



The Vision

Transform the Ohio Valley into the
***Green Beacon of
Sustainability***

Why?

- Sustainability is a game changer:
 - Generates revenue, reduces costs, and improves efficiencies making each organization more competitive
- Attract economic growth through green industries
- Retain and attract young professionals, increasing intellectual capital
- Clean air and clean water
- Reduced health care costs

Yale Report

Climate Change in the Ohioan Mind

- Most people in the state (71%) believe **global warming is happening**.
- Of those who believe global warming is happening, large majorities say that it is already having an influence on the severity of **heat waves** (89%), **droughts** (88%), and **flooding** of rivers or lakes (87%) in Ohio.

Yale Report

Climate Change in the Ohioan Mind

A majority of Ohioans also support more climate action:

- Solid majorities of Ohioans support government *action at all levels* of government.
- Even more say that *corporations, industry and citizens themselves should be doing more* to address climate change.

Connecting to Nature at the Zoo

Experience with live animals in the context of a zoo or aquarium increases a sense of personal connection that in turn promotes greater concern about our environment.

Marketing Philosophy

- Problem: Hopelessness
- Solution: Create hope through individual actions
- Wider Solution: Create a movement by saying “Thank You!”

Our Mutual Goals

- **Activate, showcase and measure** the reach and impact of Zoos & Aquariums and their communities
- Mobilize community sustainability **leadership** to collaborate toward common goals to achieve uncommon success
- Inspire **individuals** to take action and drive behavior change
- Build community **case studies** for others to replicate
- **One Million Actions** by Earth Week 2014

Community Sector Leaders

- Zoos & aquariums
- Metro governments
- Businesses
- Educational institutions
- Sustainability organizations

Participating Cities

Akron

Cincinnati

Cleveland

Columbus

Louisville

Pittsburgh

Toledo

Activating A Community | Case Study



PITTSBURGH ZOO
& PPG AQUARIUM

Go Green
21 Action Challenge



22,402



577



\$6,500

Pittsburgh Zoo & PPG Aquarium
Champion | Margie Marks

Pittsburgh Challenge
Green Behaviors



71%
"I feel more
connected to the
Pittsburgh Zoo
& PPG Aquarium"

Program Timeline – First Step

- Endorse, empower, and commit to program
- Define community sector participants
- Define and integrate Regional Goals
- Customize Programs
- Program Execution Funding or Scholarship Approval
- Execute Program and track results
- Final program review with participants

Step

- **Louisville Summit** January 17-18
- **Pre-Kickoff Meetings** Regional team,
Week of January 20
- **Winter Challenge** Zoo activated action challenge
January 27 – February 17
- **Evaluation Summit** Leadership Update,
Week of March 2
- **Earth Challenge** Regional action challenge,
March 31 – April 20
- **Ian Stirling Tour** Recognition Tour,
Earth Week April 21 - 28

Tutorial

The screenshot displays the myActions for NET IMPACT user interface. At the top, the logo "myActions for NET IMPACT" is visible. The navigation bar includes "Actions", "Team", "Me", and a help icon. The main content area is divided into several sections:

- SMALL STEPS BIG WINS Campus Challenge:** A header for the current challenge.
- On My Team, In Our League, My School:** Three columns showing team rankings. Each column features a "#1" badge and a profile picture.
- Create Action:** A section with four buttons: "Save Energy", "Reduce", "Help Others", and "Learn & Lead". A "Featured Action" for "Recycle Glass" is also shown.
- Action Feed:** A list of user actions with filters for "My Feed", "Team", "School", and "World". Each entry includes a user profile picture, a description of the action, and engagement metrics (likes, comments, etc.).
- Right Sidebar:** A profile summary for "Hannah H." showing "Points: 2,002", "Social Strength: 45", and "Actions: 171". It also includes a "Level 1: Seed" badge and options to "Join myActions", "Join a Team", and "Do Any Action".
- Popular Recent Photos:** A grid of six small images representing recent user photos.
- Sponsored Actions:** A list of sponsored actions such as "Not Texting While Driving" (Sponsored by AT&T), "Recycling Aluminum" (Sponsored by Alcoa Foundation), and "Driving Efficiently" (Sponsored by Chevrolet).

Zoo & Aquarium Grant Opportunity

Grant Includes:

- **Core Technology** | myActions platform to motivate your audience to take action to reduce their impact
- **Program Design** | Integration of local program elements & messages
- **Community Management** | Launch, inspire and support community
- **Program & Participant Insights** | Data
summary: people, behaviors & impact
- **Zoo donations*** | action match
- Media and PR at kick off
- **Value added program** | Enhance and amplify zoo priorities

Needs from recipients:

- **Unite** | Act as the community leader convening key stakeholders to make this a true community wide initiative.
- **Inspire Participation** | Initiate program challenge & market to your regional audience
- **Inspire & Recruit Leaders** | Empower contacts to motivate and build followers
- **Promote** | Across physical & digital channels
- **Reward** | Offer internal rewards/prizes as incentives (i.e., zoo passes, behind-the-scenes, Founders Award, etc.)
- **Executive Support** | Signed MOU

Next Steps

- Answer questions & Validate Interest
- Align Stakeholders
- Confirm Resources & Budget or Scholarship Agreement
- Schedule Program Design Session
myActions Program team for early December



