



TRANSFORM  
HARNESS  
INNOVATE  
NAVIGATE  
COLLABORATE

# THE TAKEAWAY

ACT LOCAL  
IMPACT GLOBAL  
#THINC<sup>30</sup> **2018**



presented by



# SUSTAINABLE DEVELOPMENT GOALS



On October 17, 2018, Covestro LLC hosted its second annual THINC<sup>30</sup> summit. THINC<sup>30</sup> stands for transforming, harnessing, innovating, navigating and collaborating for a purpose-driven, sustainable future by 2030. Its goal is to introduce the 17 United Nations Sustainable Development Goals (UN SDGs) to Pittsburgh business,

government, academic, philanthropic and non-profit leaders, and engaged citizens to advance the region's growth and prosperity in a responsible, sustainable way. This report summarizes the main themes that emerged during the daylong summit.

## OUR HOPE FOR PITTSBURGH

"There's a quote [by Eboo Patel] that I've been using a lot lately — 'Bridges don't fall from the sky. They don't rise from the ground. People build them.' Each and every one of you build bridges every day through the great work you do and by coming and engaging, and having sometimes difficult discussions like we may have today. My ask of all of you today is to think about the bridges that still need to be built, and to ensure that they're built in a way where all Pittsburghers can cross them."

— *Rebecca Lucre, Head, CSR and Sustainability, Covestro LLC*

For a city that often ranks atop the lists of "most livable cities," many Pittsburghers who attended THINC<sup>30</sup> 17 believe this is not the case for everyone. They worry that not all of their fellow neighbors are benefiting from the city's ongoing transformation. This overarching concern was the impetus that shaped THINC<sup>30</sup> 18. We decided to take a deep dive and focus on issues that matter most to Pittsburghers. Things like eradicating poverty and hunger, reducing inequities, fostering inclusion, eliminating media stereotypes, promoting social justice and improving air quality – all of which are central to the City of Pittsburgh's official resilience strategy called OnePGH.





## Advice from Inside and Outside The Burgh...

### *Courageous Conversation*

Einstein said, "We cannot solve our problems with the same thinking we used when we created them." I see an opportunity for us to do the same thing in Pittsburgh. If we can bring these nascent interests and assets to the table, and think about one Pittsburgh — how does that transform our region, not just from a technological standpoint, but also from a union standpoint? How does my network galvanize the city to have courageous conversations about what we can become? We have been so focused on building things and not people. Today we have an opportunity to do both concurrently. That, I believe is the way forward for us as a region.

— *Fred Brown, President, The Forbes Fund*



### *Collective Action Guided by Equity*

That's what we're after today, collective action. How do we mobilize ourselves in ways where we're working with communities and with other people to advance certain agendas? It's my hope that those agendas we are seeking to advance will always be grounded in and guided by equity. When we talk about social equality and educational equity, we have to talk with other people and figure out ways to actually do this work with other people.

— *Dr. Valerie Kinloch, Dean, School of Education, University of Pittsburgh*

### *Purpose-Driven Change*

It really is incumbent upon each and every one of us to do everything in our power and influence to create change. Purpose is like a river that flows through our lives. Sometimes it comes in a trickle, and sometimes it comes in a torrent. That's not the interesting thing. The interesting thing is how we channel that purpose to achieve our highest aspirations. Because then and only then, when we can look each other in the eye with clear and honest eyes to say I am doing everything in my power and I am accountable to you, only then will we achieve sustainability.

— *Cristina Mittermeier, Photographer, National Geographic and Co-Founder, SeaLegacy*



### *Take the Lead*

The folks who are leading this work are not asking for permission. They're not asking for direction. They are simply taking the leadership role that is rightfully theirs in the community of life. We are each a life force on this planet and we have to start acting like it. We have to just own it and do it.

— *Dr. Katharine Wilkinson, Vice President of Communication and Engagement, Project Drawdown*

“Our research shows that most non-profit leaders have advanced degrees in their particular cause. They are Masters of Social Work or of Fine Arts or Education. But when they become the leader of a not-for-profit, suddenly they need to know a lot about how to be a good business person who achieves sustainability.”

— *Peggy Outon,*  
*Assistant Vice President for Community Engagement*  
*and Leadership Development*

*Bayer Center for Non-profit Management at*  
*Robert Morris University*  
*Covestro Center for Community Engagement*

## TAKEAWAYS FOR THE SOCIAL SECTOR

### Upending the Business Model for Non-Profits



#### *Redefining Mission to Drive Sustainability*

***Even when your organization is achieving and meeting its targets, don't forget to step back, reassess, and think different. Instead of asking, "How do we address the need?" ask "How do we eradicate it?"***

For Greater Pittsburgh Community Food Bank, this is an ongoing process that is transforming the organization. After serving 29 million meals in 2015 and being stunned to learn the need had actually risen to 58 million, Lisa Scales, the Food Bank's President & CEO, and her team began not only thinking about how to meet that growing need, but also how to reduce it – and ultimately eradicate it. In addition to changing distribution to a weekly model in order to now deliver upwards of 10 million pounds of fresh produce annually and bringing food to locations where people need it like the new Healthy Food Center at West Penn Hospital, the Food Bank also has begun working with nontraditional organizations and individuals to reduce dependency entirely by helping people to stabilize their lives. The idea is that by partnering with a workforce development program, for example, that equips people with the skills they need for decent paying jobs, ultimately, they will be able to purchase enough nutritious food for themselves and their families.



### *Creating New Business Models*

***Some non-profits are creating for-profit entities to drive their sustainability and that of the community.***

Take Thread International. This Pittsburgh-based B-corporation was founded to fill a need identified by its sister non-profit, WORK. While WORK prepares families in Haiti for jobs, it also discovered the jobs they were preparing people for didn't exist there. Thus, Thread International was born to create an economic engine that provides job opportunities and a vehicle for monetizing Haiti's plastic waste by recycling it into fabric.

According to Thread's Director of Impact, Nicole Kenny, "We said we can create an economy in Haiti around plastics that's driven by some of the biggest apparel chains in the world who would pull that recycled material through their supply chains and into their products." And they did. Thread established relationships with retailers who have a strong commitment to sustainability – Timberland, Aerie, Reebok and Marmot. Thread has since expanded its recycled polyester supply chain (the "First Mile") to Honduras and Taiwan. To date, Thread has removed almost 3 million pounds of plastic (more than 40 million plastic bottles) across the First Mile to make its fabric. The supply chain supports income opportunities in plastic collection for nearly 4,000 individuals. Thread's sister organization WORK, has placed an additional 3,000 family members into dignified jobs in Haiti.

### *Acting Entrepreneurially*

***Entrepreneurs think outside of the box, stay flexible and take risks. These traits are critical for all organizations, but particularly non-profits, if they are to break molds, innovate and attain sustainability.***

Rebecca U. Harris, Executive Director of the Center for Women's Entrepreneurship at Chatham University, puts it simply, "These are all things that classic entrepreneurs do and it can make the difference here for us in Pittsburgh. We tell our non-profits and for-profit companies alike that you have to grow or you will die. You have to look and see what the trends are and figure out how you can use them to further develop, be different and better serve the community's need."



“Engagement is extremely important. We all know that the work that we do impacts a lot of different things in our region. But if we don’t engage the community in the mission and create opportunities for active participation, then we’re doing it in a vacuum and missing a key driver for success: people.”

— Leah Lizarondo, CEO and Co-Founder, 412 Food Rescue

## Driving Sustainability through Social Innovation and Engagement



### *Engagement is Critical and Collaboration is Key*

**Engagement and collaboration go hand in hand. They bring non-profits, for-profits, governments, communities and concerned individuals together to elevate and address issues.**

Shelley Ranii, Manager for Strategic Planning and Analysis at Alcoa, explained how engagement and collaboration are key to the company’s sustainability work. For example, Elysis is a joint venture with one of Alcoa’s competitors, Rio Tinto, and investors including Apple, the Quebec provincial government and the Canadian federal government, whose goal is to find a way to produce aluminum without releasing greenhouse gases. Currently in the research and development phase, Elysis hopes to be ready for a 2024 launch. On the social sustainability side, Alcoa had enabled its employees to engage in projects with local municipalities through the Covestro Center for Community Engagement. Ranii herself was part of a team working with the City of Pittsburgh’s recycling department on ways to get Pittsburgh closer to its goal of zero waste by 2030. According to Ranii, “We were able to leverage some of our in-house knowledge at Alcoa on recycling, as well as some primary and desk-based research to help the city first come up with a baseline of how much recycling is currently happening and then brainstorm what it would take to go from there to meet their zero waste goal.”



### *Continually Reset the Bar*

***The benchmarks we use to measure achievement must constantly be revisited and revised if the city is to continue to thrive and benefit all Pittsburghers.***

Pittsburgh has so many reasons to be proud. That being said, according to Matt Mehalik, Executive Director of the Breathe Collaborative, “We need to look beyond comparing ourselves to the past.” Take air pollution. Pittsburgh’s air is better than it was in 1975, but “even though you can no longer see it, it’s still worse than over 90 percent of the country.” Improving air quality requires tangible information that everyone has access to and can share. Working with the CREATE Lab at Carnegie Mellon, the Breathe Collaborative created Breathe Cameras— high resolution cameras pointed at the region’s most polluting facilities, available to everyone, to track emissions events. They also produced the Smell Pittsburgh App, a free download that allows citizens to report bad smells that get geographically coded and alert the public to air quality. “Residents have science and technology on their side to explore and understand their air so that their experiences can lead to needed improvements.”

### *Embrace the Changing Nature of Engagement*

***With new trends emerging, non-profits must adjust their volunteer opportunities.***

According to Brian Magee, CEO of PUMP, today there’s something disruptive happening around the nature of volunteer engagement.

“Thirty years ago, someone would write you a check and say here’s my money, go forth and do good work as an organization. Today PUMP is not seeing that at all. Instead, the new generation is almost inherently wired for change. The number one question we get from potential new members is, ‘Tell me about your organization. Alright here’s my dues.’ The very next question is, ‘How can I get involved?’”

It’s been a challenge for the organization. And prompted a rethink. According to Magee, “Now, we spend a lot of time thinking about how we engage people in such a way that it provides for, offers, uplifts and elevates leadership opportunities for change.”



### *Get Out of Your Comfort Zone*

***For change to truly take root, real interaction among all people in a community is necessary.***

In her closing remarks, Black Tech Nation Founder Kelauni Cook, who is a recent transplant to Pittsburgh, offered this piece of advice:

“Remember that in all the work all of you do, you do not have the right to feel comfortable. That means you have to step out of your comfort zone. You have to go to communities and to people who do not look like you, who don’t act like you, don’t think like you, don’t have the same background as you, and open those doors for those people or Pittsburgh Strong could just be null and void.”

## TAKEAWAYS FOR THE INDUSTRY SECTOR

### Leith Sharp on Sustainability: The Business Case

"Achieving the Global Goals opens up US\$12 trillion of market opportunities in the four economic systems examined by the Commission. These are food and agriculture, cities, energy and materials, and health and well-being. They represent around 60 percent of the real economy and are critical to delivering the Global Goals. To capture these opportunities in full, businesses need to pursue social and environmental sustainability as avidly as they pursue market share and shareholder value. If a critical mass of companies joins us in doing this now, together we will become an unstoppable force."

— *Better Business, Better World Report 2018, Business and Sustainable Development Commission*

You're often told, "Well it's the business case holding us back." But I've really learnt firsthand that it really isn't. It's a lack of leadership, purpose and agility."

In 2000, when I was first recruited to Harvard to launch their Office for Sustainability, I began by identifying those really good business cases. Simple things like changing the light bulbs.

We pitched the facility director. He said, "This is great, but..." There were other stakeholders to include, several unexpected risks to address (perceived or real) and there were several silos to somehow bring together, not to mention a financial decision-maker

that just didn't have time to meet. Who has the time to do all of this engagement, de-risking and iterating?

It turns out that this is a universal problem. The business case is often not the barrier. What we grapple with is high levels of disengagement, silos, overstretched bandwidth and organizations that are putting their money each year into what they did last year and not leaving a lot for new investment and new ideas.

We are at a point in our journey here that to tap our business model, to drive the UN SDGs, we have to focus on this leadership question of driving purpose and agility into organizations. Trust is huge.

Creating cultures of trust and engagement in your organizations where you really are able to pull people in, allow them to self-organize around rapid prototyping, rapid problem-solving and then at the right time scale it up.

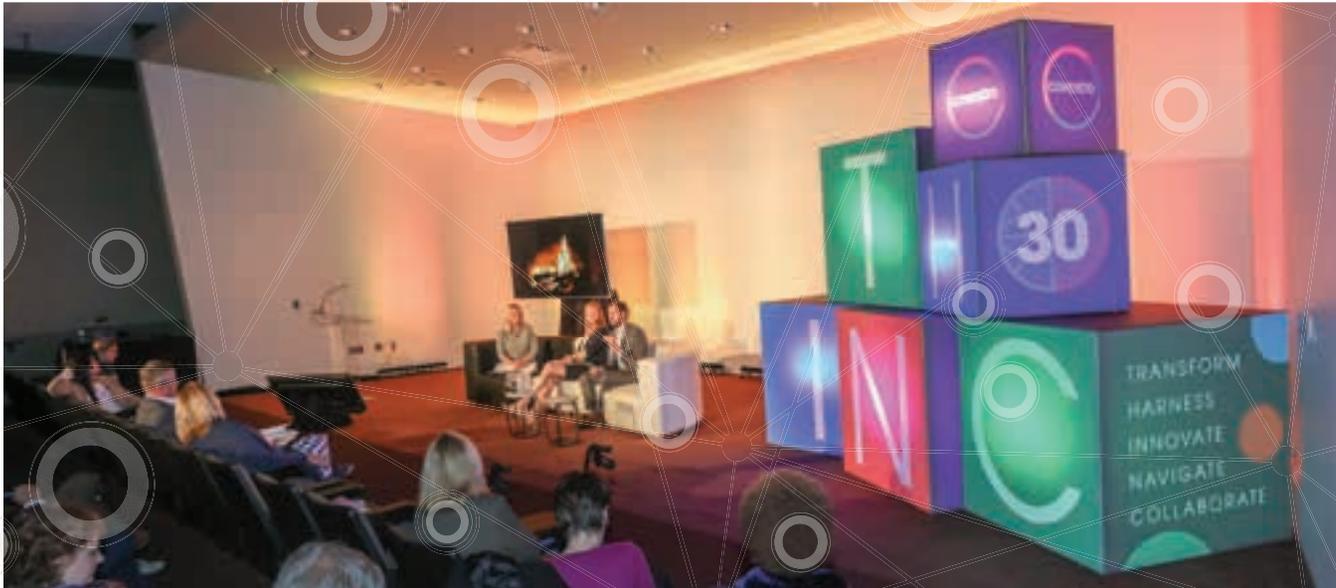
We have to think about the leadership case. The paradigm shift in leadership is to get people more deeply engaged and get them to put their hearts and their minds into the organization's sustainability journey together.



### ***Advice from Regional Industry Sustainability Leaders based on their Company's Journey***

- Forget short-termism, think long-term.
- Be purpose driven.
- Subscribe to the triple bottom line – people, planet and profit/prosperity/purpose.
- Be accountable to all stakeholders – business, investors, customers, employees.
- Be transparent.
- Share your story, inspire others.

## Integrating the UN SDGs into the Business Strategy



U.S. Chamber of Commerce Foundation's Corporate Citizenship Center's Senior Director for Sustainability and Circular Economy Programs Stephanie Potter and UN Global Compact's Manager for Environment and Climate Ignace Beguin on how companies can integrate the SDGs into their businesses.

***"There is growing understanding – especially by business leaders and investors ahead of the curve – that it is not enough for companies to concern themselves only with short-term profits because natural disasters, social unrest or economic disparity can damage long-term prosperity. The businesses that understand this challenge and take action will be a step ahead.***

***It is clear that the SDGs not only identify where we have to be in 2030 to create a sustainable world, they also outline new markets and opportunities for companies all over the world. To succeed, we must turn the global goals into local business. The UN Global Compact is committed to be a leading catalyst of that transformation."***

*– UN Global Compact, the world's largest corporate sustainability initiative*

Around the globe, there is a growing recognition among businesses – large, medium and small – that the UN SDGs represent a framework for both their innovation and their environmental, social and governance (ESG) responsibilities.

According to Stephanie Potter, "It is very rewarding to work with companies leading the way in identifying and executing strategies that embed the UN SDGs into their businesses. The UN SDG framework provides an opportunity for companies all

over the world of all types, sizes, and industries to communicate their impact stories. We're actively listening to, learning from, and celebrating companies who see sustainability objectives as a path to future-proofing their business

performance and that of the communities in which they operate.”

Still, because the UN SDGs are voluntary and not mandatory, many companies have struggled to find ways to integrate them into their business strategy.

Moving in this direction requires companies have the resources to show them how to integrate the SDGs more effectively. Standardized tools and metrics to help companies do just that are now emerging.

In August 2018, the UN Global Compact published a new “how-to” guide for industry titled, “Integrating the SDGs into Corporate Reporting – A Practical Guide.”

Using real-world examples, the guide shows companies how they can go beyond simply mapping their sustainability activities against the SDGs and devise the next steps to ensure their products and processes can be further developed and used to have measurable impacts on individual SDGs.

In addition to their products and processes, companies have another powerful asset at their disposal that has the potential to affect their SDG work exponentially – their employees. IMPACT2030 is the organization that is helping companies realize this. It is a collaboration between the United Nations and the business sector designed to achieve the UN SDGs by 2030 through corporate employee volunteering.

IMPACT2030 is “focused on equipping companies with the resources and information they need to inspire and engage their people around the SDGs and unite them as agents of change in their communities.”



## BIAS: BREAKING DOWN THE ULTIMATE BARRIERS TO INCLUSION

Destigmatizing Poverty: Thoughts from “We Wear the Mask” Filmmaker  
Tammy Thompson

“The challenge is that when you think about doing inclusion work in any industry, it’s really about first building authentic relationships to drive inclusion. If your efforts towards building those relationships are limited to a media outlet that is misrepresenting people, then misrepresentation becomes the basis of the relationship and therefore you are already off to a toxic start.”

— *Dina Clark, Head,  
Diversity and Innovation for  
North America, Covestro LLC*



My life’s work was going to be helping other people get through their poverty journey. And, hopefully not as long as it took me, because we don’t have 20 years to save entire generations of people and entire communities of people. “We Wear the Mask” was really created out of frustration. I wanted to create a way for people to be able to tell their own stories about poverty. The reality is we do have biases. We do have certain stereotyped images in our heads when we hear the word poverty, particularly in urban communities.

I wanted to change that and address the very important work of destigmatizing poverty.

Poverty is not just about whether or not people have money. Obviously, economics plays a part. But, we also have to focus on the traumatic, emotional experience of long-term exposure to poverty — what it does to peoples’ psyche and how it impacts their ability to recognize opportunity.

That is key to understanding and eradicating poverty.

Because if we’re just focused on the economic impact of poverty, we’re wasting our time, our energy and our resources. We can’t afford to do this anymore. There are people who are suffering while we try to figure it out.



## Tiffany Sizemore on Disrupting the School-To-Prison Pipeline



There is a saying: "If a child is not embraced by his village, he will burn it down to feel its warmth."

In 2015, with equal parts fear and hope, I left my 10-year-plus career as a public defender to develop and direct two law clinics designed to provide no-cost legal services to young people in our region. The two clinics, one focused on juvenile court representation and the other on special education and school discipline, work together to disrupt the school-to-prison pipeline by keeping kids in school and out of the system.

For too long, we have turned our heads and allowed poor children, black and brown children, and children with disabilities, to be ostracized and pushed out of schools. Instead of creating buildings where young intellectuals can thrive and learn critical thinking skills, we've put up metal detectors and started each day with bag searches. Armed police

officers and probation officers roam the hallway looking for disciplinary code infractions worthy of a court citation or arrest.

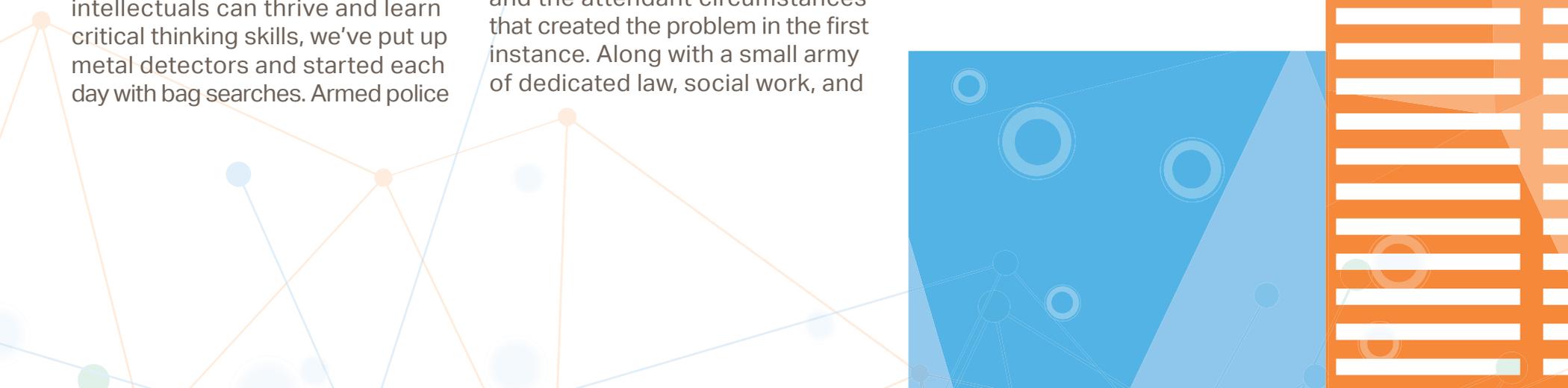
Pittsburgh, like many other cities, has criminalized behaviors that are the hallmark of adolescence. Instead of being allowed to shine, the lights of children are being extinguished under the crippling sanctions of juvenile delinquency court.

This daily barrage of minor and major injustices was the impetus for the creation of these two clinics. The crushing bureaucracy of the two systems, school and court, requires nothing less than forceful, consistent, client-centered legal representation.

Our work is centered around both solving the immediate legal problem that brought the child into the clinic and the attendant circumstances that created the problem in the first instance. Along with a small army of dedicated law, social work, and

school psychology students, we seek to extricate children from the juvenile justice system and advocate for better learning environments.

The time for this work could not be more crucial. As Pittsburgh creates its next chapter, we must include these children and create an environment where they can become the best versions of themselves. If we fail them, the very simple truth is that we won't be able to incarcerate our way out of the problems that will result. So I encourage each of you to find the village in your city, on your block, and become a meaningful participant to help create a better future for all of our children.



## Understanding Gentrification

*NEXtpittsburgh's Tracy Certo in Conversation with Majestic Lane, Deputy Chief of Staff for Neighborhood Empowerment, Office of Mayor William Peduto\**

The term 'gentrification' was coined in 1964 by a British sociologist – Ruth Glass – when referring to the alterations she observed in the social structure and housing markets in certain areas of inner London. Glass observed, "One by one, many of the working class quarters have been invaded by the middle class - upper and lower. Once this process of 'gentrification' starts in a district it goes on rapidly until all or most of the working class occupiers are displaced and the whole social character of the district is changed."



\*Conversation edited for length and context.

**Tracy:** How would you define gentrification?

**Majestic:** For me, gentrification is about displacement — usually, involuntary displacement.

It's also about psychic displacement — the sense of place. Ultimately, one of the gentrification conversations we need to have is about sense of place and sense of space and who gets to define those things for themselves and for the larger community.

**Tracy:** Does Pittsburgh have a handle on gentrification?

**Majestic:** The short unfair answer is no, we don't have a handle on gentrification, but no city in America does because it's not a local issue. It's a national issue. It's an international issue.

Broader conversations are needed. Here in Pittsburgh, the ugly conversation is that there were neighborhoods that endured decades of disinvestment, decades of lack of quality public schools, home ownership and all kinds of services. All those things that create neighborhoods but, when left unattended, result in neighborhoods disconnected from the economy.

Then, for a variety of reasons, there's interest back in these forgotten neighborhoods, but the neighborhood at large is not in a position to benefit from the change that is coming.

We also have to get out of the zero-sum game. It's not fair and it's not realistic.

**Tracy:** How can a community better work to address gentrification then?

**Majestic:** We have to prep neighborhoods for gentrification. People and institutions have to be strengthened.

We often talk about a real estate solution. But it won't solve the lack of a sense of place. It won't solve the median income for African Americans in Pittsburgh being one half of the median income for white families.

We have to invest more in people. And, in institutions. We need to strengthen families who can then make the life decisions that strengthen businesses, enabling everyone to be able to stay.

**Tracy:** Can you explain what community land trusts are and how they might work in helping this issue?

**Majestic:** Community land trusts are created when the land underneath the house is essentially owned by the community. What the community land trust does is allow you to buy the home, but only sell it for a certain amount of profit, thereby keeping it affordable for the next buyer.

It enables folks to be able to stay in a place where housing values rise to the point that regular working-class families can no longer afford.

This is especially important for neighborhoods that are experiencing hyper-gentrification.

**Tracy:** Are there any lessons learned from what is happening thus far with gentrification in Pittsburgh that we can use moving forward?

**Majestic:** We have to do regular health checkups of neighborhoods, just like doctors.

We can't only look at a neighborhood when the real estate has skyrocketed. We have to look at every neighborhood and every resident to see what's happening as a checkup of sorts to identify where gentrification could happen next. That way, we are doing preventative medicine versus reactive medicine.

## Valerie Kinloch on the Link between Sustainability and Education



Dr. Kinloch believes sustainability and education are inextricably linked. "If we are not talking about education connected to sustainability, I'm not quite sure we're really talking sustainability."

Her advice:

- Provide access to educational opportunities and resources to people who really need them.
- Take note of our individual and collective purpose for wanting to work toward a common good for all people – including those who look like you and those who don't.
- Publicly state that we want what's best for our communities and for this region, and define what "best" means.
- Bring people together across various sectors.
- Engage with and become more committed to our schools and communities.
- Do a better job recruiting and retaining highly engaged, highly effective, and highly diverse faculty, staff, and students to ensure equitable practices and diverse industries down the road.
- Focus on sustainability by gathering, thinking and collaborating on a range of community issues identified, defined, and talked about by the community itself.

## Mapping Pittsburgh's DRAWDOWN

Green Building Alliance's Jenna Cramer in conversation with Dr. Katharine Wilkinson, Vice President, Communication and Engagement, Project Drawdown and senior writer of New York Times best-selling book, "Drawdown: The Most Comprehensive Plan Ever Proposed to Reverse Global Warming."

**Jenna:** Can you tell us a little bit more about the term Drawdown and what it means? Is it achievable?

**Dr. Wilkinson:** Drawdown is a scientific term. If the problem of global warming and climate change is caused by a rising concentration of greenhouse gases in the atmosphere, Drawdown is the point at which those concentrations peak and then steadily decline year to year.

Right now we are headed in the opposite direction of Drawdown. The good news is that we have a blueprint of possibility. Yes, it's a bold aspiration, but these solutions already exist. We have them now. But a blueprint needs builders. For me, the big variable is - will humanity take the tools we have created and use them in a way and at a scale that we haven't yet? We have the path forward, but we have to be the ones to walk it.

**Jenna:** What is included in the book Drawdown? How did it come about it?

**Dr. Wilkinson:** There's a lot of great work being done, but it had never been pulled together into the kind of single resource we've created with Project Drawdown. The recent Intergovernmental Panel on Climate Change (IPCC) report is further confirmation that we must have this laser focus on solutions. We've got to inspire, inform, and equip change agents as quickly as humanly possible.

Drawdown really was born to fill a need, to gather the collective wisdom of humanity in a way that hadn't been done. There's been incredible academic research and we have incredible data about climate solutions, but it's been buried in wonky, impenetrable climate reports. By bringing it all together into one place using the same modeling methodology across 80 solutions, we can make apples to apples comparisons and assess impact.



**Jenna:** One of the things I love about Drawdown is that it outlines the economic impact of these solutions in addition to social and environmental. Can you talk about that?

**Dr. Wilkinson:** Let's say you just went through the book and ignored everything except the economics. On that basis alone, you'd probably want to pursue most of the solutions because they have enormous economic potential. This idea that it's an "either/or" choice is absurd. The notion that it's either the economy or the environment is absolute hogwash and we should call it that when we hear it.

Our research shows over the next 30 years it would cost about \$27 trillion to implement these 80 solutions at scale and that there is a potential savings of almost \$75 trillion over 30 years. That doesn't even get into the follow-on benefits of job creation and avoiding negative, harmful climate damages, which we know would be far more costly.

**Jenna:** Can you tell us about some solutions that were surprising to you?

**Dr. Wilkinson:** Gender equity turns out to be a top climate solution when you do the math and you line things up side by side. Educating girls is the number six solution, and number seven is addressing access to family planning. They are two sides of

the same coin that will have everything to do with how many human beings are living, eating, moving, consuming and building on this planet at mid-century. When you put them together, addressing the rights of women and girls turns out to be the number one solution to address climate change. It's not the only solution. We need this entire system. But where has that been in the discourse? Almost nowhere.

I would argue that the rise of women and girls and the rise of global temperatures are the two most powerful phenomena unfolding on this planet. It's critical we connect these dots and realize that in the face of a seemingly impossible challenge, women and girls are one of the fiercest sources of possibility.

**Jenna:** What advice can you offer to Pittsburgh as we begin to map out our own Drawdown plan?

**Dr. Wilkinson:** Just do it. This is a terrifying moment to be alive and it is a magnificent moment to be alive. So we have to commit to goals that are seemingly too big. We've been stumbling along incrementally but that just hasn't been enough. Now, we have to set the big goals where they need to be. We may have no idea how we're going to get there, and that's okay because we'll figure out. That's it. That's the plan.

WHAT'S YOUR MESSAGE ABOUT MAPPING PITTSBURGH'S DRAWDOWN?

listen to the community women take action now  
 talk to the people all voices matter where is industrial contribution  
 look beyond open closed doors include children/families based  
 commitment **urgent** include the people  
 listen to all neutrality  
 petro implementation let's collaborate now  
 carbon retire just do it!  
 diverse brave **just do it** divestment  
 don't wait oppose group fact smart  
 work together fuel **together we can**  
 tick tock include everyone urgency of the now  
 region act now **now** chemical  
 fracking inclusion green roof! we can lead  
 build out join the conversation black lives matter

## 5 Pittsburghers, Different Perspectives



**Flore Marion,**  
Energy Advisor,  
City of Pittsburgh

**Is Pittsburgh ready to commit to a goal as bold as drawdown?**

**Yes.** We are capable. It won't be easy. I believe in all of us and our collective grit.

**What is your call to action to the region's business and industry community?**

Take YOUR next leap in energy investment and reduce your consumption.



**Jamil Bey,**  
CEO, UrbanKind Institute

**No.** We don't have the vision, the plan or the coalition.

Corporate hiring should reflect the demographics of the region; advocate for better education and transportation.



**Illah Nourbakhsh,**  
Director, CREATE Lab,  
Carnegie Mellon University

**No.** There is a fundamental misalignment of values among stakeholders.

Create Community Sustainability Offices, invite in people from all communities in the region, including those most at risk.



**Katrina Kelly-Pitou,**  
Research Associate,  
University of Pittsburgh Center for Energy  
and Energy GRID Institute

**Yes.** We are doing it. We can, we need more collaboration.

If you feel like you don't understand how you fit into the current plans, carve out your own place within them! Commit to the drawdown.



**Jenna Cramer,**  
Executive Director,  
Green Building Alliance

**Yes.** We have the genius, committed people. We need to define the vision.

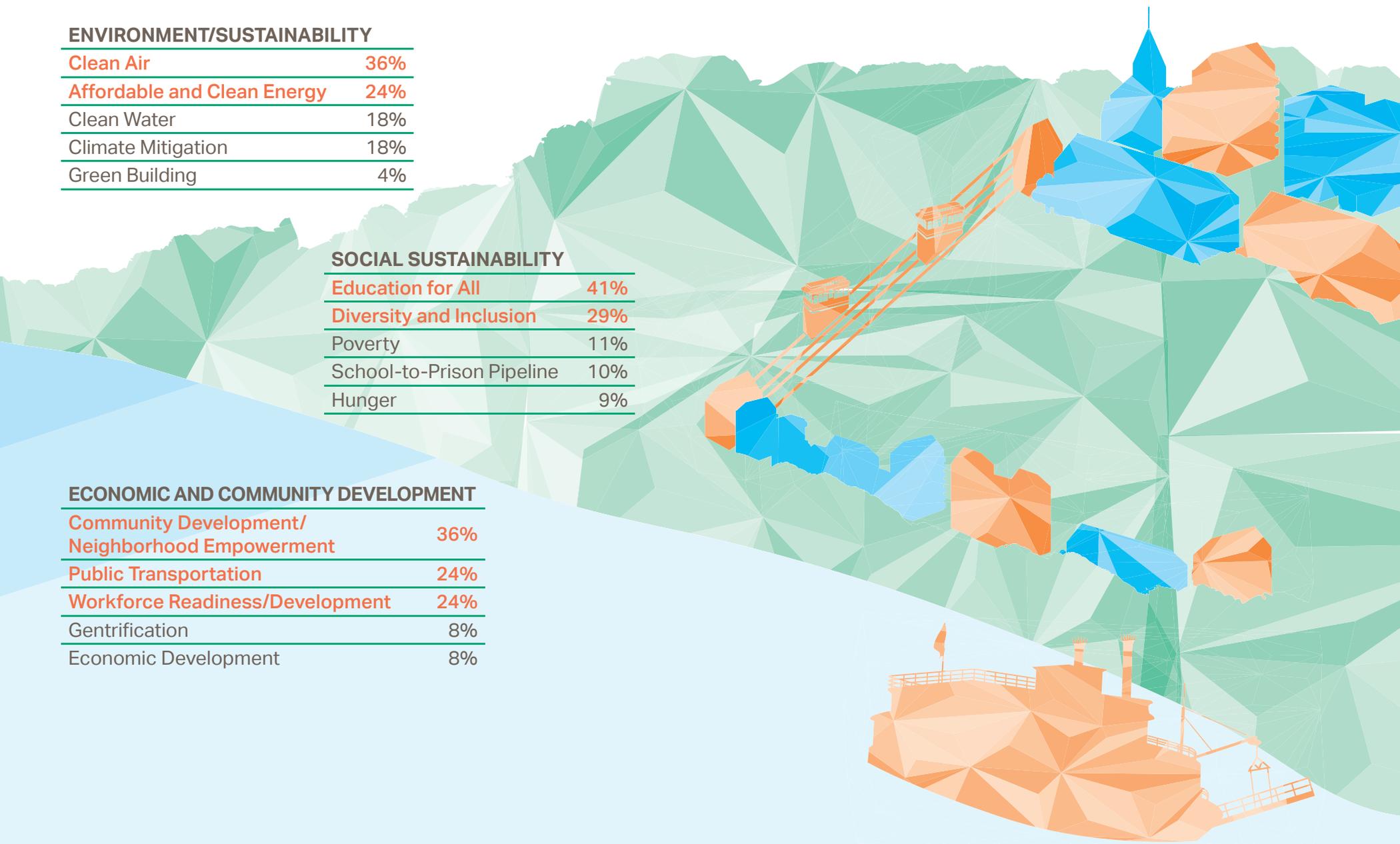
Continue to convene hard conversations among many stakeholders.

# Priority Focus Areas: Input from the Audience

ENVIRONMENT/SUSTAINABILITY	
Clean Air	36%
Affordable and Clean Energy	24%
Clean Water	18%
Climate Mitigation	18%
Green Building	4%

SOCIAL SUSTAINABILITY	
Education for All	41%
Diversity and Inclusion	29%
Poverty	11%
School-to-Prison Pipeline	10%
Hunger	9%

ECONOMIC AND COMMUNITY DEVELOPMENT	
Community Development/ Neighborhood Empowerment	36%
Public Transportation	24%
Workforce Readiness/Development	24%
Gentrification	8%
Economic Development	8%





“Be intentional about creating opportunities for people, especially people that you don’t see or you don’t know.”

— *Quincy Kofi Swatson, Candidate for District 1 City Council and former Executive Director of The Door Campaign*

## Challenges and Opportunities as Pittsburgh Contemplates Drawdown

Some view challenges as problems that may or may not be surmounted. In the case of Pittsburgh’s drawdown, we view our challenges as opportunities to seize upon.

### *Challenges/Opportunities:*

- Changing mindsets to recognize our shared humanity.
- Mobilizing collective action for maximum impact.
- Bringing everyday citizens into the decision-making process.
- Giving the city’s most vulnerable populations — the ones most impacted by climate change and gentrification — a voice and seat at the table.
- Communicating with each other better.
- Empowering the next generation of leaders of all sectors to see firsthand what is happening on the ground so they can make real decisions.
- Using the City of Pittsburgh’s One PGH Resilience Plan as a point everyone can rally around.
- Building upon existing initiatives like p4 and THINC<sup>30</sup>.
- Utilizing the UN SDGs as a ready-made framework for identifying key areas and measuring impacts.

## What's next...

Moving ahead, Covestro's THINC<sup>30</sup> initiative will focus its efforts on UN SDG #17: Partnerships for the Goals. In doing so, we will continue to bring all people to the table, giving them a voice in shaping the Pittsburgh region's sustainability – especially those who are often left out of the conversation, but typically most impacted.

We will continue to convene key Pittsburgh stakeholders as the city continues its journey to drawdown.

We plan to hold smaller, more action-oriented "THINC<sup>30</sup> Tanks" which will focus on key issues identified by Pittsburghers at the last two summits.



For more information  
about THINC<sup>30</sup> upcoming  
activities and access to  
important resources,  
please visit

[www.covestro.us/thinc30](http://www.covestro.us/thinc30)

## PROGRAM AGENDA

### THINC<sup>30</sup> 2018: Putting Purpose to Work in Pittsburgh: Integrating the UN SDGs into Thought and Action

#### Keynote Speakers

- **Cristina Mittermeier**, Photographer, National Geographic on *Giving Voice to Your Purpose*
- **Leith Sharp**, Director, Executive Education for Sustainability Leadership, Center for Health and Global Environment, Harvard University on *Sustainability: The Business Case*
- **Dr. Valerie Kinloch**, Dean, School of Education, University of Pittsburgh on *Race, Place and Equity in Education*
- **Dr. Katharine Wilkinson**, Vice President of Communication and Engagement, Project Drawdown on *Mapping Pittsburgh's Drawdown*

#### Breakout Sessions

##### **Social Track I: Upending the Model: Using the UN SDGs to Refocus Mission and Work**

Moderator and Panelists

- **Peggy Outon**, Assistant Vice President for Community Engagement and Leadership Development, Bayer Center for Non-profit Management at Robert Morris University  
Covestro Center for Community Engagement
- **Lisa Scales**, Executive Director, Greater Pittsburgh Community Food Bank
- **Nicole Kenny**, Director of Impact, Thread International
- **Rebecca U. Harris**, Executive Director, Center for Women's Entrepreneurship, Chatham University

##### **Social Track II: Driving Sustainability Through Social Innovation and Engagement**

Moderator and Panelists

- **Leah Lizarondo**, CEO and Co-Founder, 412 Food Rescue
- **Shelley Ranii**, Manager, Strategic Planning and Analysis, Alcoa
- **Matthew Mehalik**, Executive Director, Breathe Collaborative
- **Brian Magee**, CEO, PUMP
- **Kelauni Cook**, Founder, Black Tech Nation

##### **Industry Track I: Sustainability: The Business Case**

Moderator and Panelists

- **Leith Sharp**, Director, Executive Education for Sustainability Leadership, Center for Health and Global Environment, Harvard University
- **Geoff Muessig**, CMO and Executive Vice President, Sales, PITT OHIO
- **Margie Flynn**, Principal and Co-Founder, BrownFlynn
- **Jamie Moore**, Director of Sustainability, Eat'n Park Hospitality Group

## Industry Track II: Integrating the UN SDGs Into the Business Strategy

Moderator and Panelists

- **Rebecca Lucore**, Head, CSR and Sustainability, Covestro LLC
- **Stephanie Potter**, Senior Director, Sustainability and Circular Economy Program, Corporate Citizenship Center, U.S. Chamber of Commerce Foundation
- **Ignace Beguin**, Manager, Environment and Climate, United Nations Global Compact

### Panel Discussions

#### Unmixed Media: How Popular Images Perpetuate Inequality

Moderator and Panelists

- **Dina Clark**, Head, Diversity and Inclusion, North America, Covestro LLC
- **Halima Tammy Thompson**, Executive Producer, We Wear the Mask
- **Tracy Certo**, Editor, NEXTpittsburgh
- **Tene Croom**, Co-Chair, Black Press Task Force, National Association of Black Journalists
- **Heather Hopson**, Founder and Communications Director, Motor Mouth Multimedia

## Leading Pittsburgh's Drawdown

Moderator and Panelists

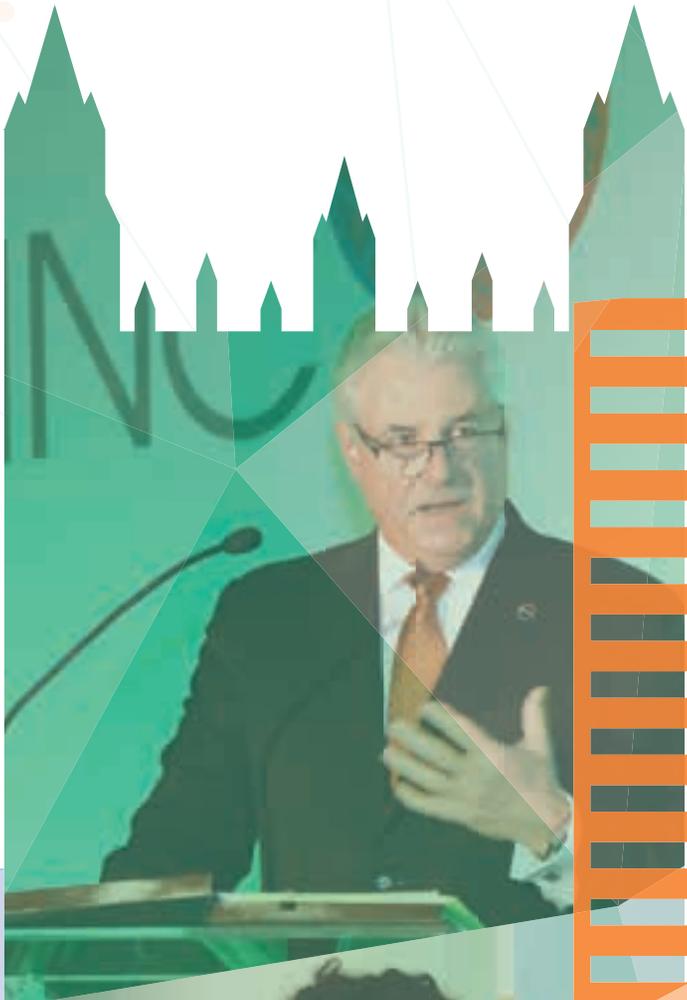
- **Katharine Wilkinson**, Vice President of Communication and Engagement, Project Drawdown
- **Illah Nourbakhsh**, Director, CREATE Lab, Carnegie Mellon University
- **Flore Marion**, Energy Advisor, Sustainability & Resilience Division, Department of City Planning, City of Pittsburgh
- **Jenna Cramer**, Executive Director, Green Building Alliance
- **Jamil Bey**, President and CEO, UrbanKind Institute
- **Katrina Kelly-Pitou**, Research Associate, University of Pittsburgh Center for Energy and Energy GRID Institute

### Fireside Chats

- NEXTpittsburgh's **Tracy Certo** in conversation with **Majestic Lane**, Deputy Chief of Staff, Office of Mayor William Peduto
- Covestro's **Rebecca Lucore** in conversation with **Kaya Dorey**, Founder, NOVEL SUPPLY CO.

### Spotlight Speakers

- **Tiffany Sizemore**, Juvenile Defender Clinic and Education Law Clinic, Duquesne University
- **Angela Garcia**, Executive Director, Global Links
- **Quincy Kofi Swatson**, Candidate for District 1 City Council and former Executive Director of The Door Campaign





## About Covestro and i<sup>3</sup> (ignite, imagine, innovate)

Covestro LLC is one of the leading producers of high-performance polymers in North America and is part of the global Covestro business, which is among the world's largest polymer companies with 2018 sales of EUR 14.6 billion. Business activities are focused on the manufacture of high-tech polymer materials and the development of innovative solutions for products used in many areas of daily life. The main segments served are the automotive, construction, wood processing and furniture, electrical and electronics, and healthcare industries. Other sectors include sports and leisure, cosmetics and the chemical industry itself. Covestro has 30 production sites worldwide and employed approximately 16,800 people at the end of 2018.



ignite | imagine | innovate

i<sup>3</sup> (ignite, imagine, innovate) is Covestro LLC's companywide corporate social responsibility initiative that aims to spark curiosity, to envision what could be and to help to create it. Built on the three pillars of philanthropy (i<sup>3</sup> Give), employee engagement (i<sup>3</sup> Engage) and STEM education (i<sup>3</sup> STEM), i<sup>3</sup> seeks to create sustainable and lasting impacts.

Find more information at [www.covestro.us](http://www.covestro.us).



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