

Table of Contents SBI Final Report and Recommendations to Eugene City Council (Draft: 4/15/2006)

Executive Summary

I. Purpose and Background of SBI

- Purpose and goals of SBI (from Mayor's announcement etc)
- Project scope and limitations (issues focused and not focused on and additional steps needed for comprehensive approach to sustainability)
- Description of nomination process and list of Task Force members
- Number and type of roundtables, community meetings, public survey, business questionnaire etc
- Total number of people involved in process
- Number of in-kind hours invested (UO, task force members, others)

II. Description, Drivers and Benefits of Sustainable Businesses and Jobs

- Explanation of Triple Bottom Line: to enhance economic, social, and environmental well-being of entire community
- Description of sustainability: at its core it is the ability to successfully adapt to change (which requires increasing resiliency and reducing vulnerability to growing economic, social, and environment constraints such as climate change).
- Why focus on growing sustainable businesses and jobs? Economic, social and environmental drivers.
- Benefits for businesses using sustainable practices
- Benefits for businesses producing sustainable products and services
- Linkages between and direct and indirect benefits for those not using practices or producing products and those that are and the overall economy and community.

III. Principles and Processes

a. Overall Approach Based on Systems Thinking

- Systems Thinking Basic Paradigm and description of "The Iceberg"
- Systems Effects and Limits of the SBI: SBI focuses on a limited set of issues. However, those issues represent some of the fundamentals and provide a starting point for the growth of a sustainable economy.

b. Overall Process Based on Appreciative Inquiry

- Discovery phase--information gathering
- Dream phase--vision development
- Design phase--architecture needed to achieve the vision
- Destiny phase--identification of specific actions

c. Business and Job Development Model: Diamond of Competitive Advantage

- Focus is on enhancing: Factor Conditions; Demand Conditions; Firm Strategy, Structure and Rivalry; and Related and Supportive Industries

IV. Past, Current, and New Sustainable Business and Job Activities in Eugene

a. Summary of past and current activities

- Acknowledgement of the leadership demonstrated by the city of Eugene that in many ways made the SBI possible
- Acknowledgement of the many local businesses and private organizations that have been actively engaged in sustainability.
- Description of the economic, social, and environmental characteristics of companies already engaged in sustainable business and job activities (based on results of the business questionnaire).
- Description of activities and outcomes resulting from the SBI (e.g. formation of industry networking organizations, interest voiced by a natural products company of moving to Eugene)

V. Findings

a. Cross-Cutting Themes

Findings that are relevant to many or most of the industries/issues, including vision, barriers and suggested actions

- (e.g. need to clearly define what is meant by sustainable practices and products, need for education)

b. Industry/Issue Specific Findings

A description of the specific findings that resulted from the roundtables, community meetings, public survey etc. including vision, barriers, suggested actions. The findings will be organized into those pertaining to practices (which any business can adopt) and products/ services. They will also be organized by government, industry, and other entities (e.g. UO, LCC, Chamber of Commerce) and notation will be made as to whether they address economic, social, or environmental sustainability issues.

- Green Building
- Reuse and recycling
- Natural products
- Biofuels
- Renewable energy (solar)
- Organic and natural foods
- Sustainable healthcare
- Bicycle industry
- Sustainable wood products
- K-12 education for sustainability
- Financing
- Education and technical assistance for local businesses
- Tourism
- Ways every business and organization can participate or benefit

c. Other Findings

A description of findings from the community meetings, public survey, meeting with chamber and environmental community etc (e.g. sustainability commission).

VI. SBI Recommendations

- a. Vision of Eugene as a center of excellence in sustainable practices, products and services
- b. Recommendations to the Eugene City Council to achieve the vision.
- c. Recommendations for other government units (Lane County, State of Oregon, City of Springfield, LCOG, UO, LCC) including vision and actions.
- d. Recommendations for the private sector (e.g. build local networking mechanisms such as Willamette Sustainable Foods Alliance)
- e. Recommendations for other organizations (Chamber of Commerce, local non-profits)

VII. Next Steps

- What will implementation require?
- Unfinished issues.

Appendix

- List of Task Force Members and TAC Members
- SBI Staff (UO interns and GTF)
- City staff (Mary Walston, Jan Bohman etc)
- List of meeting dates and locations
- Background papers describing each sector/issue