Green Jobs: A New Frontier of Employment

Moderator:
Ruth M. Clevenger
Vice President and Community Affairs Officer,
Federal Reserve Bank of Cleveland

Panel:
Joanne Derwin
Executive Director
Urban Agenda

Nick Flores
Capital Access Program Manager
Green For All
THE CLEVELAND MODEL

Create Jobs for the Underemployed
Generate Wealth for Low-Income Residents
Stabilize Neighborhoods

BUILDING COMMUNITY WEALTH TO TRANSFORM CLEVELAND AND CHANGE LIVES
EVERGREEN’S STRATEGY

1. Focus anchor institution purchasing locally
2. Create new community-based businesses
3. GREEN
4. Link to expanding sectors of the economy (e.g., health and energy)
5. Ensure financing and management to move to scale
1. Evergreen Cooperative Laundry
2. Ohio Cooperative Solar
3. Green City Growers
4. Neighborhood Voice

Three to Four (3-4) Next Generation Businesses (2-3 year launch window)

Launching in 2009-2010:
- Evergreen Cooperative Laundry
- Ohio Cooperative Solar
- Green City Growers
- Neighborhood Voice
GOALS

• Create new jobs for neighborhood residents
  – 500 > 5,000
• Anchor productive capital within poor neighborhoods
• Promote asset accumulation for low- and moderate-income residents
• Stop $$ from leaking out of NE Ohio
• Build viable, locally-owned economic enterprises that can help stabilize the neighborhoods
• A growing Evergreen network of businesses
Green Jobs: A New Frontier of Employment

Moderator:
Ruth M. Clevenger
Vice President and Community Affairs Officer, Federal Reserve Bank of Cleveland

Panel:
Joanne Derwin
Executive Director
Urban Agenda

Nick Flores
Capital Access Program Manager
Green For All