



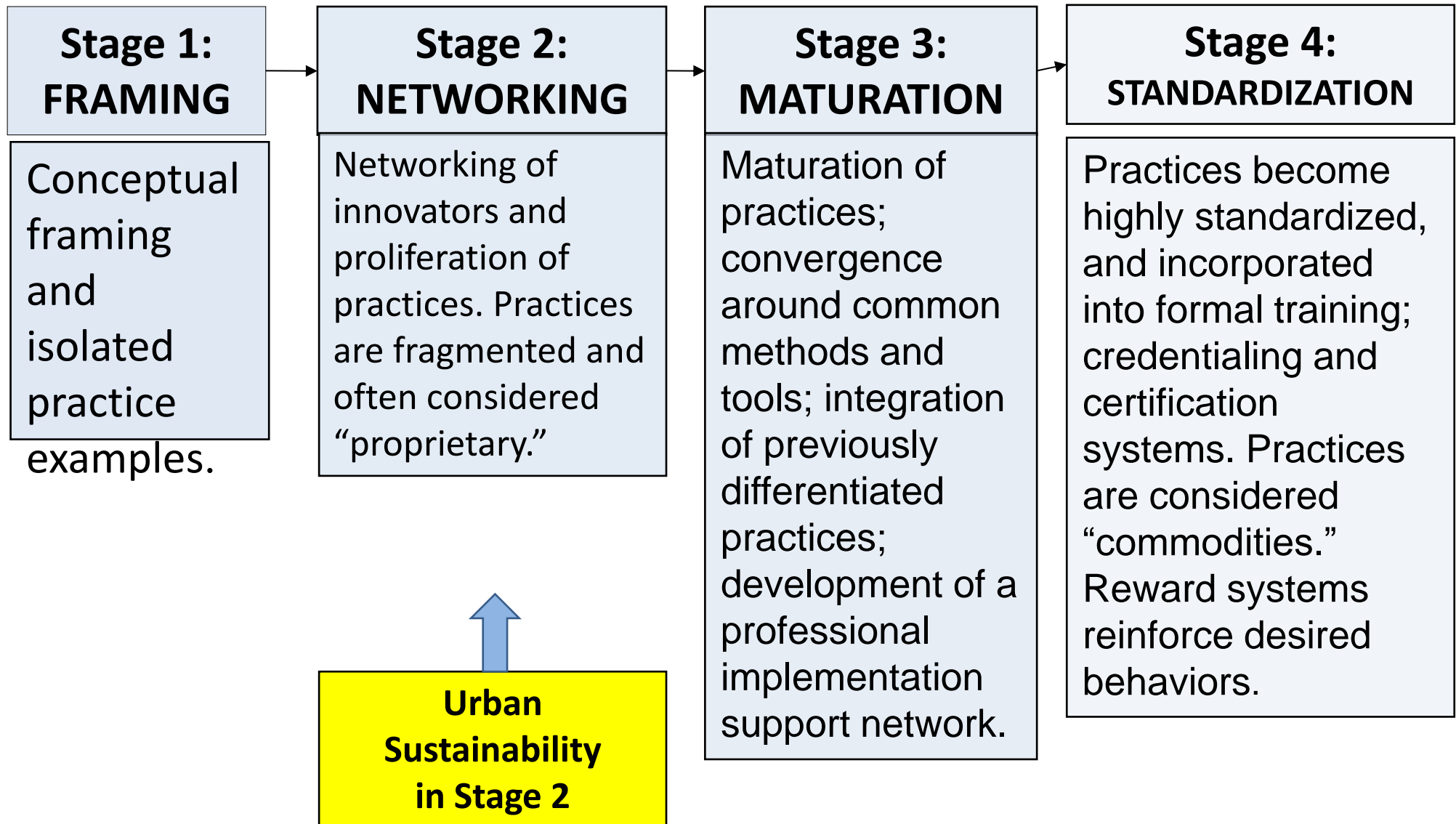
## A Case Study

### **For more information, contact:**

Julia Parzen, Network Coordinator  
(773) 288-3596 | [parzenjulia@gmail.com](mailto:parzenjulia@gmail.com)

USDN is a project of the Global Philanthropy Partnership.

# Rational for Forming a Network (Stage of Field Development)



# What Networks Are Good At

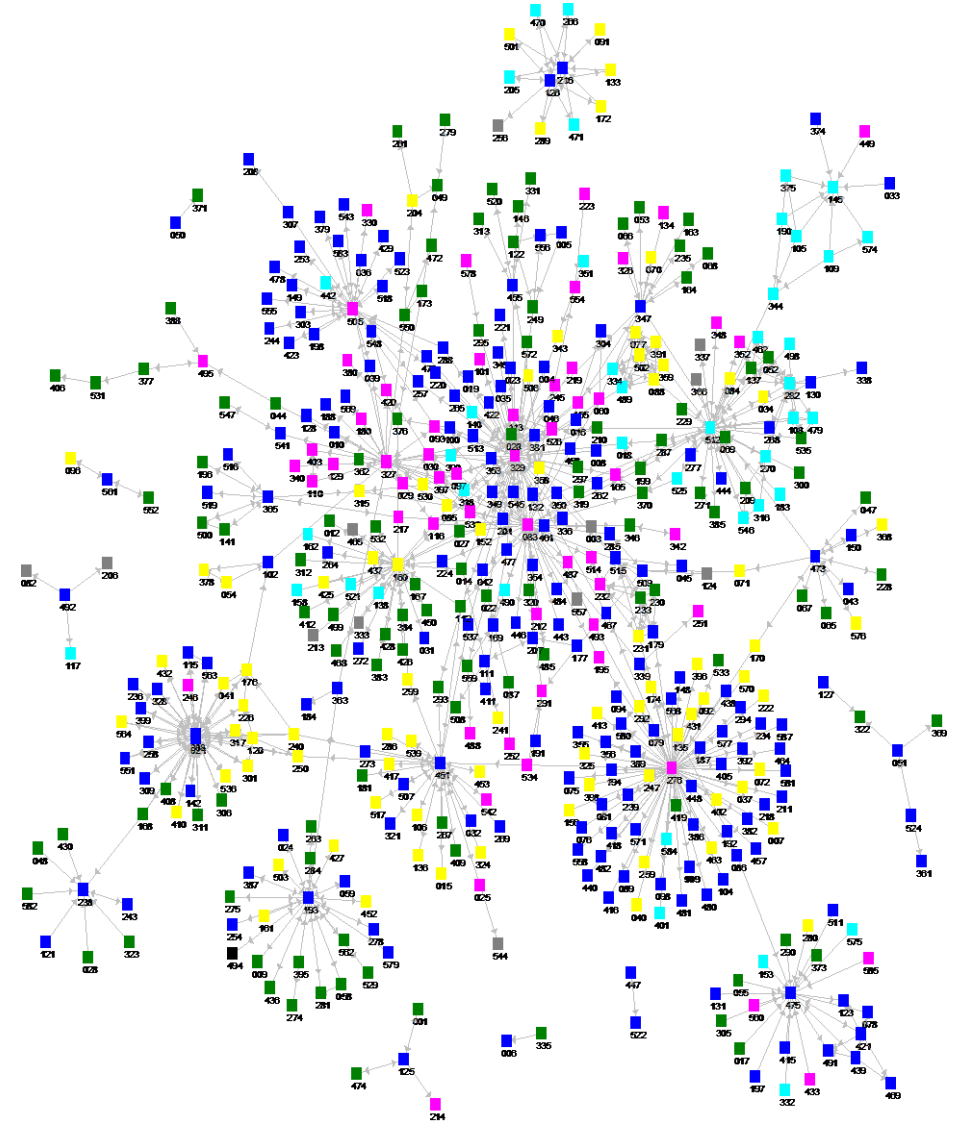
**“Small World” Reach** – By bringing together novel combinations of people and reaching across bridges to other networks.

**More Rapid Growth** – Networks can quickly add relationships and bridges to other networks.

**More Rapid Diffusion** – Through these relationships and bridges.

**Greater Resilience** – Nodes quickly reorganize around disruptions or bottlenecks.

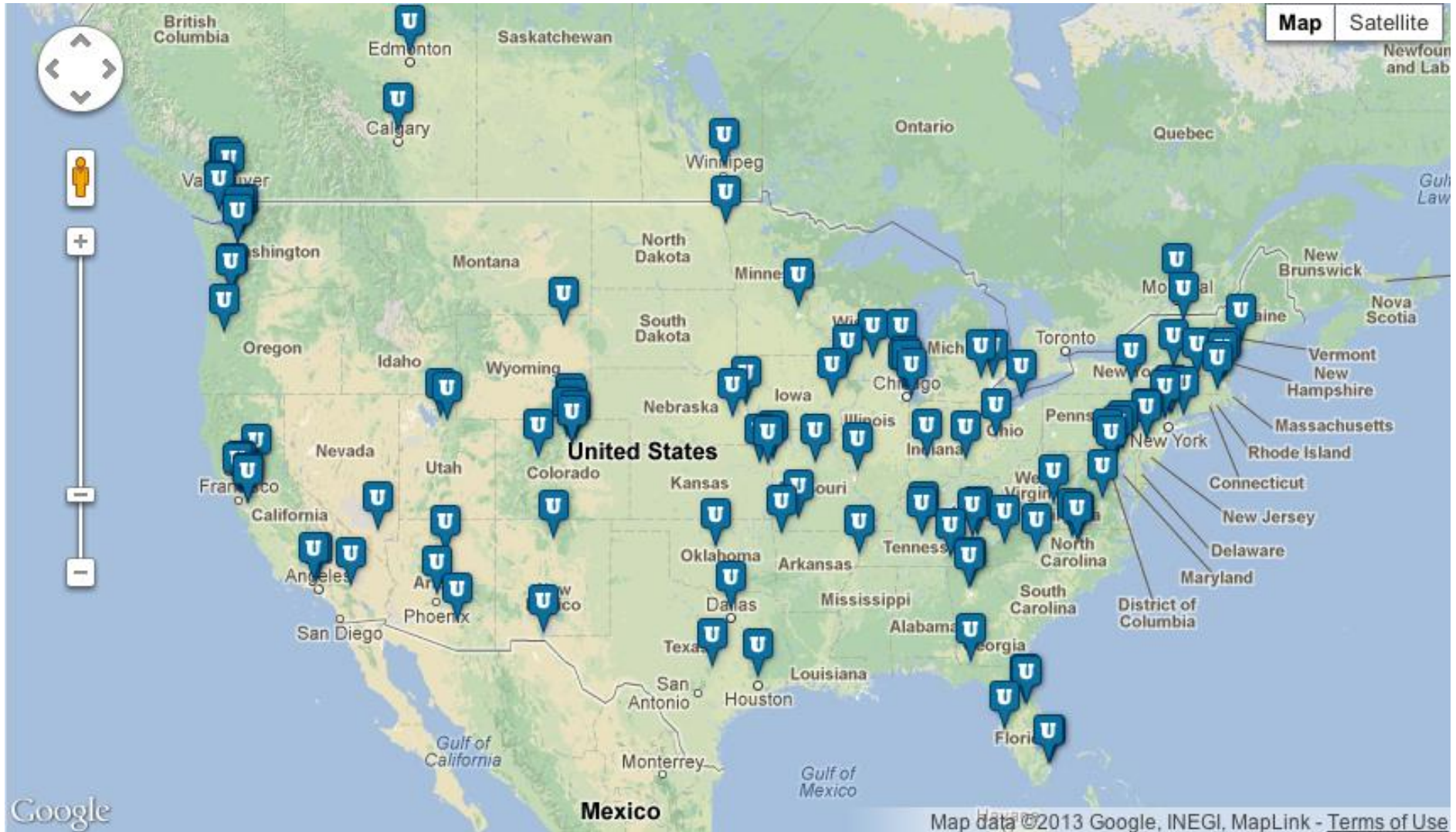
**Greater Adaptability** – Networks evolve and regroup with relative ease.



Innovation Network for Communities

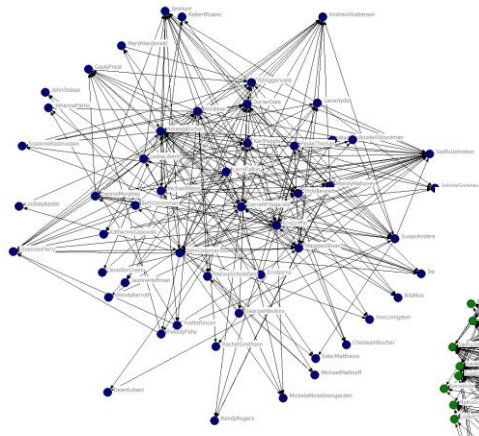
# 120 Municipal Sustainability Leaders

Represent more than 53 million people in the United States and Canada.

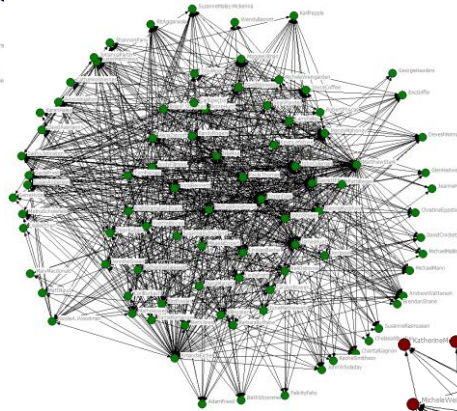




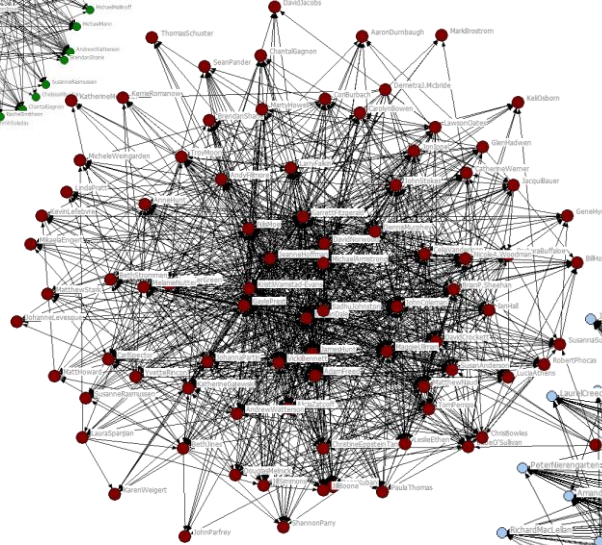
# A Professional Peer Network



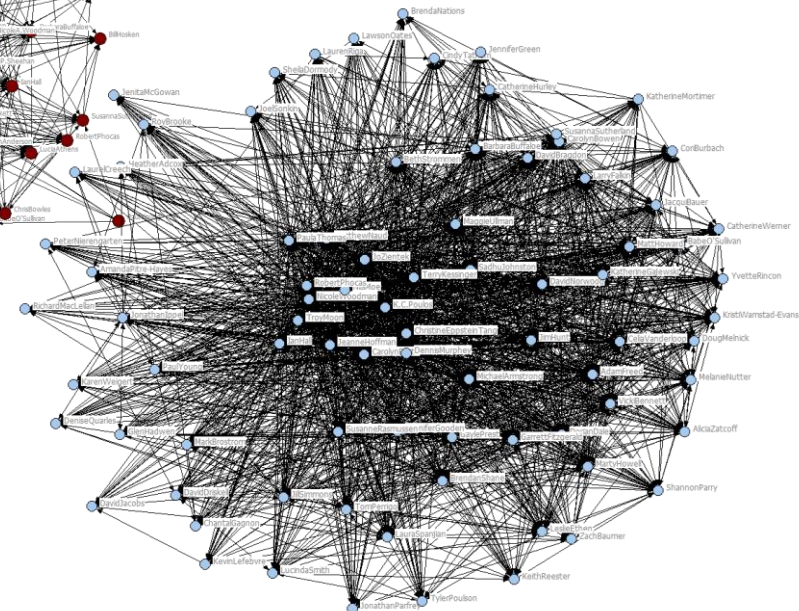
2009



2010



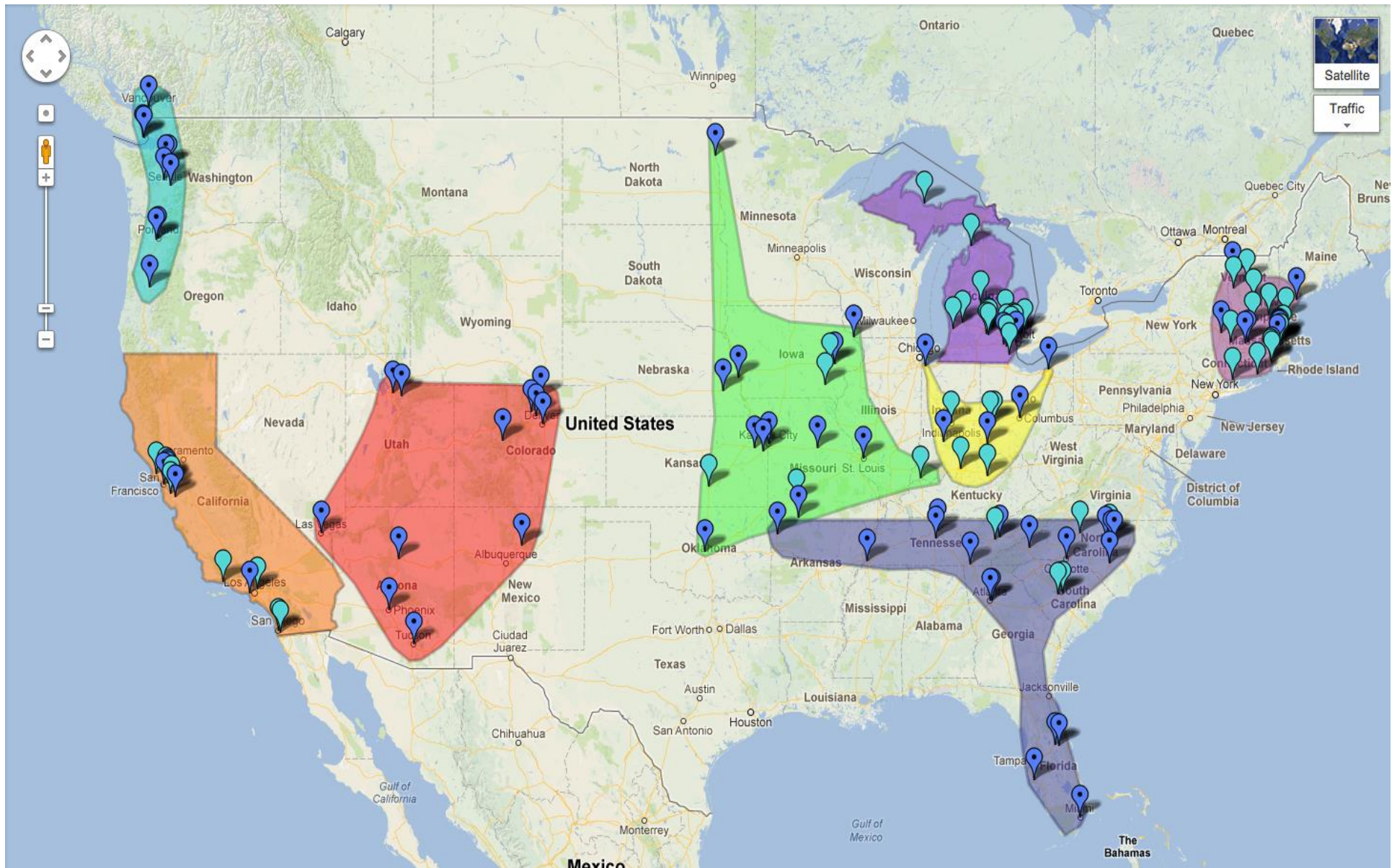
2011



2012

Year	Avg. Ties
2009	8
2010	19
2011	26
2012	31

# Also Catalyzing Regional Networks

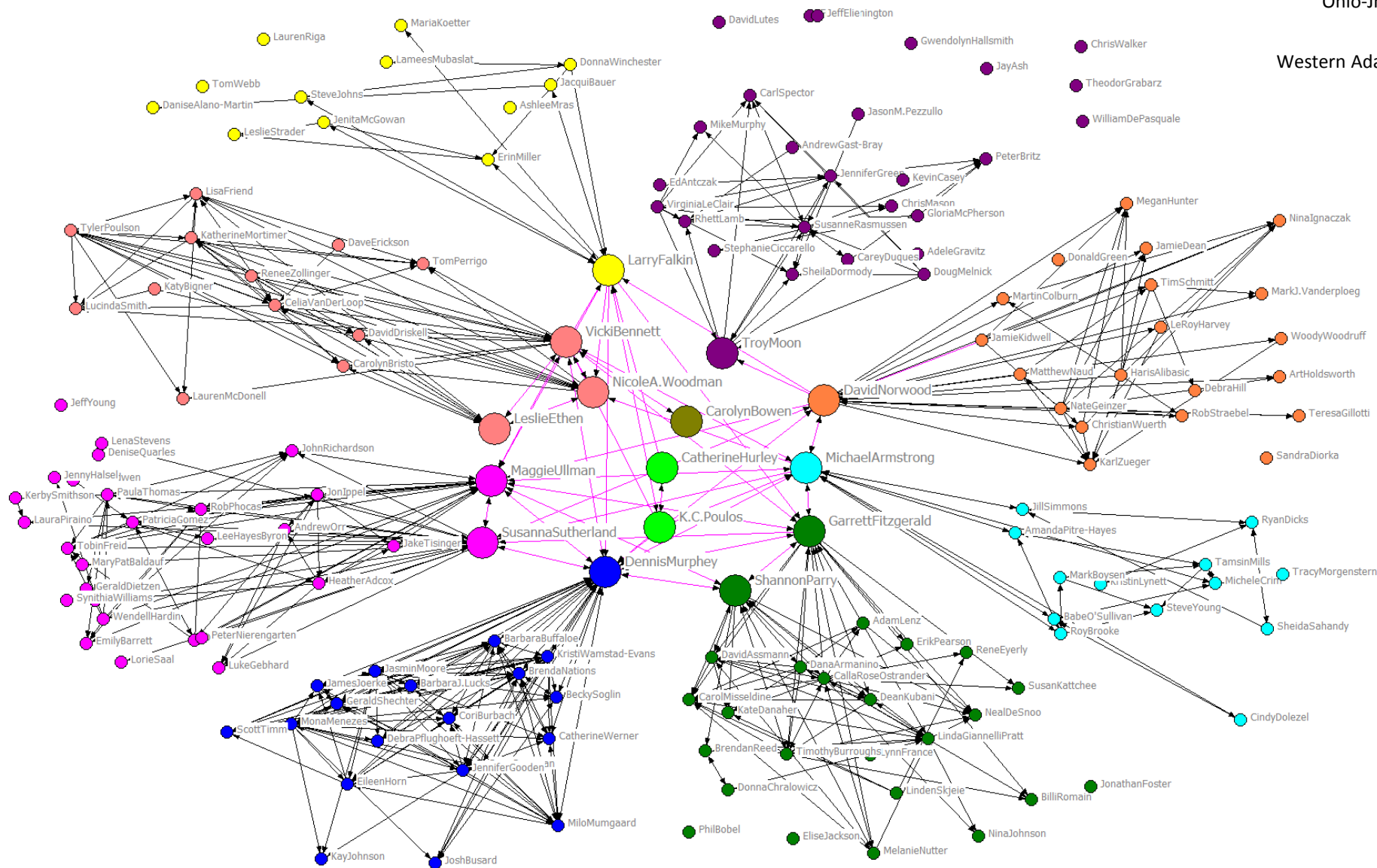




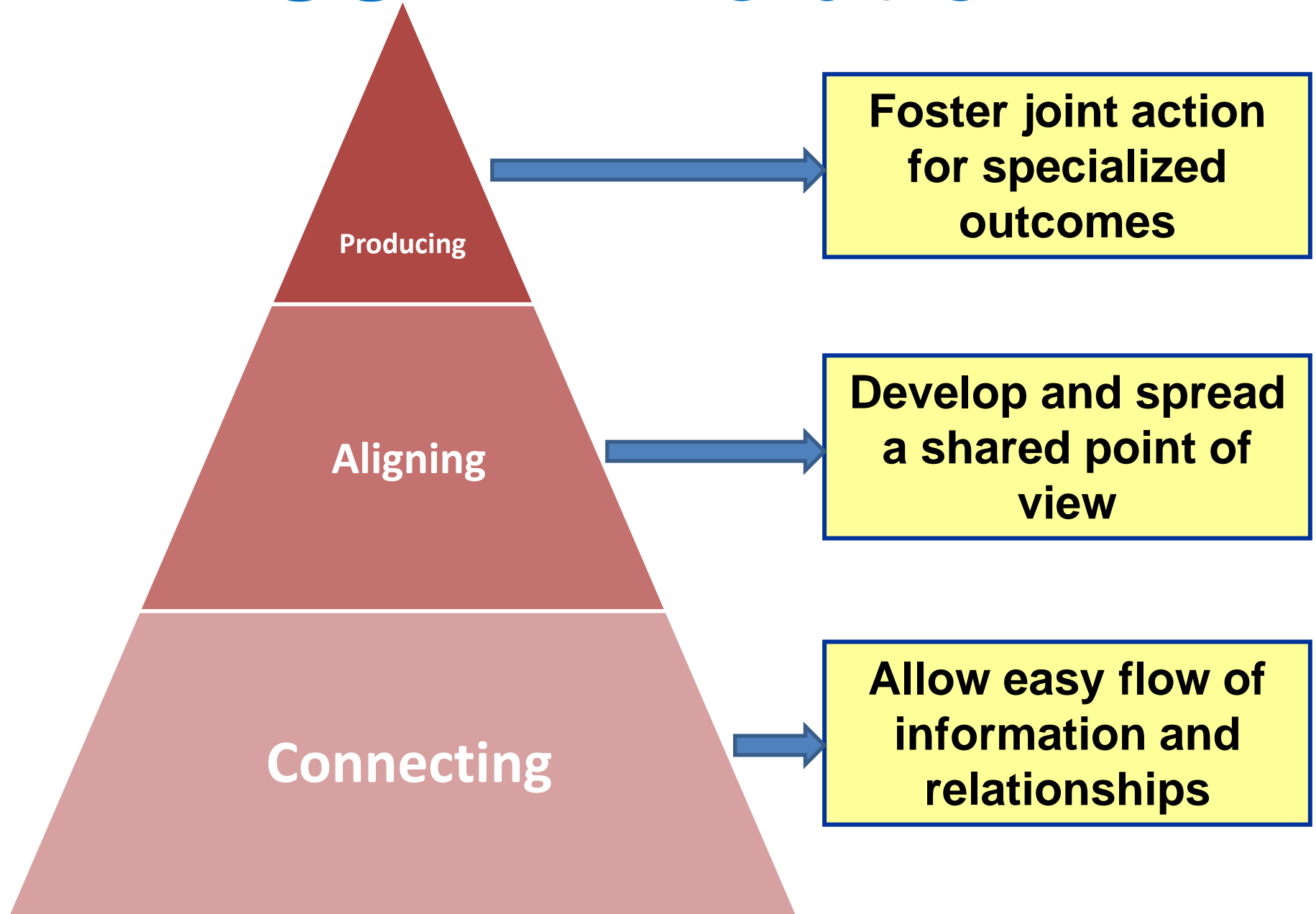
# Selected Regional Connectors >=2

From USDN 2012 survey

- California
- Cascadia
- Heartland
- Michigan
- New England
- Ohio-Indiana-Kentucky
- Southeast
- Western Adaptation Alliance
- Prairie State
- Canada

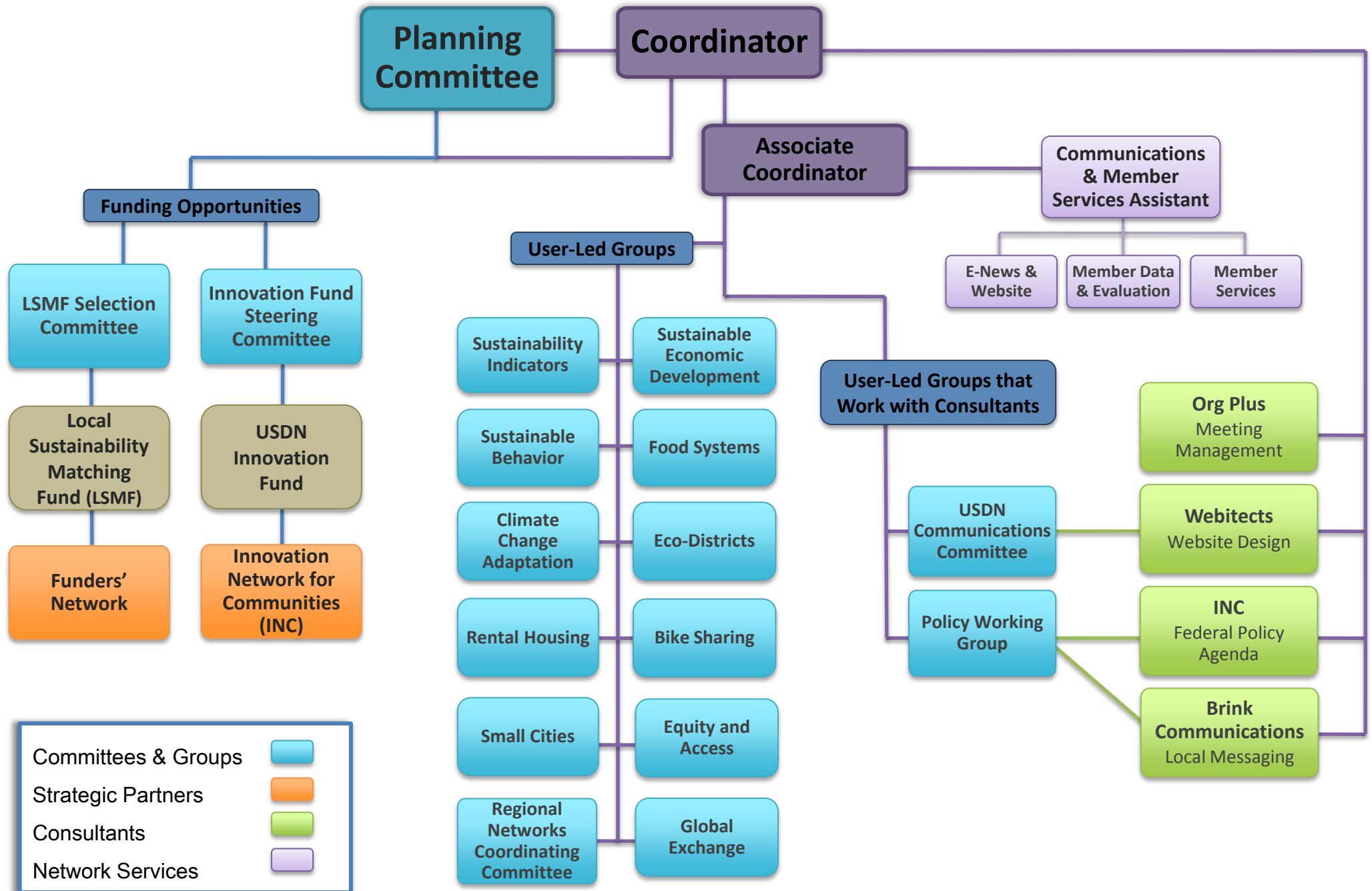


# USDN Evolution





# USDN Member Collaborations



# Innovation System

## Innovation Fund

**Mission:** To assist USDN members and their partners in collaborating to create, develop, test, and spread high-impact solutions for advancing urban sustainability.

**Vision of Impact:** By 2018, the Fund's activities in urban sustainability will have:

1. Accelerated the on-the-ground impact of key practice fields,
2. Attracted a large amount of public, private and philanthropic investment in key innovations, and
3. Positioned US and Canadian local governments as “go to” sources for innovation.

# **Innovation System**

## **Local Sustainable Matching Fund**

### **Partnership of the Funders' Network for Smart Growth and Livable Communities, USDN, and national foundations**

- Catalyzes partnerships between municipal or county-level sustainability directors and local, place-based foundations to advance important community-based sustainability initiatives
- Matching funds for partnership projects of \$25,000 to \$75,000
- Launched in January 2012
- 50% of grants go to USDN Core and Associate Members
- A pathway for dissemination of sustainability innovations because it prioritizes USDN member innovation priorities
- In year two, grew to \$1 million plus 1 to 1 match of \$1 million



# Innovation System Funders



SURDNA FOUNDATION



THE KRESGE FOUNDATION



**JPB Foundation**



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USDN Membership Dues & Voluntary Contributions

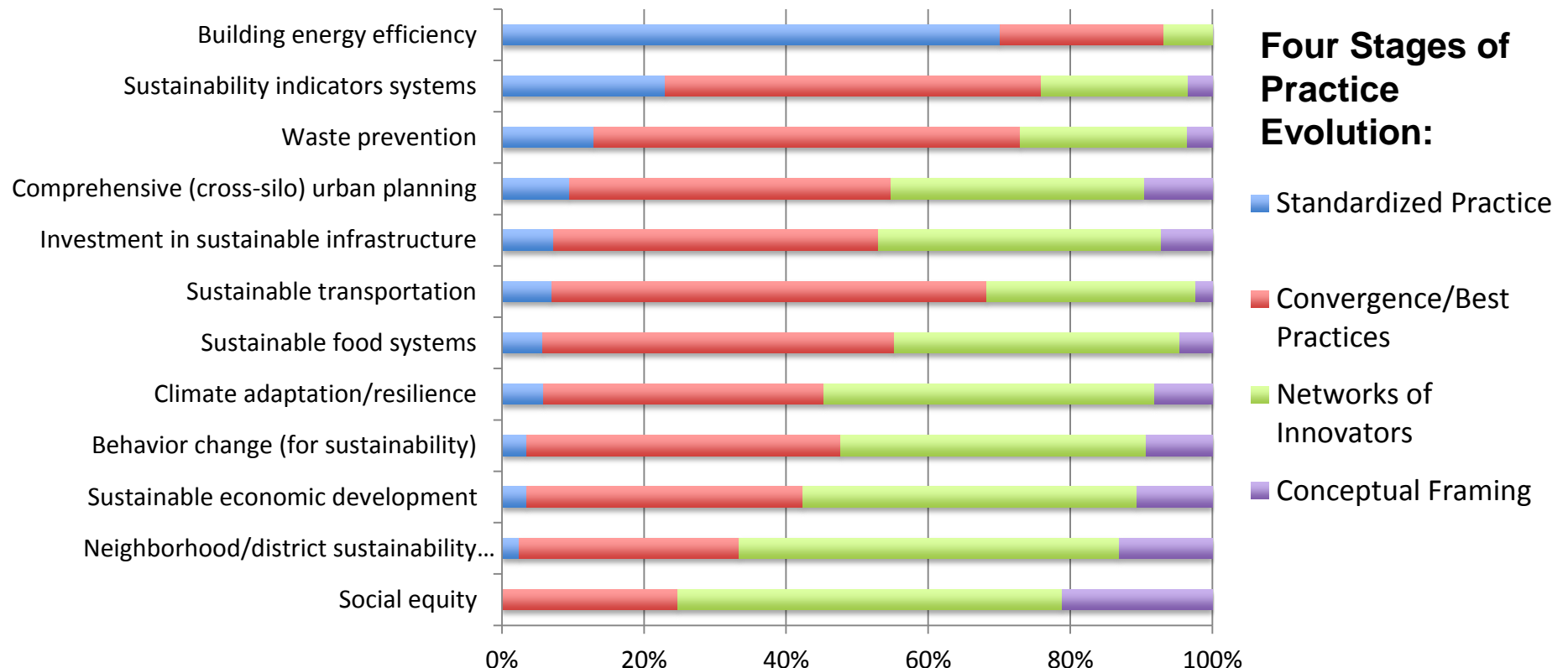
# Value: Identifying Collective Needs

- **Commercial Waste Scan** -- Produce a roadmap for cities to better understand predominant commercial waste streams and prioritize strategies to develop and implement plans to reduce commercial waste.
- **New Waste Technologies** -- Produce report that evaluates all innovative waste diversion methodologies to determine: unrealized potential, increases in diversion rates, decreases in greenhouse gas emissions, flexibility in handling variability in feedstock composition and changing market conditions.
- **Building Energy Performance Benchmarks** -- Produce a guide to help local governments launch effective programs that promote voluntary energy benchmarking and recognition of energy performance in office buildings, with an emphasis on hard-to-reach Class B spaces.
- **Green Rental App** -- Conduct research needed to design and fund development of an Internet-based tool to help renters, initially college students, to consider sustainability factors when making housing decisions and to help landlords grasp the value of sustainability investments as a marketable asset.
- **Compostable Plastics Toolkit** -- Produce an educational and outreach tool kit for creating purchasing policies and how municipalities can solve key challenges posed by compostable plastic management in solid waste programs.

# Value: Undertaking Collective Analysis (Sustainability Practices in 5 Years)

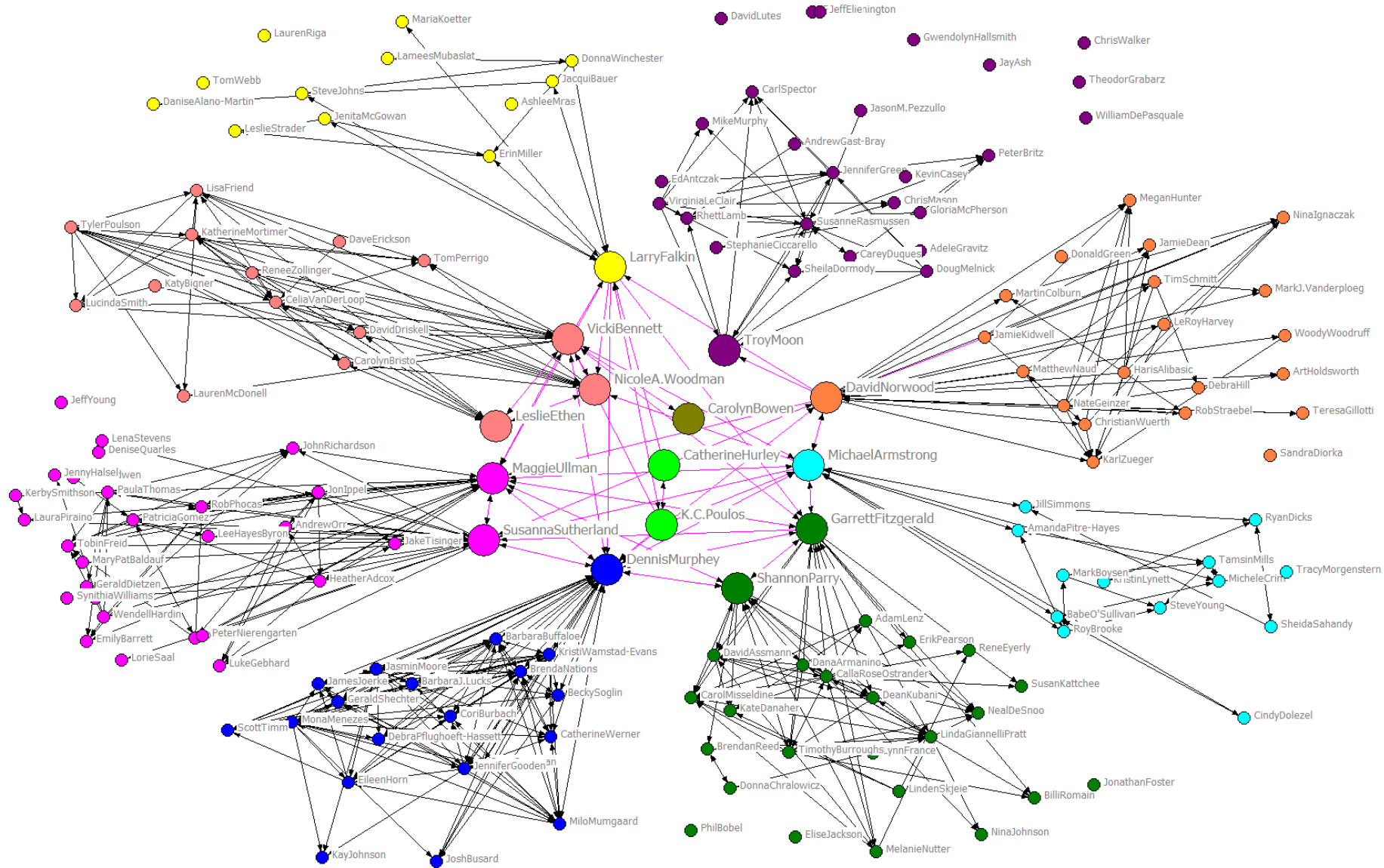
- Building Energy Efficiency to become most Standardized practice
- 3 Practices are most ready to move into Convergence/Best Practice stage: Waste Prevention, Sustainability Indicators, and Transportation
- Social Equity will be the least far along in five years

Identify the stage of professional-practice development you think each of the following topics in urban sustainability will have reached FIVE YEARS from now.





# Value: Disseminating Innovations



# Opportunity: Stronger Connections at Periphery

Sustainability  
Indicators

Equity

PACE Finance

City Staff Specialists

Adaptation  
Planning

ECO  
Districts

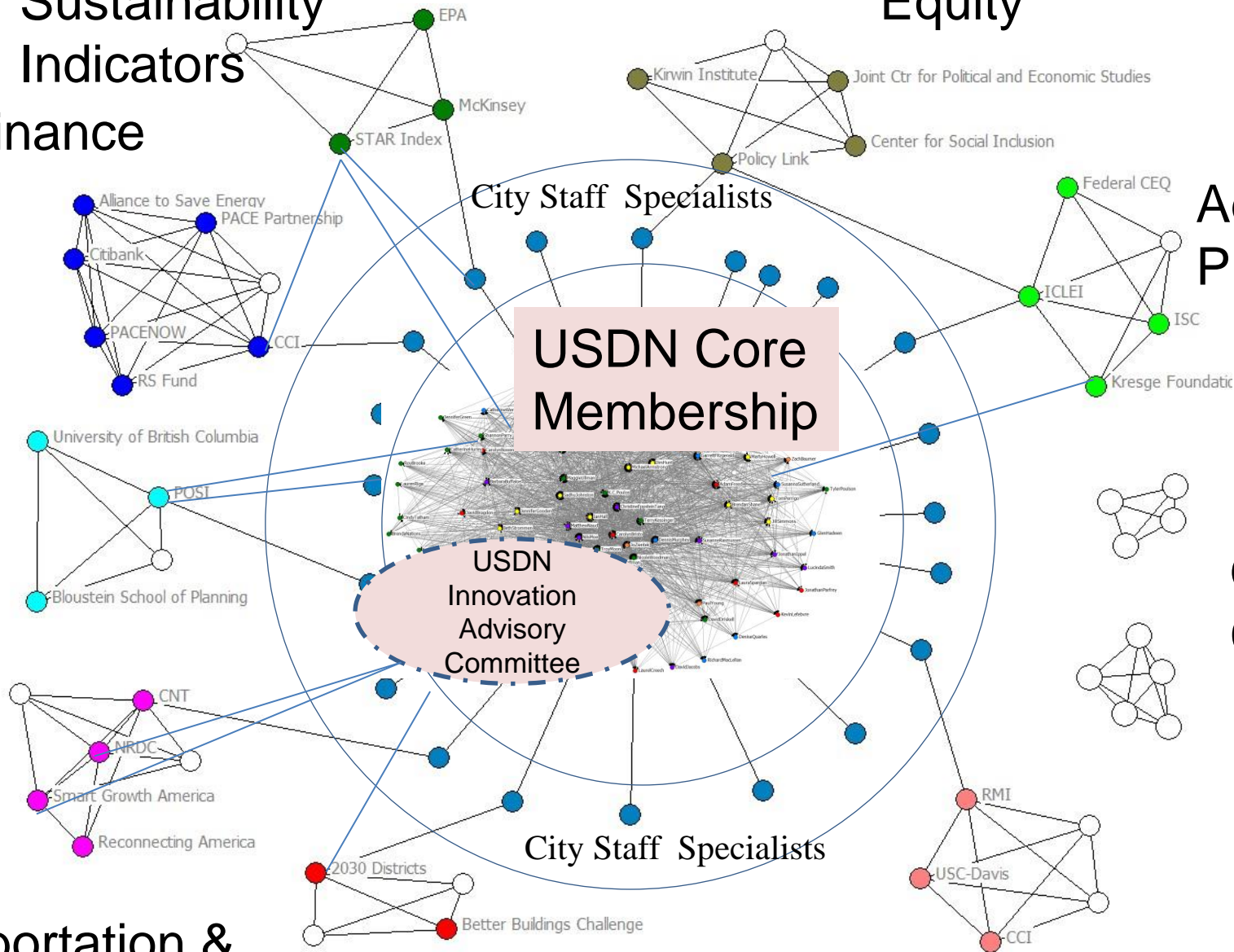
USDN Core  
Membership

Other  
COPs

Transportation &  
Land Use

Building Energy  
Performance

Electric Vehicles



# Thank You



For more information contact:

**Julia Parzen**  
USDN Coordinator  
(773) 288-3596  
[parzenjulia@gmail.com](mailto:parzenjulia@gmail.com)