

Unofficial Minutes, Eugene Mayor Piercy's Sustainable Business Initiative Taskforce
Work Session 5/23/06

Task Force Present: Rusty Rexius, David Funk, Kartar Khalsa, Claire Syrette, Deborah Noble, Claudia Villegas, Josh Bruce, Roger Ebbage, Julie Daniel, Jack Roberts; Mayor Kitty Piercy;
Staff: Bob Doppelt, Sarah Mazze, Ray Neff; Various audience members

Key Talking Points for the City Council When Describing the SBI Recommendations

3-4 most important points for City Council members:

- The city needs to make a clear commitment, e.g, the Office of Sustainable Development and Commission of Sustainability
- Describe the big picture: climate change, oil instability etc create risks for local businesses and workers and the community as a whole and provide major opportunities. The adoption of sustainability is very important (but not an emergency). There is significant community support.
- Now is the time to jump on this opportunity
- Overall: 1) Risk and Urgency, 2) Opportunity, 3) Community support, 4) Top 3 recommendations, 5) Describe the rigor of the exercise we've engaged in

Key Talking Points for Business Community:

- 1) Risks--oil price and supply instability, rising energy costs, economic impacts of climate change etc
- 2) Opportunity, enlightened self-interest: sustainable practices can reduce costs, increase productivity, increase market share, increase revenues, and there is great opportunity for creating sustainable products and services
- 3) Tie to tools/practical examples/applications
- 4) Phase in approach
- 5) Point of the initiative is to support businesses in leveraging the opportunities, managing risks, phasing in the approach to sustainability.
- 6) The SBI recommendations are aimed at doing the above.
- 7) Engage businesses to enlist their support for an Office of Sustainability that would help them and serve as a resource – open arms versus the hammer. Office will provide technical assistance
- 8) This is an opportunity to engage the public in recognizing the good that they do for the community. The SBI would not be possible were it not for the positive things already happening.

Key Talking Points for the Public:

- Similar to City Council
- Giant, community wide effort
- We have a role as a community in addressing these issues. We've chosen to do it through business development. If we're going to build a niche in our economy, let's do it in a way that we can be proud of.
- Other communities are interested in the SBI
- Lots of community pride in the SBI.