

# Green Urban Manufacturing Policy Initiative (GRUMPI) In New York City



By Adam Friedman  
Executive Director, The Pratt Center  
September 23, 2010



**Pratt Center**  
for Community Development

The **Pratt Center for Community Development** works for a more just, equitable and sustainable city by providing urban planning, architecture and other professional services to low income communities

Sustainable Neighborhood Initiative

- Green Community-Based Planning – space for industrial jobs
- Block by Block
- Sustainable Houses of Worship

Pratt Institute – Cluster of sustainability services

- Planning & Architecture                      Construction & Facilities Management
- Industrial Design                                Environmental Management Systems

**New York Industrial Retention Network provides services, research and advocacy to preserve and create blue-collar jobs and to promote sustainable development.**

# Comprehensive Approach to Sustainable Communities

3



# Agenda

4

## □ NYIRN/Pratt Green Manufacturing Initiative

- Research / Awareness
- Spec It Green
- Made in NYC
- Renewable NY
- Food and Fashion From New York

## □ ITAC – MEP provider

## □ Brooklyn Navy Yard – Landlord and Service Provider

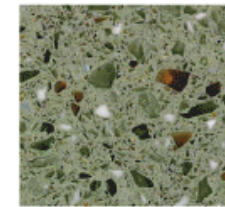
## □ Opportunities for Collaboration



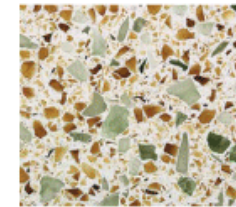
# Green Manufacturing: Definition

5

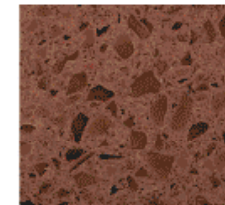
- **A Green Manufacturer is pursuing a business strategy that includes a commitment to sustainability**
  - Elusive standard: Not a NAICS classification
  - Rapidly changing field: Green today, brown tomorrow
  - Commitment to continuous improvement (Similar to ISO)
  - Over time both product and process will be green
  - All businesses need to be green. Government should create green strings
- Green manufacturing is high value-added and good for cities
- Green businesses have to pay living wages to help create a broad public movement



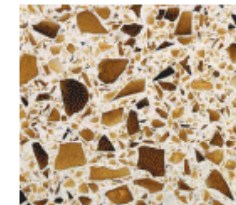
Jade Snow



Forest Fern



Autumn Red



Aurora Gold

Color samples are 11" x 11". There may be some difference in color.

**Icestone, recycled glass,  
Brooklyn Navy Yard**



**Globus Cork, cork flooring,  
The Bronx**



# Launch of Green Manufacturing Initiative

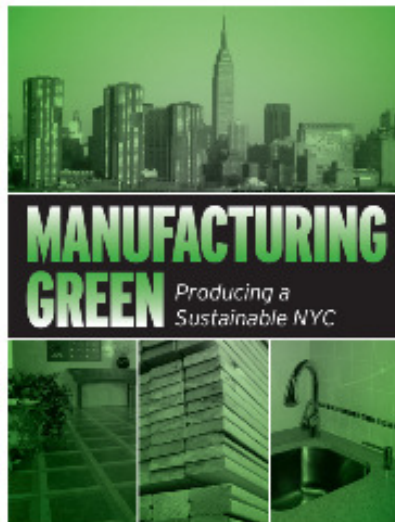
6



Research to assess market and increase awareness of growth opportunities in building materials

## Findings

- ❑ National LEED Standards fostered a fundamental change in development practices:
  - Modest competitive advantage (1 Pt)
  - Significantly increased awareness
- ❑ 1,500 NYC manufacturers make products used in construction or furnishings
- ❑ *Obstacles:*
  - Misperceptions
  - Structure/size of green manufacturers



# Green Manufacturing Initiative

7

**Goal:** to create jobs by helping companies compete in the growing market for green products

**Strategy:** Encourage companies to adopt sustainable practices:

1. Marketing assistance through Spec It Green & Made in NYC
2. Energy conservation through Renewable NY
3. Technical assistance through Spec It Green & ITAC (MEP)

The logo for 'Spec It GREEN' features the words 'Spec It' in a vertical, light green font on the left, and 'GREEN' in large, bold, green block letters on the right. The letters of 'GREEN' are filled with a silhouette of a city skyline.The logo for 'MADE IN NYC' features the words 'MADE IN' in a small, green, sans-serif font above the letters 'NYC'. The 'C' is replaced by a stylized green apple with a single leaf. A small 'SM' trademark symbol is located at the bottom right of the apple.The logo for 'renewableNY' features the word 'renewable' in a blue, lowercase, sans-serif font, followed by 'NY' in a larger, blue, outlined, uppercase, sans-serif font. Below the logo is the tagline 'A CLEAN ENERGY PROGRAM FOR NEW YORK' in a small, black, uppercase, sans-serif font.

# Spec It Green

8

- ❑ Evolved from Networking/Marketing Events to include Technical Assistance
  - Mini trade shows
  - Seminars on green finishes for woodworkers
  - Certifications
  - Writing Green Specs
- ❑ Hosted 15 seminars and workshops
- ❑ Over 1,000 participants to date

Spec It **GREEN**





# Made in NYC

9



- ❑ Business-to-business resource
- ❑ 737 companies registered
- ❑ Product Listings with Company Contact
- ❑ Direct Sourcing

The screenshot shows the homepage of the Made in NYC website. At the top, there is a navigation bar with links for "MANUFACTURER REGISTRATION", "ABOUT MADE IN NYC", "ABOUT NYC MANUFACTURING", "RESOURCES", "PUBLICATIONS", and "CONTACT US". Below this is a search bar with "Search for products" and "search" buttons, and a green "ADVANCED SEARCH" button. The main content area is titled "Search for Products Made in NYC" and features a grid of product images: a colorful mosaic, a red jacket, a window with a grid pattern, a wooden staircase, a close-up of a brownie, and a colorful floral pattern. At the bottom of the main area is the NYIRN logo (New York Industrial Restoration Network) and the text "Made in NYC is a program of". On the left side, there is a vertical menu with categories: "CONSTRUCTION / FURNISHINGS", "APPAREL INDUSTRY", "JEWELRY INDUSTRY", "PRINTING SERVICES", "FOOD PRODUCTS", "FABRICATED METAL", "ELECTRICAL EQUIPMENT", "INDUSTRIAL MACHINERY", "OTHER", "GREEN PRODUCTS", "LOGIN", "HELP", and "PRIVACY POLICY • LEGAL • CREDIT". On the right side, there is a "FEATURED COMPANY" section for "The Exceptional Dessert" with an image of a brownie box, and an "UPCOMING EVENTS" section for "Spec It Green: Sustainable Textiles" with details on date (Tuesday, May 25th, 2010), time (5:30 - 7:30 pm), and location (Carnegie NYC Showroom, 41 West 25th Street, 2nd Fl. New York, NY 10010).

[www.MadeInNYC.org](http://www.MadeInNYC.org)

# Made in NYC

10

- ❑ 99 companies have earned a green apple
- ❑ Site includes information on environmental features of products
- ❑ Opportunity to select a company based on environmental priority

The screenshot displays the 'MADE IN NYC' website interface. The top navigation bar includes 'BUY LOCAL', 'MANUFACTURER REGISTRATION', 'ABOUT MADE IN NYC', 'ABOUT NYC MANUFACTURING', 'RESOURCES', 'PUBLICATIONS', and 'CONTACT US'. A search bar is present with a 'search' button and an 'ADVANCED SEARCH' link. The left sidebar features a 'MADE IN NYC' logo with a green apple icon and a list of industry categories: CONSTRUCTION / FURNISHINGS, APPAREL INDUSTRY, JEWELRY INDUSTRY, PRINTING SERVICES, FOOD PRODUCTS, FABRICATED METAL, ELECTRICAL EQUIPMENT, INDUSTRIAL MACHINERY, OTHER, GREEN PRODUCTS (highlighted), LOGIN, HELP, and PRIVACY POLICY • LEGAL • CREDIT. The main content area shows a product page for 'AMERICAN CLEANING SOLUTIONS'. The page includes a 'Product Description' section with text about environmentally preferred products, a 'Green Features' section with a green apple icon and bullet points about alternatives to toxic substances and certification, an 'Industries/Categories' section with a green apple icon and bullet points for Pharmaceuticals and Cosmetics and Other, a 'Contact' section with address and phone information, and a 'Website' section with the URL 'CLEANING-SOLUTIONS.COM'. A disclaimer at the bottom explains the green apple icon's meaning.

**MADE IN NYC**

**BUY LOCAL**

MANUFACTURER REGISTRATION | ABOUT MADE IN NYC | ABOUT NYC MANUFACTURING | RESOURCES | PUBLICATIONS | CONTACT US

Search for products search ADVANCED SEARCH

## AMERICAN CLEANING SOLUTIONS

### Product Description

Manufacturers of cleaning and maintenance chemicals for the commercial, industrial and institutional market. We now feature a line of Green environmentally preferred products all certified by Green Seal, Glass Cleaner, Multi-Purpose Cleaner, Tub & Tile Cleaner, Orange Peroxide Cleaner, No-Zinc Floor Finish and a Green Wax Stripper.

### Green Features

- Contains alternatives to highly toxic or ozone depleting substances
- Certified by a recognized environmental organization or eco-label system
  - FOCUS products are Green Seal certified

### Industries/Categories

- Other
  - Pharmaceuticals and Cosmetics
  - Other

### Contact

RON INGBER  
AMERICAN CLEANING SOLUTIONS  
39-30 REVIEW AVE  
LONG ISLAND CITY, NY 11101-  
Phone: 718-392-8080 ext.  
Fax: 718-482-9366  
[RON.ACS@COVAD.NET](mailto:RON.ACS@COVAD.NET)

### Website:

[CLEANING-SOLUTIONS.COM](http://CLEANING-SOLUTIONS.COM)

Indicates that the manufacturer has certified it meets one or more attributes that identify this product as a green product. Made in NYC, NYIRN, and ITAC do not verify or assume any liability for the manufacturer's certification or any responsibility to certify or verify the manufacturer's compliance, or satisfaction of, this particular green attribute. In no way does NYIRN guarantee that this product will meet the necessary requirements for LEED certification.

\$2 million in grants



Cabinet Maker

20 Employees

Lighting Project

Grant \$13,000

40 Companies



Building Materials  
Processor

75 Employees

Solar Array Installation

Grant \$40,000

Employing 2,828



Metal Door & Partition  
Maker

477 Employees

Heat Reclamation

Grant \$30,000

**Lessons Learned:** Companies need upfront financial commitment and intense project management

# Food and Fashion

12

## Fashion

- ❑ 75,000 people in fashion cluster
- ❑ Next Steps: Study assessing environmental benefits of local sourcing vs. importation

## Food

- ❑ *Food From New York* (NYIRN 2000) and *Not Just A Link In The Food Chain* (NYIRN 2007)
- ❑ + 900 Companies w/ 19,200 people
- ❑ Diversity stimulates new products
- ❑ Next Steps
  - Farm To Factory:
  - Farm To Bakery
  - Community Revitalization & Vendor Markets
  - Urban Agriculture



# Industry & Technology Assistance Corporation

13

## Sustainability Services

- ❑ Opportunity Assessment - reducing costs and carbon
- ❑ Examines waste, water, energy and materials



## R & D –Leveraging University Resources

- ❑ Define challenge and need
- ❑ Identify appropriate university resource
- ❑ Manage relationship

## Brooklyn Navy Yard Collaboration

- ❑ 20 Pilot companies: analyzing waste streams to determine potential recyclables, aggregate and bid, develop web-based waste-match exchange



# BNYDC's Sustainability Highlights

14

**Strategy:** Provide sustainable infrastructure to attract green tenants and increase awareness of opportunities for existing tenants

- Water Conservation and Storm-water management
- Brooklyn Greenway Extension + Bike Racks
- Yard-Wide Solar Installation + Solar/Wind Streetlights
- Targeted marketing for new tenants and TA for existing tenants



Reclaimed objects such as mattresses, steel tubing and stained glass are mainstays in Susan Woods' interior and exterior sculptural designs, or as what the artist considers functional art. **Aswoon** – *Susan Woods Studio* works with a multitude of designers, architects and major retailers in creating sculptural prototypes for interior design and architectural additions. "Green Design" in Susan Woods Studio is the use of less harmful materials and processes over traditional ones. Susan successfully employs creative techniques in reducing the use of non-renewable raw materials.

**Aswoon/Susan Woods Studio**  
Susan Woods  
Building 111, Suite 202  
718.858.7906  
info@susanwoodsstudio.com  
www.aswoon.com  
www.susanwoodsstudio.com  
# of employees: 2

Aswoon -  
Susan Woods



A third-year tenant at the Brooklyn Navy Yard, **Bien Hecho** makes customized cabinets and furniture, with much of it from salvaged and reclaimed materials found in and around New York City. At **Bien Hecho**, wood from discarded water towers, doors, and six trees are transformed into well-designed chairs, tables and cresses. John Rankala, the sole proprietor of **Bien Hecho**, hopes to one day make all of his pieces from these reclaimed materials, and looks forward to increased coordination efforts in the collection and storage of scrapped wood pieces throughout the Navy Yard and the City.

**Bien Hecho**  
John Rankala  
Building 3, Suite 1110  
917.415.8272  
info@bienhechobrooklyn.com  
www.bienhechobrooklyn.com  
# of employees: 2

Bien Hecho

# Opportunities for Collaboration



15

- i. Fashion – measuring environmental impacts
  
- ii. Sustainability Assessments
  
- iii. Sharing experience and developing better models for service delivery