

THINC

for a purpose-driven, sustainable future by 2030

- TRANSFORM
- HARNESS
- INNOVATE
- NAVIGATE
- COLLABORATE

The Takeaway

Act Local, Impact Global



Covestro's THINC³⁰

...a purpose-driven, one-day summit...

...to introduce the 17 United Nations Sustainable Development Goals

...to Pittsburgh business, government, academic and nonprofit leaders

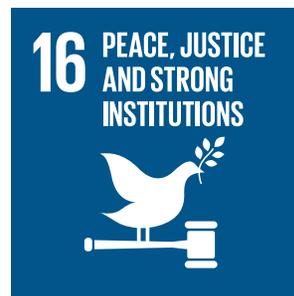
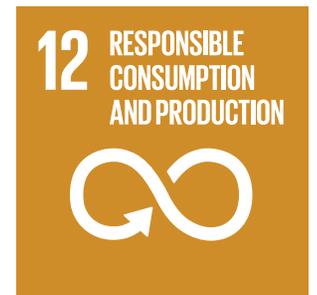
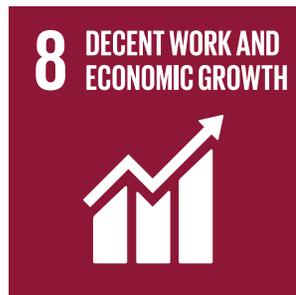
...to advance the region's growth and prosperity in a responsible, sustainable way

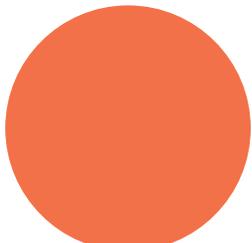


"This is the right time to have these discussions in Pittsburgh because there are so many initiatives underway that focus on how to make this an even better place to live and work. Our aim with THINC³⁰ is to build on all of the great work going on... and to bring even more people into the fold... particularly industry. This is critical. When it comes to sustainable practices, industry must be part of the conversation... and, even more importantly, the solution. And here's the thing... we're expected to be."

Jerry MacCleary, Chairman and CEO, Covestro LLC

SUSTAINABLE DEVELOPMENT GOALS





What are the United Nation's Sustainable Development Goals?

The **Sustainable Development Goals (SDGs)** are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity. ...They tackle the root causes of poverty and unite us together to make a positive change for both people and planet.

Through its *Making Global Goals Local* initiative, the United Nations is working to build a global movement of companies doing business responsibly and innovating around the SDGs to the betterment of the world at large.



"No one can do this alone. We must build alliances and partnerships, both between companies and across ALL other sectors. Everyone — every company, every government — EVERY single person — has an important role to play in achieving the Global Goals. At a time when we need business to rise to the challenge, develop new ideas and deliver breakthrough innovations, I was so pleased to learn about the transformations spearheaded by the people of Pittsburgh. I urge you all to continue to challenge the 'business-as-usual' mindset. By committing to doing business responsibly and innovating for the future, you are building a foundation for long-term, sustainable growth."

Lise Kingo, Executive Director, United Nations Global Compact



Program Agenda

- 8:00 – 8:10 a.m. Welcome by Rebecca Lucore, Head, CSR and Sustainability, Covestro LLC
- 8:10 – 8:25 a.m. Opening Remarks by Jerry MacCleary, President, Covestro LLC
- 8:25 – 8:30 a.m. Lise Kingo, CEO and Executive Director, United Nations Global Compact (Video Message)
- 8:30 – 8:35 a.m. “The Purpose Perspective” Intro by THINC30 Emcee Rebecca Lucore, head, Sustainability and CSR, Covestro LLC
- 8:35 – 9:05 a.m. Aaron Hurst, Founder and CEO, Imperative Inc. and author of “The Purpose Economy”
- 9:20 – 10:05 a.m. “Our Stories: Creating Purpose-Driven Citizen Philanthropist”
- Moderator
- Peggy Outon, Executive Director, Bayer Center for Nonprofit Management, Robert Morris University
- Panelists
- Lois Mufuka-Martin, Chief Volunteer Engagement Officer, United Way of Southwestern Pennsylvania
 - Deb Thackrah, Founder and President, Feeding the Spirit
 - Steve Sokoloski, Regional Account Executive, Comcast Spotlight
 - Virginia Volponi, Volunteer, Executive Service Corps
- 10:05 – 10:15 a.m. Spotlight Video and Speaker – Growing Citizen Philanthropists and Focus Pittsburgh Executive Director Father Paul Abernathy
- 10:15 – 10:45 a.m. “Purpose: Impact on People, Places and Pittsburgh”
- Moderator
- Saleem Ghubril, Executive Director, Pittsburgh Promise
- Panelists
- Bill Strickland, President and CEO, Manchester Bidwell Corporation
 - Anneke Buffone, Lead Researcher, World Well Being Project, University of Pennsylvania
- 11:00 – 11:05 a.m. “Purpose and Sustainable Business” Introduction

- 11:05 – 11:35 a.m. Carl Pope, veteran environmentalist and co-author with Michael Bloomberg of “Climate of Hope: How Cities, Businesses and People Can Save the Planet”
- 11:35 – 1:00 p.m. Networking Luncheon and Book Signing Opportunity with Aaron Hurst and Carl Pope
- 1:00 – 1:15 p.m. Local Pittsburgh Perspective – Grant Ervin, Chief Resiliency Officer, City of Pittsburgh
- 1:15 – 2:00 p.m. “Local Purpose Initiatives”
- Moderator
- Diana Bucco, President, Buhl Foundation
- Panelists
- Andrew McElwaine, Vice President, Sustainability, Heinz Endowments
 - Court Gould, Executive Director, Sustainable Pittsburgh
 - Jane Werner, Executive Director, Children’s Museum of Pittsburgh
 - Anna J. Siefken, Scott Institute for Energy Innovation, Carnegie Mellon University
- 2:00 – 2:05 p.m. Spotlight Speaker – Josiah Gilliam, Homewood Children’s Village
- 2:05 – 3:00 p.m. “From Talking the Talk to Walking The Walk: SDGs in Action”
- Moderator
- Bill Flanagan, Chief Corporate Relations Officer, Allegheny Conference on Community Development
- Fireside Chat
- Leah Lizarondo, CEO and Co-Founder, 412 Food Rescue
- Panelists
- Austin Webb, CEO and Co-Founder, RoBotany/Pure Sky Farms
 - Nana Wilberforce, Head of Building Innovation, PNC
 - James Myers, Director of Community Affairs and Business Development, Urban Innovation 21
 - Will Allen, Managing Partner and Co-Founder, Nascent Group Holdings
- 3:00 – 3:05 p.m. Spotlight Talk – Vivien Luk, Executive Director, Work
- 3:15 – 4:45 p.m. “Purpose and the United Nations Sustainable Development Goals: Figuring Out Your Company and Individual Role” Interactive Workshop
- 4:55 – 5:00 p.m. “Living with Purpose” Intro
- 5:00 – 5:30 p.m. Stephen Ritz, Founder, Green Bronx Machine and author of “The Power of a Plant: A Teacher’s Odyssey to Grow Healthy Minds and Schools”
- 5:30 – 5:40 p.m. Closing Remarks
- 5:40 – 7:00 p.m. “Social for Social Good” Reception/Book Signing Opportunity with Stephen Ritz

Why Pittsburgh? Why now?

Pittsburgh is experiencing its so-called third Renaissance, having successfully transformed its old industrial economy into one that is diversified in healthcare, education, energy and technology, among others. In doing so, the city has become a model for other industrial cities seeking to do the same.

All this progress does not mean Pittsburgh can now rest on its laurels. In fact, Pittsburgh must continue its push forward. THINC³⁰ aims to spur this push through purposeful collaboration among all Pittsburgh's key stakeholders, allowing the city's sustainable transformation to continue for the benefit of everyone.



"The city of Pittsburgh really relishes the opportunity to have great public sector partners, but also private sector partners. And, having an event like this being led by a company like Covestro means a lot to the city as a whole. You are taking the leadership to dig down into some of the deepest challenges we face as a humanity. These challenges we are talking about here today and the sustainable development goals are really about how we further the advancement of humanity... really building a better world that we call home."

Grant Ervin, Chief Resiliency Officer, City of Pittsburgh

THINC³⁰ 2017 SNAPSHOT | City of Pittsburgh

33

companies –
from mom and pops to social entrepreneurs to multi-national corporations

Nearly
300
registered offenders

More than
1 dozen
industry sectors –
pharmaceuticals, health care, financial, chemicals, manufacturing, shipping and transportation, energy, sports, hospitality, telecommunications, technology, military, advertising, marketing and legal, among others

30

nonprofit organizations –
collectively addressing the 17 United Nation's Sustainable Development Goals

8

colleges and universities

5

internationally recognized leaders –
Aaron Hurst, Lise Kingo, Carl Pope, Stephen Ritz and Bill Strickland

22

individuals and organizations showcased

Nearly
50

THINC³⁰ commitments made

What they found most valuable about Covestro's THINC³⁰...

"The ability to learn about and connect with leaders working in different sectors who share several insights into the work they do and the impact it has on a local, national and/or international scale."

"The variety of perspective and that the speakers weren't just speakers, but had proven individual or organizational success and expertise that could help us all attain the sustainability goals."

"Hearing others voice their concerns about the culture and economy we are building together, allowing my own concerns to be secondary and be given the opportunity to carry someone else's worries for the day, or even a moment."

The Takeaway— Pittsburgh and the UN SDGs: Challenges and Opportunities

Challenges

Achieving Equity by Reducing Poverty and Hunger

One major challenge emerged overall – racial disparity. “Yes, Pittsburgh is doing well, but not all Pittsburghers are doing well,” was a recurring theme. There is still much work to be done to ensure all Pittsburghers have the chance to participate in the city’s continued sustainable growth and resulting prosperity. It very well maybe the city’s biggest challenge moving forward.

By addressing this challenge, several others also will be positively impacted, including

- Raising people out of poverty,
- Alleviating hunger and food insecurity,
- Providing access to quality education to all students,
- Improving access to health care, and
- Creating economic opportunity and decent work.





"Pittsburgh artist Jasiri X says, 'We rebuilt the economy, but we lead the nation in black poverty.' And, we have an economy that works for many people here, but it doesn't work for everyone. The racial disparities in Pittsburgh are enormous. There been some wonderful work by the University of Pittsburgh's Center on Race and Social Problems on racial disparity. It makes a compelling case for how much more we have to do."

Andrew MacElwaine, Vice President, Sustainability, Heinz Endowments

"Growing up, no one taught me or mentioned anything to me about entrepreneurship. No one mentioned anything about being a CEO of an energy company or starting a career in investment banking or investing in businesses. That bothered me. Today, when I'm meeting with tech companies or real estate developers, I bring them to my non-profit and to the students involved with my non-profit. They can help educate our young people on opportunities and provide exposure. If kids aren't exposed to what careers are out there, they are going to be left so far behind."

Will Allen, Managing Partner, Nascent Group Holdings and Founder, Will Allen Foundation



Opportunities

Technology, Innovation, Green Economy and Eco-Entrepreneurism

Pittsburgh is perfectly positioned to become a Purpose Economy leader. It...

- is arguably the birthplace of modern American philanthropy;
- has an innovation edge as the home to 10 colleges and universities that bring more than \$1 billion a year in research funding to the Pittsburgh region in medicine, computer science, engineering and the physical and social sciences, among others; and, that have and are initiating programs in energy, environment, globalization and other key areas for industry and society;
- has a proven track record in green business, green building, energy efficiency and sustainability; and
- is increasingly seen as a hotbed of eco-entrepreneurism and social innovation.

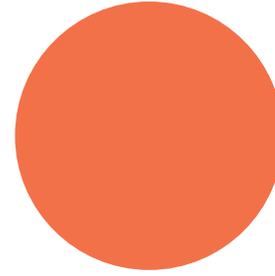
And the investment community is taking notice.

As is the non-profit sector, which is increasingly looking to technology and big data to scale up its efforts with greater efficiency and impact.



"People understand that new sustainable technologies are actually going to provide the economic opportunities of the future. And I think Pittsburgh is a city that has positioned itself to harvest that opportunity. And I want to thank you for doing so and I look forward to your tremendous future success because we all need more models like Pittsburgh."

Carl Pope, Principal Advisor, Insight Strategies and co-author with Michael Bloomberg of "Climate of Hope: How Cities, Businesses and People Can Save the Planet"

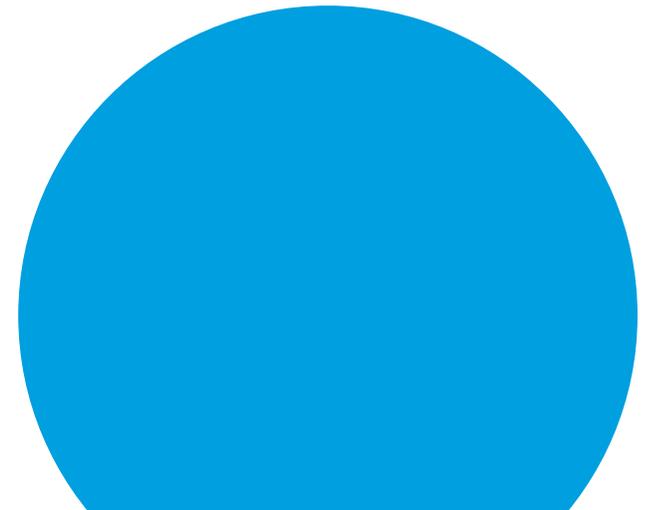


"We take our cue from other apps that coordinate drivers. We take that same system and use it for our food rescue heroes. They get push notifications whenever there's a food rescue available and they can opt for the one that's closest to them. We lovingly call the app Tuber. This is actually the one-year anniversary for the app release and we've had it downloaded in the region 7,000 times. Parallel to that we've been developing a new distribution network. We've partnered with nontraditional agencies like the Housing Authority of the City of Pittsburgh to set up food access points [think Amazon Lockers]. The housing authority used to get up to 10 calls for emergency food a month. That has been eliminated. No more hunger calls in the housing authority."

Leah Lizarondo, CEO and Co-Founder, 412 Food Rescue

"We are a robotic indoor vertical farming company. We build robots, both hardware and software, around our process to transform modern agriculture, which allows us to grow healthier, hyper-local food inside the city limits with less space. Furthermore, it allows us to create AgTech jobs and farm jobs that haven't existed inside the city ever before. Currently, we are building our first full-scale farm, which has a footprint of a little less than one acre. With that footprint, we will produce thousands of pounds of produce daily, which can all be consumed same day of harvest or the day after. We do all of that with 95 percent less water use, no top soil degradation, and no run-off pollution. And we use no herbicides or pesticides on any of our products. There's a lot of benefits to what we are doing."

Austin Webb, CEO and Co-Founder, RoBotany and Pure Sky Farms



SDGs ATTENDEES WANT TO ADDRESS

Those often cited include...



"I ask corporate leaders these four questions to see if they are truly living their values ...

1. Are you creating jobs you'd want your kids to take?
2. Are you creating products you would have your families use?
3. Are you making a mess you wouldn't want in your own backyard?
4. Are you voting for elected officials that you'd invite to your dinner table with your kids?"

Aaron Hurst, Aaron Hurst, Co-founder and CEO, Imperative, and Author of "The Purpose Economy: How Your Desire for Impact, Personal Growth and Community is Changing the World"

Commitments to Action

Some 50 attendees committed themselves and/or their organizations to concrete actions in 2018 to help address the global UNSDGs locally. Their commitments included ensuring inclusion; reducing inequalities; combating poverty; fostering sustainability and sustainable community development; providing quality education for all; and, ending hunger and food insecurity, particularly for children.

They will tackle these issues individually and together by...

- Working in collaboration and partnership;
- Expanding beyond the usual personal and professional networks and circles;
- Engaging in more effective communications about opportunities to help or the need for assistance; and
- Continuing personal and professional education/involvement on the SDGs, how they relate to Pittsburgh and organizations that are making an impact.



"I'm Rebecca Lucore. I'm an employee, a community volunteer, a citizen philanthropist, a friend, a daughter, a wife, and a mom of three boys. My vision is 'this' right here today [THINC³⁰]. Gathering a smart, innovative, diverse group of people who love Pittsburgh as much as I do, and channeling all their purpose to make Pittsburgh even better. My purpose is 'being change.' What's yours?"

Rebecca Lucore, Head of CSR and Sustainability, Covestro LLC



"I do think the great thing about Pittsburgh is that we all work together. It seems like Remake Learning Network is a wonderful example of that. The fact that we have unusual partners is a great strength. We're willing to roll up our sleeves and figure it out together. We should hold onto that no matter what."

Jane Werner, Executive Director, Children's Museum of Pittsburgh

What's up next for THINC³⁰?

Covestro is keeping the momentum going, following up with all attendees on progress made and planning new THINC³⁰ events and activities.

We encourage all of you to introduce THINC³⁰ to your colleagues, friends and family members. Everyone has a role to play in helping Pittsburgh achieve long-term sustainability and impacting the SDGs.

Please join the THINC³⁰ LinkedIn Group

<https://www.linkedin.com/groups/12076116>

to stay part of the conversation

or visit

www.covestro.us/thinc30



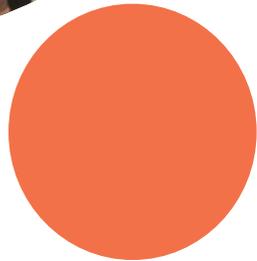
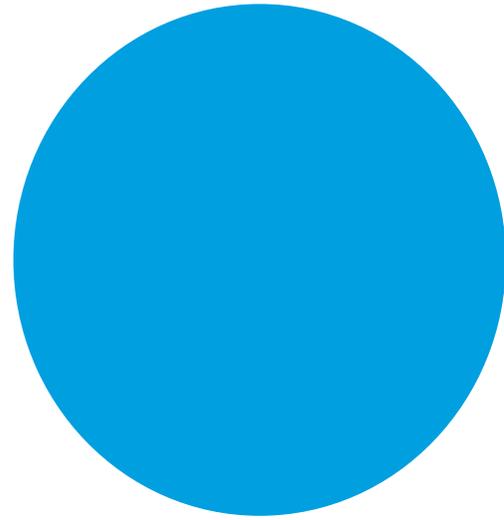
“Let’s be intentional. Let’s dream big and ask better questions, because if this is truly a Pittsburgh that’s going to be forged for all, surely, it will have to be one that is forged with all.”

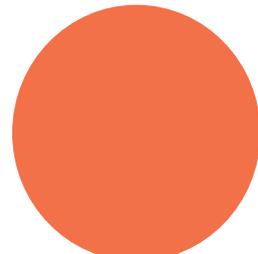
Josiah Gilliam, My Brother’s Keeper, Pittsburgh and Allegheny County

"We are super heroes and I salute all of us who get out there and fight the fight daily. Because while others talk, talk, talk, we in this room understand that we influence change. We promote safety, we have global reach and we get involved. We are people who lift, we pull, we engineer, we make epic happen and we do it daily."

Stephen Ritz, Founder, Green Bronx Machine and author of "The Power of a Plant: A Teacher's Odyssey to Grow Healthy Minds and Schools"









ignite | imagine | innovate

i³ (ignite, imagine, innovate) is Covestro LLC's companywide corporate social responsibility (CSR) initiative that aims to spark curiosity, to envision what could be and to help create it. Built on the three pillars of philanthropy (i³ Give), employee volunteerism (i³ Engage) and STEM education (i³ STEM), i³ seeks to create sustainable and lasting impacts.



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