

COCONINO COUNTY



**Sustainable
Economic
Development**
I N I T I A T I V E





In 2004, the Battelle Memorial Institute identified sustainability and technology-based industries as critical to Arizona's future.

Gov. Napolitano's "Moving Arizona Forward" economic strategy urged Arizonans to take immediate action to build this capacity.



A series of discussions among northern Arizona government, business and academic leaders revealed intense interest in taking action.

In Sept 2006, more than 150 stakeholders representing over 70 organizations attended a one-day Summit to learn more about SEDI and to contribute to its development.



“SEDI advances 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.”



"...rather than worry about critical mass, our work is to foster critical connections."

– Organizational Consultant Meg Wheatley





Several “high yield” areas were identified that became Action Teams.



Resource-Based Industries



Energy Efficiency & Renewable Energy



Green Materials and Products



Sustainable Tourism



Micro-Enterprises



SEDI's Four Goals

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.

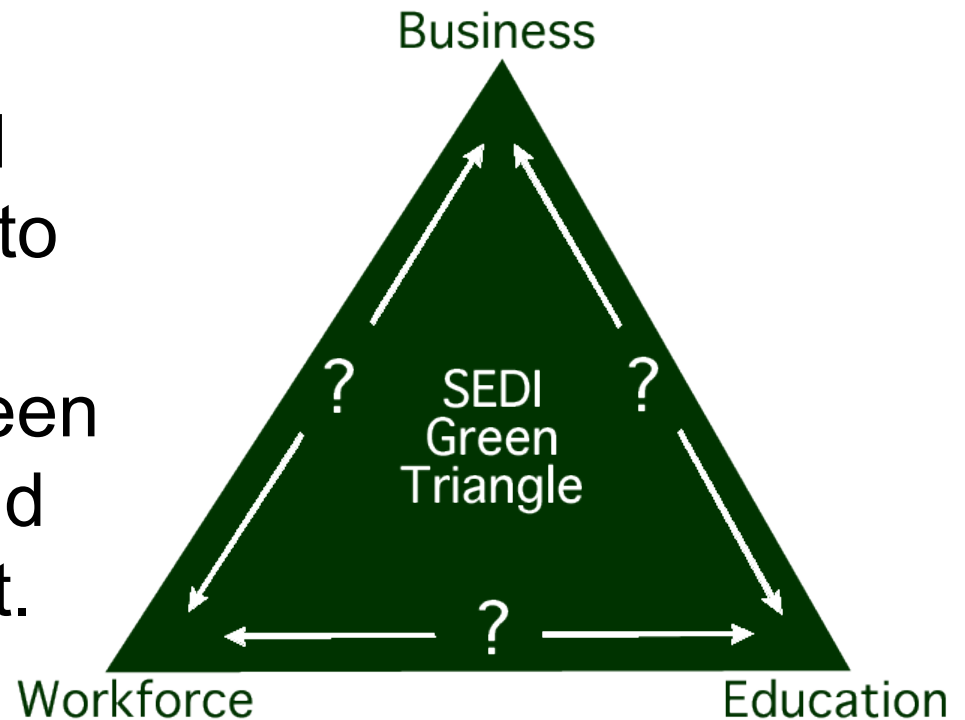


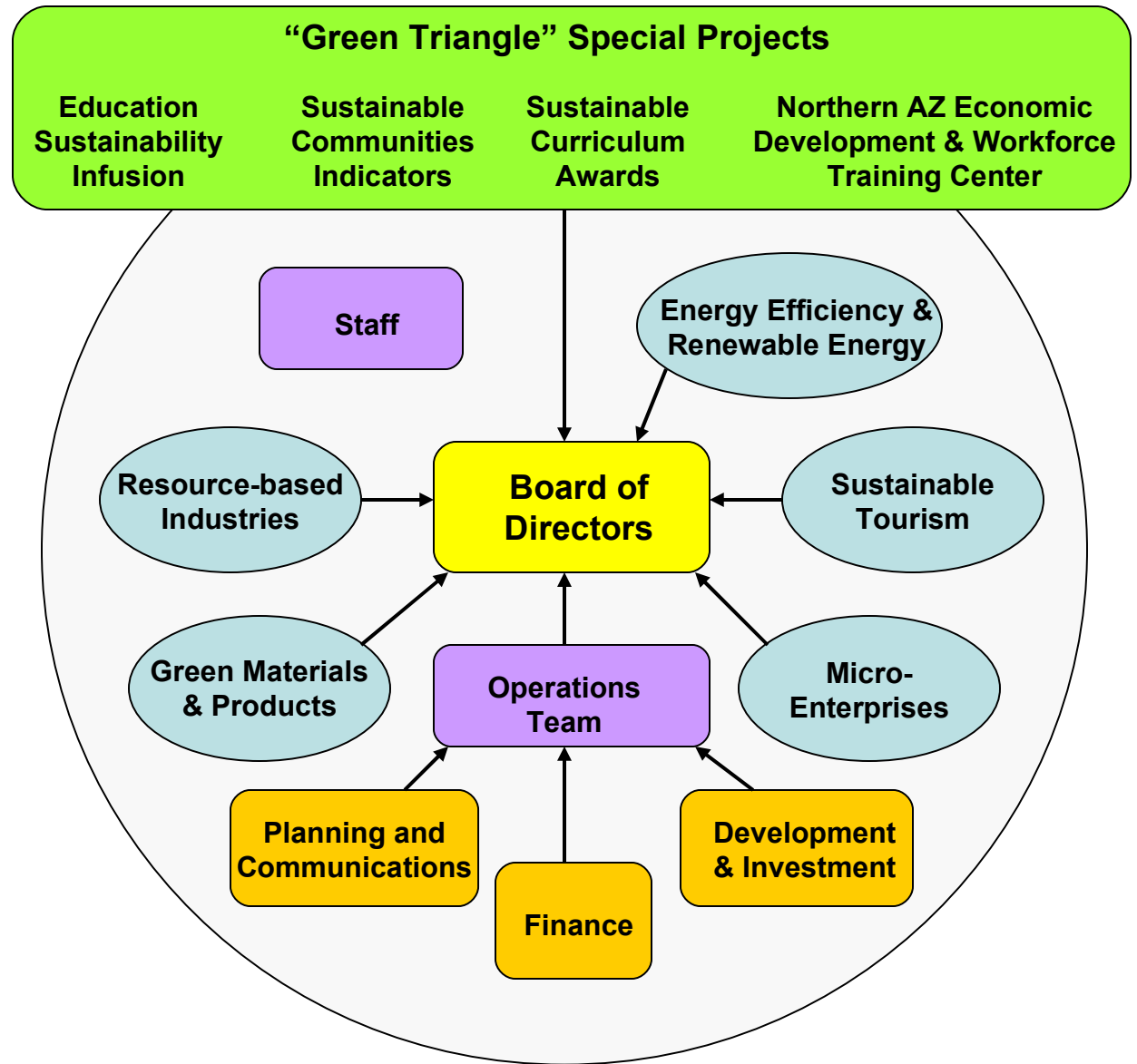
SEDI's Four Goals

1. Establish a culture and regulatory environment that supports sustainable economic development.
2. Attain integration of sustainability concepts and practices into business, educational, and workforce development entities and institutions.

The “Green Triangle”

In 2009 SEDI launched initiatives and projects to address gaps in the “pipelines” between green business, education and workforce development.





SEDI Organization Structure is Flexible and Dynamic



Initiatives & Projects 2009 and Beyond

- Northern Arizona Economic Development & Workforce Training Center
- Neighborhood Energy Efficiency Programs and Funding (EE & RE)
- SEDI Green Business Network (MEAT)
- Education Sustainability Infusion/Awards



Initiatives & Projects 2009 and Beyond (cont.)

- Camp Navajo Green Business Park (GMAP)
- Coconino County Web Profile for Economic Development (Staff)
- Regional Food Production and Security (GMAP)
- Sustainable Communities Indicators Project
- Green the Bottom Line Symposium Series (GMAP)



Major Partners include...



Arizona Public Service



Coconino County



City of Flagstaff



City of Sedona



Northern Arizona University



Coconino Community College



2009 Governor's Excellence Award
for Innovative Economic Development



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*"Better Living
Through Sustainability"*

www.ccsedi.org