



LIVING PRODUCT HUB

OCTOBER 2017



INTERNATIONAL
LIVING FUTURE
INSTITUTE™

BACKGROUND

The International Living Future Institute (ILFI) is a non-profit organization dedicated to inspiring the transformation of products, buildings and communities that are socially just, culturally rich and ecologically restorative. Through its visionary programs and partnerships with local communities, ILFI's goal is to reconcile humanity's relationship to the natural world, and offer global strategies for lasting sustainability that are grounded and relevant. These leading-edge programs include the Living Building Challenge, Living Product Challenge and Declare, among others.

In collaboration with our local partner, Green Building Alliance (GBA), ILFI received a grant from Pennsylvania's Department of Community and Economic Development in August 2016 to "work with project teams, university and research partners and local manufacturers to develop healthy, thriving communities and healthy non-toxic products" in Pittsburgh and beyond. ILFI and GBA officially announced the program, known as the Pittsburgh Living Product Hub (HUB), in April 2017 during a reception at the Phipps Conservatory and Botanical Gardens.

ILFI HISTORY IN THE REGION

ILFI has a history of accelerating innovation in Pittsburgh. The Center for Sustainable Landscapes (CSL) at Phipps was one of the first registered Living Building Challenge (LBC) projects and achieved certification in March 2015. The CSL's goal to meet the LBC helped create a building that demonstrated - at a scale not demonstrated before - that it is possible to operate as net zero energy facility and supply non-potable water needs through rainwater. Richard Piacentini, Phipps' Executive Director, joined the board of ILFI in 2013 and has since worked to bring the concepts of ILFI directly to the Pittsburgh region.

ILFI has since registered 6 additional LBC projects in Pittsburgh, including another signature project, The Frick Environmental Center. Moreover, in 2015, ILFI launched its first Living Product Expo at the David L. Lawrence Convention Center to accelerate green manufacturing in the U.S. and beyond. ILFI has held a subsequent expo in 2016 and is planning an even larger event in 2017, leveraging the HUB to showcase the region as a new model of development.

LIVING PRODUCT HUB CONCEPT

Pittsburgh is the birthplace of American manufacturing and a city reinventing itself as a center for innovation, green manufacturing and job creation. The HUB's mission is to accelerate this transformation by serving as a center of education and outreach, connecting innovative products, buildings and communities to ILFI's vision, programs and network.

The primary goal of the HUB is to work with local manufacturers to retool existing products and create new products that will lead the industry as models of ingredient transparency, material health and net-positive handprints. Through the Living Product Challenge (LPC), ILFI's aspirational framework for rethinking product design and manufacturing, and the Declare label, an innovative ingredients label for non-toxic products, the HUB will provide hands-on assistance to companies who are committed to creating transparent, healthy and sustainable products. The HUB will focus on technical assistance for traditional manufacturers to enhance competitiveness as well as developing new innovative products through an accelerator.

The HUB will also partner with local universities, nonprofits and other institutions to conduct pioneering research that advances our mission. Areas of study will include research that advances (1) education in Pittsburgh around the public health impacts of building products, (2) understanding of the full life cycle impacts during production, and (3) opportunities to develop new products and start-up companies.

TIMELINE AND ACTION PLAN

YEAR 1

- Establish a partnership with GBA to ensure the project is aligned and support their efforts
- Hire a manager and a coordinator to run the HUB
- Create a 5-year HUB Strategic Plan
- Establish an Advisory Council and host a kick-off meeting
- Engage students in Duquesne University's Sustainable MBA program to conduct a market analysis of the region's opportunities for green manufacturing and product design
- Start initial outreach to manufacturers and establish founding HUB members
- Host a workshop with GBA on Living Products as a ramp up event for the Expo
- Conduct charrettes and other consulting for local manufacturers
- Develop and implement a plan to engage university support on material health and life cycle analysis research
- Generate demand for these innovative products through key LBC and Living Community Challenge (LCC) projects

YEAR 2

- Work with manufacturers to accelerate the adoption of Declare labels and LPC certification in the region
- Partner with Innovation Works and local product accelerators to support the growth and development of new innovative green products and companies
- Collaborate with university partners on research regarding public health impacts of building products
- Offer material health and lifecycle assessments to startups through university partnerships
- Prepare case studies to showcase Pittsburgh's leadership and inspire further adoption
- Accelerate demand by growing the number of LBC and LCC projects and encourage responsible purchasing policies at the city and key universities

YEAR 3 + BEYOND

- Greatly expand the adoption of Declare labels and LPC certifications
- Consult directly with manufacturers to develop Living Factories to demonstrate the potential of regenerative manufacturing
- Firmly establish Pittsburgh as a global leader in innovative green manufacturing through Declare and LPC
- Build on Pittsburgh's success in creating Living Buildings and Living Communities to become a center of regenerative buildings and communities that serves as a model for the world
- Share Pittsburgh's success on the global stage to inspire a new type of regional development that works in harmony with human health and the natural world



METRICS OF SUCCESS

In order to gauge the success of the HUB, ILFI established the following metrics:

Metrics	Baseline	Year 1	Year 2	Year 3
HUB Membership	0	10	20	30
Living Product Expo Exhibitors	30	40	60	70
Declare labels*	70	100	150	250
Living Product certifications*	0	1	10	20
Registered LBC and LCC projects**	5	7	10	15
ILFI's mailing list**	100	200	500	1,000
LFA accredited professionals**	10	20	50	100
Media Coverage of Hub	0	3	5	10

* Represents growth within 500 km from Pittsburgh

** Represents growth within Pittsburgh

HUB PARTNERS

The HUB is assembling a cohort of local organizations that strive to work together to support the region's growth of green manufacturing and regenerative product design. Organizations that make products and/or are headquartered in the greater Pittsburgh region can become a HUB Partner. As a Partner, organizations commit to learn about and advocate for ingredient transparency, material health, and net positive lifecycle impacts. Partners agree to actively participate in HUB educational events and make enhancements to the products they buy or sell. In exchange for their participation, Partners will receive: (1) Invitations to ongoing HUB education and training sessions; (2) exclusive networking opportunities with the HUB community; and (3) recognition in all HUB communications.



LOCAL ADVISORS

GREEN BUILDING ALLIANCE

ILFI has developed a strong relationship with GBA to implement the HUB and provide additional content, education and technical support to GBA's existing programming. The two organizations have signed an MOU and the HUB is co-located at GBA's office in Pittsburgh's South Side neighborhood. GBA will maintain its focus on Green Building and Sustainable Communities work with additional support and resources from ILFI to enhance and grow Living Buildings and Living Communities work. ILFI will focus its efforts on green manufacturing and sustainable business with support, input and expertise from GBA. Through this mutually supportive collaboration, ILFI and GBA will advance their missions and accelerate sustainable development in the region.

ADVISORY COUNCIL

ILFI has assembled an advisory council for the HUB comprised of Pittsburgh sustainability leaders drawn from business, academia, city government, nonprofits and leading foundations. The council is tasked with ensuring the success of the HUB and providing strategic advice, connections and support to ensure the initiative's success in supporting Pittsburgh's and the region's transformation. The council will meet three times yearly. It met for the first time in April 2017 and will convene again at the Living Product Expo in September.

Name	Organization	Position
Matt Barron	The Heinz Endowments	Program Officer, Sustainability
Melissa Bilec	University of Pittsburgh	Professor
Paul Bush	Vitro Architectural Glass	Director, Technical Services
Terrence Collins	Carnegie Mellon University	Professor
Grant Ervin	City of Pittsburgh	Chief Resilience Officer/Sustainability Manager
Jay Douglass	ARM Institute	Chief Operating Officer
Ian Hughes	Covestro	Senior Advocacy Representative
Adam Kenney	Bridgeway Capital	Director of the Craft Business Accelerator
Jeffrey McDaniel	Innovation Works	Executive in Residence
Petra Mitchell	Catalyst Connection	President and CEO
Christine Mondor	evolveEA	Principal
Don Morrison	Blue Tree Allied Angels	Chairman and Executive Director
Connie Palucka	Catalyst Connection	Managing Director, Regional Initiatives
Sharon Papke	Covestro	Head CAS NAFTA Advocacy
Richard V. Piacentini	Phipps Conservatory and Botanical Gardens	Executive Director
Audrey Russo	Pittsburgh Technology Council	President and CEO
Joe Scarnati	Pennsylvania State Senate	Pennsylvania's 25th District
Noah Shaltes	PJ Dick	Construction Project Manager
Aurora Sharrard	Green Building Alliance	Executive Director
Robert Sroufe	Duquesne University	Professor, Supply Chain Management

SPONSORSHIP OPPORTUNITIES

ILFI has created specialized HUB sponsorships that can provide an organization with increased visibility, as well as professional training and technical resources to advance their sustainability goals. Custom packages are also available to meet the organization’s highest priorities. HUB sponsorships provide a range of benefits, including recognition and passes to the Living Product Expo. While all sponsorship levels reflect a 12-month commitment, organizations are encouraged to consider multi-year commitments when possible.

HUB Sponsorship Benefits	Angel \$50,000	Transformative \$25,000	Visionary \$10,000	Enterprising \$5,000
Customized benefit to meet your goals	•			
Shared naming right to HUB event	2	1		
LPC charrette or Roadshow Event	2	1		
Access to ILFI on demand courses	3	2		
JUST or Declare technical consultation	•	•	•	
Complimentary admission to HUB events	•	•	•	•
Complimentary ILFI and Green Building Alliance Membership	30	10	10	3
ILFI sponsor seals for your website	•	•	•	•
Recognition on HUB website, digital and print materials	logo	logo	logo	logo
Recognition at ILFI events and on all ILFI print and digital media	•	•	•	•

PROGRAM DESCRIPTIONS

Here are descriptions of the ILFI programs and events referenced in this document:



**LIVING
BUILDING
CHALLENGE™**

The Living Building Challenge (LBC) is the world's most advanced performance standard for buildings today. The framework inspires designers to create buildings that function like nature, giving more than they take from society and the environment.

www.living-future.org/LBC



**LIVING
PRODUCT
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The Living Product Challenge (LPC) is the world's most advanced sustainability standard for products. The framework encourages manufacturers to create products that are healthy, inspiring and give more than they take across their product lifecycle.

www.living-future.org/LPC



Declare is an 'ingredient label' for transparently disclosed non-toxic building products. It answers three simple questions: (1) what does a product come from, (2) what is it made of, and (3) where does it go at the end of its life.

www.living-future.org/declare

Just.SM

JUST is a social justice transparency label for organizations to disclose information about how they engage their employees, make investment decisions and support communities.

www.living-future.org/just



The Expo is a groundbreaking event curated by ILFI to inspire a revolution in the way materials are designed, manufactured and delivered. Attendees are from a variety of industries and disciplines, and they come to the Expo to engage in a transparent, transdisciplinary and transformative experience to inspire, create and build markets for the world's first Living Products.

www.livingproductexpo.org

LP16 Attendees

