

Descriptive for I-Open : January 9, 2006

Ingenuity 2007 : Sustainability

Ingenuity 2006 was historic for a number of reasons, just one of them being the initiation of an effort to green the festival by exploring alternative energy options to implement cleaner , earth-friendly solutions that were cost effective. In 2007 our 'green team' looks to implement an even more robust sustainability plan which once again implements clean energy solutions, coordinates recycling efforts, facilitates staff, vendor and visitor buy-in, and showcases innovative alternative energy technologies that are making a difference in our region and beyond. Join us for a collaborative and interactive brainstorming session and help us break new ground for this summer's festival!

Just a few highlights of 2006 efforts coordinated by last year's team:

- Proposed biofuel use plan for generators powering Ingenuity events and facilitated connectivity to suppliers
- Proposed a detailed plan for vendor awareness and compliance and worked to speak with food and beveraged vendors regarding best practices, alternative bio-based supplies, and diverting waste from water supply or landfill
- Implemented and Coordinated a successful recycling effort with the help of the City of Cleveland and waste management services
- Showcased a variety of eco-friendly service nonprofits and the technology they use in a specially designed exhibit tent to raise awareness of sustainability and cultivate support for their respective efforts
- Collaborated with performance group *Fossil Fools* to help raise eco-awareness interactively
- Secured a GM hybrid-technology bus for display and use during the festival
- Performed visual surveillance and audit of last year's festival to help enrich and make more robust the 2007 greening and awareness effort.

With significantly more lead time and a revised strategy the 2007 Ingenuity Green Team is energized and ready to break new ground. Your support and participation will only enrich and improve this effort and we call on our community change leaders and thought leaders to attend and help us make history again this year! Come hear about our efforts and provide insights and innovative ideas to help transform our region.