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Help spread the word on how green we are

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Just call me Greenovation Guy.

Actually, it's the name of my soon-to-be-launched blog on Tallahassee.com.

I haven't exactly been on the cutting edge of the blogging revolution. I read blogs - who doesn't? - but I've never been a blogger.

Starting next week, that's going to change.

Bob Gabordi, our executive editor, has for a while been gently nudging employees in the *Democrat* information center to blog. With all due respect, Bob, that's not the primary reason I'm launching this blog.

The one I'm starting will be narrowly focused and more information than opinion. The purpose is to give readers a sense of how many "green" initiatives are under way around town, in government, business, religious institutions, homes and what have you.

I already know there are quite a few, but all of what I and others involved in green activities are aware of is based on anecdotal information - what we hear or read about that some agency or company is doing.

A new solar roof here. A LEED-certified (Leadership in Energy and Environmental Design) building there. Reinvigorated recycling everywhere.

Earlier this year, I became involved with the Knight Creative Communities Initiative here in town. The economic-development effort that I and several other "catalysts" created has the goal of making this community and region a green-technology capital.

We call our initiative Greenovation. One of the first things we realized was lacking in Tallahassee is an inventory of green activities.

That project has been under way for a few months. Its point man, David Byrne, has been methodically collecting information and is starting to organize it.

"It's going to give people a one-stop shop on finding out about green activities in our community - how they can get involved and what others are doing," said Byrne, the city of Tallahassee's director of energy services.

Greenovation Guy, my blog, isn't designed to compete with Greenovation's inventory, but to supplement and complement it. Another major Greenovation project, Sustainable Tallahassee, will be the mother ship that houses a variety of green efforts. We're hoping it evolves into a private-public partnership.

Greenovation Guy's goal is, in essence, to cross-pollinate - to build as much of an information database as possible for anyone to easily find out how environmentally minded we are and, we hope, help the region grow its green economy.

We figure that what helps the economy *and* the environment helps the community and makes it more attractive to members of the "creative class." They're the people who use creative talents in a wide variety of occupations. They account for roughly half of the wages earned in the United States, and where they thrive, communities do, too.

So help me get this going. Here's what I'm asking:

If you're the main contact for an organization that's involved with a green project, send me an e-mail.

Include your name and telephone number, and a very short description of the project. Please include location; whether it's completed or under way (and, if so, projected date of completion); name and phone number of contractor; and cost.

In addition, tell me what motivated the green project. To make money? To reduce carbon emissions? To put faith into action?

Feel free to copy e-mails to me, Greenovation Guy, to any and all of the other e-mail addresses listed in the information box that accompanies this column. Remember, Greenovation Guy's goal is to cross-breed, not to compete.

The more we're all aware of how green we really are, the more green we're likely to become.