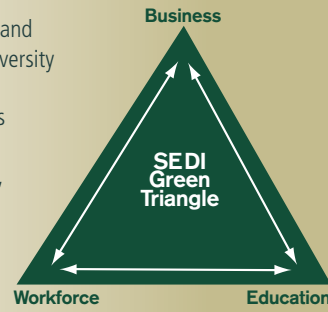


A Framework for Action

Green Triangle Projects

In November 2008, SEDI gathered its partners and collaborators together at Northern Arizona University for a conference to develop an action plan for the year ahead. Three factors were identified as critical to the success of sustainable economic development in the region: 1) green education, 2) green workforce training, and 3) support for green business development. Dubbed "The Green Triangle," the interconnections or "pipelines" between these three factors became the conceptual basis for a set of special projects and initiatives for 2009.



Northern Arizona Workforce Training

This project has brought together many similar ideas that have been circulating in the region among leaders in business, government, education, and workforce development, focusing on practical training and certification for green jobs.

Education Sustainability Infusion

Many of the region's top educators and future thinkers are working to help local schools more fully integrate sustainability concepts and systems into their curriculum and operations, educating students about the opportunities available in the rapidly emerging green economy.

Sustainable Communities Indicators

Key stakeholders are working to clarify and define regional measures of sustainability and to support their common adoption and implementation.

Coconino County Web Profile

SEDI is designing a substantial new business development component for the county website that will profile the region's assets and provide current economic and demographic data and trends.

Neighborhood Energy Efficiency

This initiative is a collaborative effort among public and private partners involved in weatherization and energy efficiency retrofits of existing buildings. The goal is to maximize the reduction of carbon emissions over the next 10–15 years while building community pride and neighborhood cohesion.

SEDI Business Network

This Web 2.0 application is designed to promote local businesses while incentivizing their sustainability practices.

Camp Navajo Development

A special task force of community leaders has been assembled to help facilitate the development of a portion of the Army National Guard Base in Bellemont into a green business park.

Regional Food Production and Security

This initiative is organizing a regional coalition and a spring forum focused on high desert agriculture, including a more efficient and effective system of marketing and distribution.



Good management is the art of making problems so interesting and their solutions so constructive that everyone wants to get to work and deal with them.

—Paul Hawken



art courtesy of Audria Smith
www.AudriaSmith.com

A Sustainable Future

Strategy, Goals, and Tactics

SEDI will continue to advance sustainable economic development in the region by providing enabling, facilitating, and collaborative support to businesses, educational and government entities, and other organizations that are working to increase social equity, economic prosperity, and ecological health. This is both our mission and strategy.

Guiding us in our work are four goals that were reviewed and approved by the Board of Directors at its January 2009 retreat.

1. Achieve awareness, understanding, and support for the economic, social, and environmental value of sustainable development among public, private, and nonprofit entities.
2. Become a recognized center for sustainability policy and practice.
3. Establish a culture and regulatory environment that supports sustainable economic development.
4. Attain integration of sustainability concepts and practices into business, educational, and workforce development entities and institutions.

A set of closely related tactics were also approved by the Board.

- Develop, implement, and support strong education, marketing, and communications programs, processes, and products to widely disseminate relevant information about sustainable economic development resources and opportunities.
- Recognize and reward significant achievement in sustainable economic development.
- Champion the practices of organizations that contribute to achieving our goals.
- Provide consultation and other organizational support for sustainable economic development.
- Develop and utilize appropriate metrics in order to effectively monitor and advise regional economic development activity.
- Identify and promote enhancements to public policy and regulations that support sustainable economic development, and work with public, private, and nonprofit entities to implement them.
- Identify significant public policy and regulatory impediments to sustainable economic development, and work with public, private, and nonprofit entities to remove them.
- Collaborate with P-20 educational institutions to identify and close gaps in green/sustainability education initiatives and programs.
- Work with business, government, and educational entities to design and promote sound and needed green workforce development programs.

These elements will help shape our policies and direct our actions as we work with our partners and others to meet the future sustainable economic development challenges and opportunities in northern Arizona in 2010 and beyond.

Carl Taylor
Carl Taylor
Board President

Marshall Whitmire
Marshall Whitmire
Executive Director



SEDI was awarded the 2009 Governor's Excellence Award for Innovative Economic Development at the Governor's Regional and Rural Development Conference in Litchfield Park on August 28. Pictured are SEDI Board President Carl Taylor, SEDI Executive Director Marshall Whitmire, and Arizona Governor Jan Brewer.

Support for Sustainability

Major Partners

SEDI is a nonprofit 501(c)(3) educational organization that relies on its partners and others for continuing financial and in-kind support.

APS

The formation of SEDI would not have been possible without the assistance of the APS Focused Future II program and its funding for the services of Partners for Strategic Action, Inc.

Northern Arizona University

A significant financial gift from the Office of the President only begins to suggest the depth of NAU's contribution to SEDI. Five members of NAU's administration/faculty currently serve on SEDI's Board of Directors, and over fifty members of the NAU educational community have engaged with SEDI Action Teams or Green Triangle Projects.



City of Flagstaff

A severe budget shortfall did not prevent the City of Flagstaff from making a second substantial investment in SEDI for FY 2010. In addition, the City Manager and two Council Members serve on the Board of Directors, and city staff members commit time, energy, and intellectual resources to virtually every SEDI Action Team and Green Triangle Project.

Coconino County

Coconino County has not only provided direct financial support for two years but has also supported the services of SEDI's Program Coordinator. Two members of the Board of Supervisors also serve on the SEDI Board of Directors.

City of Sedona

A generous partner contribution from the City of Sedona reflects the high level of involvement of its citizens on the SEDI Board and its Action Teams, particularly Sustainable Tourism.

For a complete list of Sponsors and Collaborators, see www.ccsedi.org.

First steps are often small, and initial visions that focus energy effectively often address immediate problems. What matters is engagement in the service of a larger purpose...

—Peter Senge

SEDI Action Teams

The Power of Partnerships



Sustainable Tourism

Developed and tested a comprehensive "Green Checklist" for the tourism industry, which serves as the basis for the Green Business Network "Sustainability Scorecard."

Team member affiliations include: Exploritas (formerly Elder Hostel); Flagstaff Convention and Visitors Bureau; Historic Route 66 Association; Flagstaff Green Map Project; CCC Small Business Development Center; Flagstaff Independent Business Alliance; Sustainable Arizona; ASR Technologies; and NAU's School of Hotel and Restaurant Management.



Resource-Based Industries

Provided support for an economically viable landscape-scale approach to the restoration of forest ecosystems in the American Southwest.

Team member affiliations include: NAU School of Forestry; Diablo Trust; Grand Canyon Trust; Arizona Forest Restoration Products; Wildwood Consulting; Ecological Restoration Institute; High Desert Investments; Coconino County Community Development; and the U.S. Forest Service.



Energy Efficiency and Renewable Energy

Developed and organized the ZEN Homes Initiative, an ambitious collaborative to increase energy efficiency in existing buildings.

Team member affiliations include: City of Flagstaff Sustainability Program; Coconino County Community Initiatives; Northern Arizona Council of Governments Weatherization Initiative; NAU's Program in Community, Culture and Environment; Resource Conservation Group; APS; UniSource; Conservation Services Group; Visible Energy; Arizona Department of Commerce; Sustainable Arizona; NAU's W.A. Franke College of Business; and Hozho International.



Green Materials and Projects

Promoted the development of a Green Business Park at Camp Navajo Army National Guard Base in Bellemont.

Team member affiliations include: Coconino County; City of Flagstaff Economic Vitality Division; Arizona Department of Commerce; NAU's Office of the President; and Wildwood Consulting.



Micro-enterprises

Developed the online Green Business Network and its core product, the Sustainability Scorecard, now being beta-tested with selected businesses.

Team member affiliations include: CCC Small Business Development Center; Coconino County Community Initiatives; Flagstaff Green Map; Flagstaff Independent Business Alliance; SolarTerra LLC; Intrinsic Consulting LLC; and ASR Technologies.

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Sustainable economic development is a community effort. Contact us to find out how you can help create better living through sustainability.

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Please visit the SEDI website at ccsedi.org.

The Battelle Memorial Institute concluded in a 2003 study that sustainability and technology-based industries were critical to building Arizona's innovation and technology capacity, and are the wave of the future for businesses, educational institutions, and communities. Governor Janet Napolitano responded with the Moving Arizona Forward initiative that urged immediate action to build this capacity. Subsequently, a group of visionary northern Arizona leaders from business, government, and education responded with a series of discussions that led in 2006 to the formation of SEDI, an organization that fosters critical connections through communication, collaboration, and cooperation. Today, an important measure of our effectiveness is the quality of our support for and the success of our partners in fostering sustainable economic development in the region. This report describes those partnerships and their results.

COCONINO COUNTY
**Sustainable
Economic
Development**
INITIATIVE

2009 Annual Report