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## Presentation: Dayton's BEST (Stander Symposium, 2017)

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# DAYTON'S BEST (BUSINESSES ENGAGING SUSTAINABILITY TOGETHER)

WHAT'S GOOD FOR ONE IS BEST FOR ALL

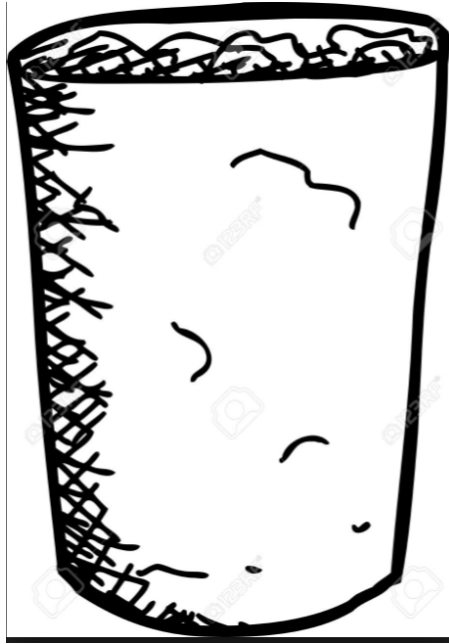
Zac Siefker, Tess Isenmann, & Andrew Eckrich  
SEE490/RCL595: Community Energy & Carbon Reduction Initiative



THIS IS JILL.



JILL OWNS A SUCCESSFUL COFFEE SHOP IN DAYTON.



AT THE END OF EVERY DAY, JILL HAS TO TAKE OUT THE TRASH.



COFFEE CUPS AND GROUNDS TRAVEL ALL THE WAY TO DAYTON'S LANDFILL IN MORAINE, OHIO.



THE COFFEE CUPS AND GROUNDS WILL REMAIN THERE THE REST OF THEIR LIFE.



RIGHT NOW THEY HAVE NO POTENTIAL EXCEPT TO LAY THERE  
AND LOOK PRETTY.



WHAT IF THERE WAS A BETTER USE FOR THEM?

WHAT IF THERE WAS A WAY FOR WHAT JILL THROWS OUT TO  
BENEFIT HER BUSINESS? WHAT IF IT BENEFITED OTHER  
BUSINESSES?



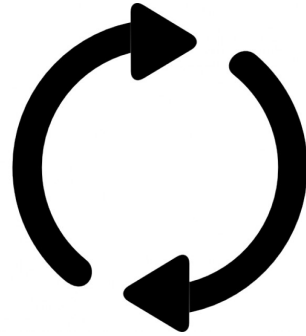
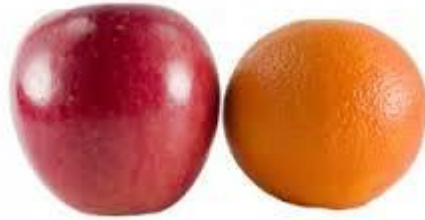
What's Good for One

# Dayton's **BEST**

Businesses Engaging Sustainability Together

is best for all

# APPLES TO ORANGES



# PROBLEM = WASTE

*Closing material loops and improving efficiency through business sharing connections is ...*

*Better for the environment*

*and...*



# PROBLEM = WASTE

*Brings value to someone else.*



# SOLUTION = PEOPLE

Start local, start Dayton

Post-industrial framework

Desire to improve



# SOLUTION = PEOPLE

Smart, young individuals looking for something new

UNIVERSITY *of*  
DAYTON

as the propulsion



# CONNECTIVITY VISION

Facilitate business connections in Dayton to stimulate local business **sharing**, **purchasing** and **mentoring**.



# DAYTON GEMS

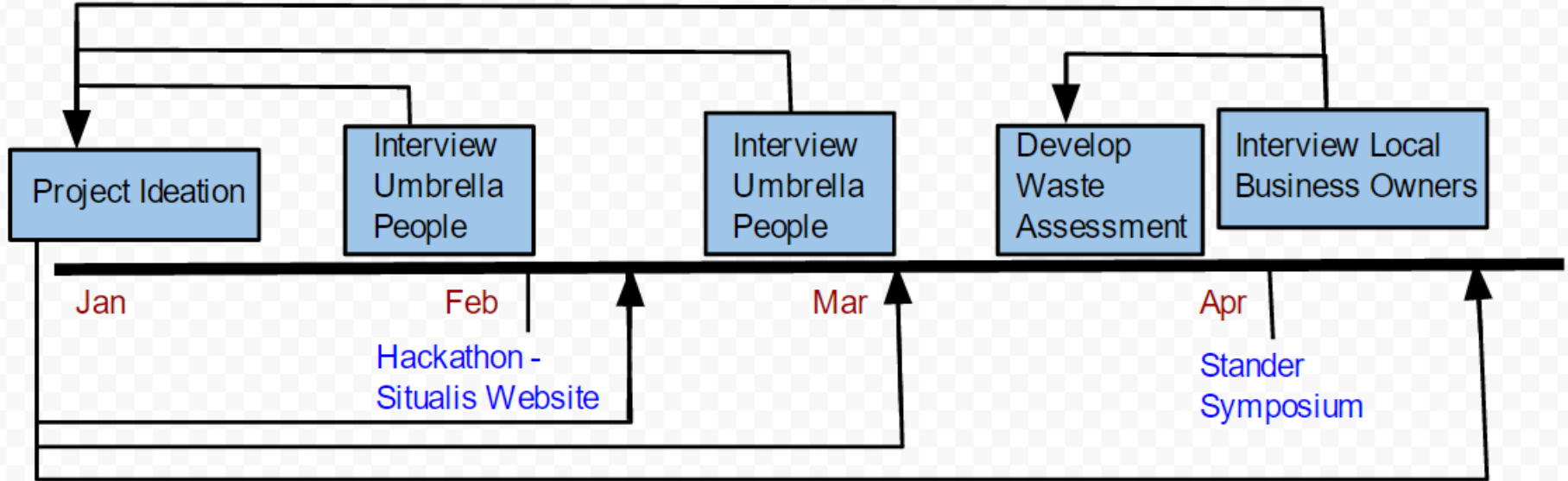
A **points system** to champion Dayton businesses.

Based on local sourcing, local sharing, local mentoring etc.

GEM CITY RATING: 4.2

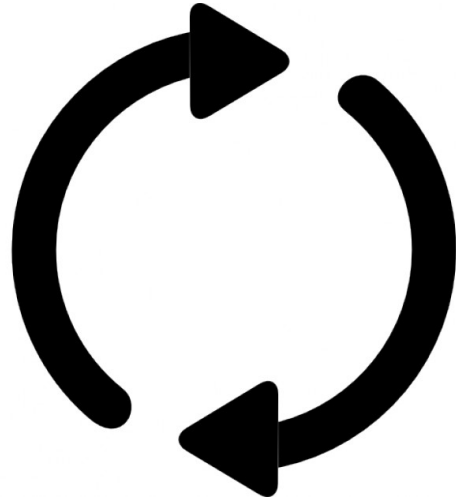


# TIMELINE - THIS SEMESTER



# NEXT STEPS

- Begin making connections and gathering data
- Disseminate survey



# NEXT STEPS

- Develop points system for Dayton Gems
- Get connectivity platform up and running
  - >Website
  - >UD Team



END

# TO DO FOR STANDER ----- (NOT IN PRESENTATION)

- ~~- Find out date/time -- 2pm Artstreet B~~
- ~~- Send invites to our people!~~
- Finish and print out our “short survey” to give to Mayor, UD, and business representatives

# BIG VISION (THINK BIG)

- Promote sharing among Daytonians.
- Create a **closed loop society** that strengthens community.
- Develop a sustainability mindset which adds value to the community and a commitment to purchasing local.



# DESIGN GOALS

Contribute to current **inspiration** for business to be “Dayton.” This will keep money and resources within Dayton and draw the community together.

Social platform of people who are invested and passionate about this cause. Use the website to focus on the *people*.

“Sustainability Promoter” UD student or other employee/volunteer to manage the website and **continue to make connections.**

# BIG INFLUENCERS

Kettering Health Network

UD

Miami Valley

# SHAREABLE WEBSITE

????

Could use the Shareable.net model for developing concrete community organization and events.

This is like a case study that proves that these types of movements can really make a difference in communities like ours (cite similar sized cities who participate)

This project focuses on a couple specific target areas, a piece (or two) of the pie, as it were.

# DAYTON: THE PERFECT PLACE TO START

- Start local, start Dayton
- Post-industrial framework
- desire to be better
- smart, young individuals looking for something new