

A Position Paper



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Building Strong Communities, One Business at a Time



Presents:

The Sustainable Eco Campus

By

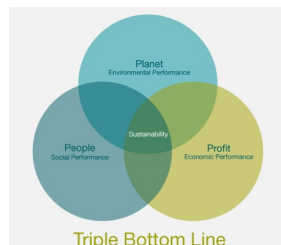
Gloria Wyche-Moore, Ph.D. & Jerome J. Peloquin

The Triple Bottom Line
People, Planet, & Profit

Wikipedia Definition

People, planet and profit" succinctly describes the triple bottom line and the goal of [sustainability](#). John Elkington coined the term Triple Bottom Line in 1995. The concept of TBL demands that a company's responsibility lies with [stakeholders](#) rather than [shareholders](#). In this case, "stakeholders" refers to anyone who is influenced, either directly or indirectly, by the actions of the firm. According to the [stakeholder theory](#), the business entity should be used as a vehicle for coordinating stakeholder interests, instead of maximizing shareholder (owner) profit.

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National Headquarters, Demonstration, and Workforce Development Center
of
The Family Fish Farms Network, Inc.
An Employee Owned, linked Network of 400 Urban Aquaponic Farms



Executive Overview

Ivy City is a blighted, often ignored, section of Washington, DC. A major commercial development effort is about to change Ivy City forever. The Green Ivy City Alliance, (GICA) a consortia of local enterprise and civil society plan to assure that the forthcoming changes will result in positive outcomes for all who participate; commercial enterprises and community residents are all improved by cumulative results of our combined efforts. In accordance with the Mayors Green City initiative, a package of green and clean tech initiatives will make this a green national demonstration project that will become a beacon and a blueprint for inner city redevelopment every where.

The center piece of this project will be: *The Sustainable Eco Campus*, a linked series of green tech buildings with green, living roofs, renewable energy production and clean tech, efficient shared technology to assure effective resource management and deployment. Furthermore, the Sustainable Eco Campus will house the National Center for Urban Micro Enterprise and contain a collaborative partnership between Universities, public and private sector organizations fostering advanced green and clean-tech job training and certification, a bio security research center, urban aquaponic farming, micro food processing and an International Food Hub. The center will also be economically sustainable in that once funded it will generate positive cash flow from commercial enterprise and commerce. Finally, unique community and business ownership models like ESOP's and Cooperatives will be used to empower and sustain the existing community. The Campus and attendant businesses will hire and train local veterans, single parents, and community members on a priority

We envision a new structure for a sustainable urban ecology. Our vision is of a model that integrates social values into the cultural commercial mix of today's urban topology. Guided by the definitive concept of sustainability, it is our belief that any enduring structure must include all three dimensions of the triple bottom line, socially responsible, environmentally sound, and economically sustainable P³ (*people, profit, planet*).

The aquaponics urban farm will form the foundation of a much broader sustainable community of innovative efficient and commercial economic development centers - a model for the inner cities everywhere. The *Sustainable Eco Campus* revitalizes city cores with sustainable focused start-ups powered by the enduring P³ drivers.

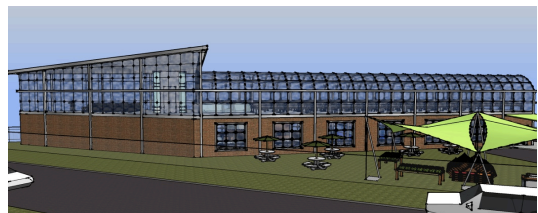
It is our collective intention to build an urban space that is an exemplary application of food, energy and learning technologies but also reflective of the best possible collaborative human workspace. This is a new paradigm created by a melding of justice based workforce management and an incentive driven equity expansion model. This holistic approach uses enlightened self-interest to eliminate the adversarial labor/management relationship built into today's workplace and unleashing the power of a totally engaged workforce.

Our Vision for Ivy City

The Sustainable Eco Campus

The Douglas Organizations purchase and planned renovation of the former Hecht building into a green roof LEED certified building, along with ProFish's acquisition of 1356 Okie Street is the beginning. ProFish plans a fish smoking operation, a demonstration aquaponic farm, including a high-end restaurant and club. All of this points the way to an economic resurgence in the heart of DC's former warehouse and commercial distribution center. Like SoHo in NY. Ivy City will be transformed into a new community, athwart the major entrance and exit to the city - New York Avenue and adjacent affluent Prince George's County.

Engagement with the full range of commercial and civil society and in close association with DC government, Councilman McDuffie of Ward 5, along with two of the



cities major universities, GICA plans to acquire the 90K sqft. former Pappas Food aggregation center across the street from both ProFish and the Douglas building. These three structures with their close proximity

present an exciting opportunity to build a Sustainable Eco Campus applying modern regenerative construction techniques, storm water reclamation, renewable energy methods, and clean tech monitoring and control systems to assure efficient and effective operations.

International Food Hub

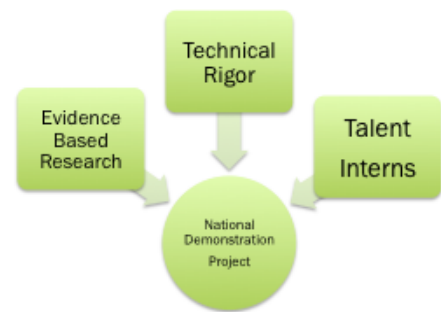


Aquaponic Urban Farming

The Eco Campus will have, as its first tenant The Family Fish Farms Network, Inc. National Headquarters, Demonstration and Training Center. The company plans a national network of 400 urban aquaponic farms in response to existing food security issues, the demand for fresh nutritious local food, and the pressures of environmental degradation.

University Partnerships - Our intention is to create a new green industry in Washington DC. Aquaponic Urban Farming is a NEW food production methodology. It is one of the new industries of the 21st century. GICA will work with the universities to provide evidence-based research in support of our mutual strategic goals. Planned projects include:

- Establishment of a program to investigate, analyze, and develop a model for aquaponic nutritional density that will assure equal of superior nutritional value in all food grown.
- The assessment of business models to develop and exportable package of processes and procedures and training necessary to deploy clean and green tech methods across the country.



Focused workforce development. GICA intends to provide guaranteed Placement Job Training – GICA through its non-profit parent MicroVenture Support, Inc (MVS) will train and support a host of urban micro enterprises as part of the GICA program. The Eco Campus will also provide job training in green roof installation, rainwater catchment and distribution systems, biodigester installation and training as well as commercial energy conservation and installation. Trainees will be certified technicians and will be hired by GICA’s own spin off enterprises and for other companies for whom we are training a Green Tech workforce

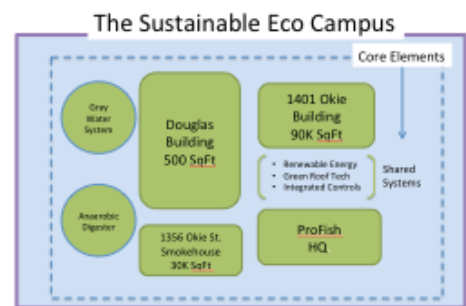
New Green Industry

- *Aquaponic Farming* – is the logical successor to traditional farming as water and suitable uncontaminated land become scarce. As The National Center for Urban Micro Enterprise, The Sustainable Eco Campus will provide certified aquaponic technicians to this growing new green industry.
- *Food Micro Processing* – As the food growing expands, local processing of smoked fish, pesto, and other value added food products will be logical extension of the local food available.
- *Green Roof Construction – Maintenance*, Almost all new



construction in DC and other major cities are either required by regulation or motivated by tax incentives to build green roofs. This may be used to grow vegetation or to simply funnel and collect storm water for reuse in other capacities (window and street washing, lawns and gardens etc.)

- *Renewable Energy* – The trend towards local energy production (distributive) along with the difficulty in licensing new coal fired facilities is driving the trend. As we are a food hub, there will be abundant food waste and tailings that can be used in a bio digester to generate local energy for Ivy City
- *Commercial Energy Conservation* – We intend to train para electrical technicians to install high-use commercial energy devices such as digital voltage regulators, fast discharge capacitors, light harvesting, and other technology to reduce the cost of lighting and power for large commercial structure. Significant economic savings are available with off-the-shelf technology.



New Models For Worker Equity

The ESOP - The ESOP (Employee Stock Ownership Plan) is designed to spread private ownership to a wide number of people thereby expanding the middle class and assuring long-term prosperity in the widest possible audience. It permits all equity accrued to be held in a tax sheltered trust until liquidation, similar

to the 401K. This makes The ESOP an ideal community economic development tool.

The Cooperative – provides another model for employee ownership, although there are no specific tax advantages unlike the ESOP specific tax deferral is not part of the ERISA (Employee Retirement Income Security Act)



GICA plans to engage with the National Cooperative Bank and others within the financial community along with the city and foundations to devise specific strategies for enactment of practical means to expand ownership among the citizens of Ivy City.

Expanded Home and Land Ownership

The Citizens Land Bank

The for-profit “**Citizens Land Bank**” (“**CLB**”), also referred to as the for-profit “Citizens Land Cooperative”(“**CLC**”) and “Community Investment Corporation” (“**CIC**”), is one of several innovative credit financing vehicles aimed at realizing a free enterprise vision for re-humanizing the future of the American economy.

<http://www.cesj.org/homestead/strategies/community/cic-full-nk.html>The CLB is designed to finance livable and inspiring "new communities" in which every worker and resident would be afforded the right and the effective means to participate personally in capital ownership accumulations, profits and local decision-making. It functions just as the Rouse Corporation did in building Columbia, Maryland or the Reston Corporation did in building Reston, Virginia — but with a difference. The CLB turns community residents into its principal shareholders.

The CLB offers a planning framework for financing local infrastructure to increase land values and attract new worker-owned industries and entrepreneurial opportunities. It can also provide financing incentives for introducing and commercializing advanced technologies that can be owned by local workers, create new private sector jobs, and enhance the economic growth of the community within local, national and global markets.

Conclusion

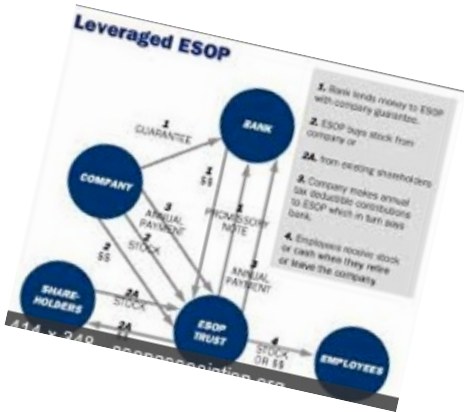
The overall intention of the *Sustainable EcoCampus* is to create a destination venue that combines the production of locally grown, nutrition dense food, innovative new green jobs, expanded worker ownership, and community economic development. The *Sustainable*

EcoCampus is optimized to conserve resources and energy, and to maximize economic impact.

Recommendation

The first word in our model is “Sustainable.” We recommend therefore that we build the *EcoCampus* using a “sustainable design,” we start with a design centered around The Network Hub. Once the food production facility is operational and profitable, we move forward on sustainability triggers, incrementally adding one sustainable element at a time. It will, in itself, attract national attention with the focus on Washington, DC as thought leader among the nation’s cities.

We recommend the formation of a working group of key stakeholders including: The City of Washington, DC, UDC, Howard University GW, and others, The Foundations, and green focused community organizations to help fund and implement this enterprise



About The Authors:

Gloria Wyche. – *Gloria Wyche-Moore, Ph. D. - is a Member of the Board of the Family Fish Farms Network, Inc. Dr. Wyche-Moore is the **Founding Dean of the four-year College of Agriculture, Urban Sustainability and Environmental Science (CAUSES)** at the University of the District of Columbi. This new college encompasses the integration of academics, research and outreach and offers Bachelor's and Graduate Degree programs. Dr Wyche-Moore also served as **Acting Dean for Community Outreach and Extension and as Associate Dean of Research and Advanced Studies**. In addition she held positions as **Chairwoman, Board of Directors for The Northeast Regional Aquaculture Center, and Interim Director of The Water Resources Research Institute.***

Jerome J. Peloquin, M.S. – Is President of The Family Fish Farms Network, a DC based start-up company that plans to build 400 employee owned urban aquaponic farms in the inner cities of America. The Company is composed of global experts in aquaculture and hydroponics and intends to build its Headquarters in Ivy City, here in Washington, DC. Jerry moderates a LinkedIn group called; Commercial Aquaponics and is a charter member of The Recirculating Farms Coallition. A former executive consultant to US AID, he has developed and managed global sustainability programs in Africa and India. He is also former Technical Training Manager for Honda America Manufacturing and Director of Consulting Services for Sylvan Learning Systems.

Charter Members Of



MicroVenture Support, Inc is a registered 501 C, 3 non profit Corporation. The company has worked in both Africa and India in the MicorFinance field and in the creation of small business start up programs necessary to build an economy with in impoverished populations. The organization specializes in small business development and task based training.



OceanPro aka ProFish started in 1988. It is the largest seafood distributor in the mid-Atlantic region. They have 23 trucks that range from Delaware to North Carolina. The company has been located on Okie Street in Ivy City for over 20 years. Greg Casten the company president is expanding existing operations and has just purchased an adjacent building for that purpose.



The Family Fish Farms Network, Inc. is a Start up located in Washington, DC. The Company plans to build 400 employee owned urban aquaponic farms in the inner cities of America, starting her in The District of Columbia and in Ivy City. Aquaponics is an environmentally friendly growing process that creates fresh food, ends farm pollution, saves millions of gallons of water, and creates decent GREEN jobs with a future.



Is a program of :



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