July 2014. Web. 05 Aug. 2014. <http://www.bizjournals.com/pittsburgh/blog/innovation/2014/07/could-pittsburgh-be-a-hub-for-clean-technology.html?page=all>.
[4] Nath, Jessica. "Peduto Hosts Roundtable on Clean Technology." *90.5 WESA*. NPR, 1 Aug. 2014. Web. 05 Aug. 2014. <http://wesa.fm/post/peduto-hosts-roundtable-clean-technology>.
[5] Smit, Deb. "Pittsburgh Leaders Creating a Thriving Hub of Clean Tech Companies Here." *NEXTpittsburgh*. N.p., 1 Aug. 2014. Web. 05 Aug. 2014. <http://www.nextpittsburgh.com/business-tech-news/pittsburgh-leaders-promote-ways-develop-thriving-hub-clean-tech-companies/>.

c) List of attendees by name, title, and organization:

- Matthew Adomaitis - Marketing Manager, Calgon Carbon Corporation
- Lindsay Baxter - Program Manager in Sustainability, Pennsylvania Environmental Council
- Melissa Bilec - Associate Professor, Mascaro Center for Sustainable Innovation
- Paul Borrero - Principal Industrial and Communication Design, Neoforma Design
- Walter Burlack - Director of Partnership, Renewable Manufacturing Gateway
- Andrew Butcher - CEO, GTECH Strategies
- Stan Caldwell - Executive Director, Traffic21 Institute, Carnegie Mellon University
- Patrick Clark - Managing Partner, Jackson/Clark Partners
- Jim Doyle - President, Business Forward
- Evan Endres - Energy Center Project Coordinator, PennFuture
- Jackie Erickson - SWPA Regional Director, US Senator Robert P. Casey Jr.
- Grant Ervin - Sustainability Manager, Office of Sustainability, City of Pittsburgh
- Thomas Feldman - Vice President of Project Development, Free Flow Power
- Shawn M. Garvin - Regional Administrator, US EPA
- Ronald Gdovic - CEO, WindStax Wind Power Systems
- Claire Goodwin - Sustainability Performance Associate, City of Pittsburgh
- Matt Graham - Founding Partner, Landbase Systems
- Colin Huwyler - CEO, Optimus Technologies
- Kimberly Kipin-McDonald - Sustainability, Bayer
- Debra Lam, Chief of Innovation and Performance, City of Pittsburgh
- Stephen McKnight - Vice President, Fourth Economy Consulting
- Matthew Mehalik - Program Manager, Sustainable Pittsburgh
- William Peduto - Mayor, City of Pittsburgh
- Richard Piacentini - Executive Director, Phipps Conservatory and Botanical Gardens
- Bill Recker - Board Chair, Energy Innovation Center
- Aurora Sharrard, VP of Innovation, Green Building Alliance
- Matt Smith - Senator, PA Senate
- Craig Stevenson - Executive Vice President, James Construction
- Eric White - Business Development Executive, URA of Pittsburgh

6) Recommendations

The Clean Tech Roundtable discussion produced several good ideas with potential for expansion:

- Establish ways for larger companies to support smaller manufacturers and create partnerships where applicable.
- Establish a needs assessment of Clean Tech and clean energy with the public as the audience. Get the public more involved about how to meet their needs in reference to Clean Tech.
- Always keep sustainability in mind when developing projects.
- Establish funding sources for Clean Tech initiatives in Pittsburgh.

The next steps for the City to consider include:

- Changes to the City code to facilitate sustainable methods.
- The pursuit of tangible projects: Sustainable City Year, International Living Buildings Institute, support for the creation of an industrial sustainable design workshop.
- Integration of sustainable supply chains: partnering with universities to assist with research topics and clean tech assessments.
- Brand the Clean Tech movement in Pittsburgh internally and externally.

This roundtable was part of the beginning of a larger conversation between the City and other centers of innovation. Throughout the summer and into early fall, the Innovation and Performance Department and the Mayor will continue with the roundtable model and meet with organizations representing the Maker Movement, Co-working/Accelerator Spaces, Startups and Entrepreneurship, and Waste to Energy. These discussions will help develop an innovation network of the City visualized through a map showing how each group interacts geographically. Each innovation roundtable will follow a similar format.