

# NEW ORLEANS



## COMMUNITY DEVELOPMENT & CLIMATE ACTION CENTER

---



New Orleans will be the first American city **lost to sea level rise** unless dramatic measures are taken. It is **ground zero for climate change**. Global Green USA's Holy Cross Project serves as a **model** for the city, the nation and the world.



# CHALLENGE

CLIMATE CHANGE IS SIGNIFICANTLY IMPACTING PEOPLE AND INDUSTRIES IN THE GREATER NEW ORLEANS REGION, BUT THERE IS A LACK OF COMMUNITY UNDERSTANDING AND TANGIBLE OPPORTUNITIES FOR TAKING ACTION.

## PRESS...

"National Climate Change report says effects on Louisiana will be significant, costly" - **Times Picayune**

"Coping with Climate Change: Louisiana's vanishing coast" - **NOAA**

"Flooding in the South looks a lot like Climate Change" - **NY Times**

"Resettling the First American 'Climate Refugees'" - **NY Times**

# OPPORTUNITY

The Holy Cross Project's Community Development and Climate Action Center will be the **first of its kind** to bring **climate change education** and **models of resiliency** to the community level.

The Community Development and Climate Action Center will serve the Greater New Orleans region and will be a place to build awareness, share resources and **catalyze innovation**.

The Climate Action Center community will **connect with other coastal cities** battling similar climate change impacts to export experience and create a unified front on adaptations and mitigation of the dangers of climate change.



# GLOBAL GREEN ACTING ON CLIMATE

## 1994

### FOUNDING

Global Green USA is founded as the American affiliate of Green Cross International to foster a global value shift toward a sustainable and secure future by reconnecting humanity with the environment.



## 2005

### HURRICANE KATRINA

Hurricane Katrina devastates New Orleans and the Gulf Coast. Global Green puts forth a vision for the green rebuilding of New Orleans, including greening schools and homes, and commits a permanent office in the City.



## 2006

### THE WORLD TAKES NOTICE

The Sustainable Design Competition with jury chair Brad Pitt is announced, and 125 designs are submitted for a net zero energy housing and community center development in the Holy Cross neighborhood of the Lower 9th Ward.

### WINNING DESIGN

After six finalists worked closely with neighborhood residents to refine their designs, the winning design by Workshop APD is selected for the Holy Cross Project. The TODAY show features the winning design on national TV and online.

## 2007

### BREAKING GROUND

Global Green commits to building five single-family houses and the Community Development and Climate Action Center (CDCAC) with the help of lead funding partner, The Home Depot Foundation.

### GREEN SCHOOLS

Global Green provides guidelines and resolution for New Orleans' Recovery School District to rebuild schools to LEED Silver standards.

## 2008

### BUILD IT BACK GREEN

The Build It Back Green (BIBG) program is launched which reaches over 20,000 people and provides low income residents with free and trustworthy technical assistance on how to make their homes more energy-efficient, storm-resistant, and healthier.



## 2009

### GROWING EXPERIENCE

Using lessons learned on the first Holy Cross Project home, the additional four homes are re-designed and construction begins. The BIBG Green Building Resource Center was named "Best Recovery Resource" by Neighborhood Partnership Network.



# GLOBAL GREEN ACTING ON CLIMATE

## 2010

### NATURE CALLS

A bioswale is installed at the Holy Cross Project by volunteer groups to reduce strain on the storm water system, clean runoff water, and demonstrate green infrastructure. Vice President Biden announces federal stimulus funding for the Holy Cross Project.



## 2011

### GLOBAL VISITORS

The visitor center welcomes its estimated 20,000th visitor, with students, tourists, US Congressional members and members of President Obama's cabinet included in learning more about green design and building techniques.

### NOLA WISE

NOLA Wise residential energy efficiency and job training program is launched in partnership with the City of New Orleans, which retrofitted 170 single family homes saving a combined total of 763,170 kilowatt hours of energy per year for participating families.

## 2012

### FIRST HOMEOWNERS

Four of the Holy Cross Project LEED Platinum single family homes are sold to non-profit employees and public school teachers. Electricity and gas bills for the homes average under \$30 per month thanks to energy efficiency and solar power.



## 2013

### WATER WISE NOLA

Water Wise NOLA is launched to educate and empower residents with DIY green infrastructure methods they can implement to reduce flooding, prevent subsidence, protect the water quality of Lake Pontchartrain, and beautify their neighborhoods.



## 2014

### COMMUNITY DEVELOPMENT AND CLIMATE ACTION CENTER

Structural Insulated Panels (SIPs) are installed to create the CDCAC's exterior building shell. Global Green is the first to use SIPs for a commercial project in New Orleans, increasing energy efficiency and structural integrity of the building.



## 2017

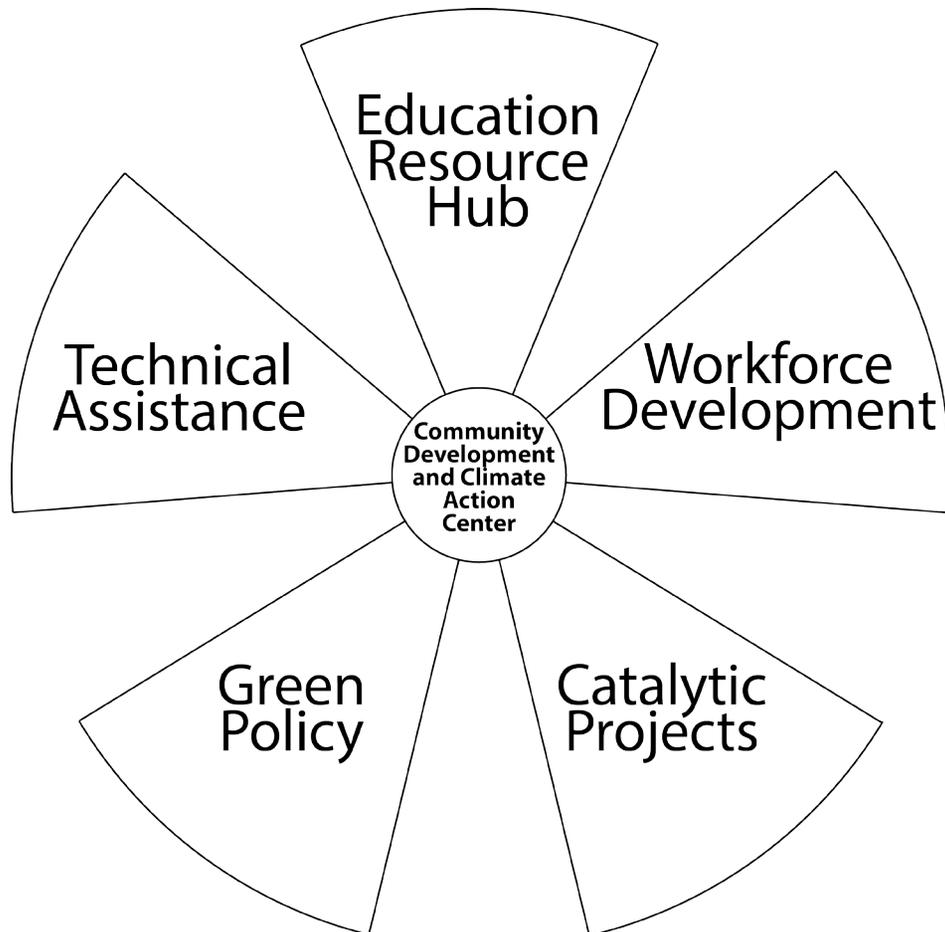
### CLOSING THE GAP

With the help of generous donors, Global Green will complete the Holy Cross Project and realize the full potential to educate and inspire community members, students, professionals and policymakers.



# SOLUTION

THE CLIMATE ACTION CENTER WILL BE THE HUB TO BUILD COMPREHENSIVE SOLUTIONS TO CLIMATE CHANGE MITIGATION AND ADAPTATION THROUGH CREATING CONNECTIONS AND EMPOWERING COMMUNITIES.



## CLIMATE ACTION

### MITIGATION

ENERGY  
WATER  
FOOD  
WASTE  
TRANSIT

### ADAPTATION & RESILIENCE

PREPARE FOR STRESSES  
REDUCE VULNERABILITY  
SOCIAL COHESION  
EQUITY

# CLIMATE ACTION CENTER STRATEGIES

## EDUCATION RESOURCE HUB

promote understanding  
of climate change  
impacts



## WORKFORCE DEVELOPMENT

facilitate job training  
and  
certification programs



## TECHNICAL ASSISTANCE

provide resources to act  
on climate change



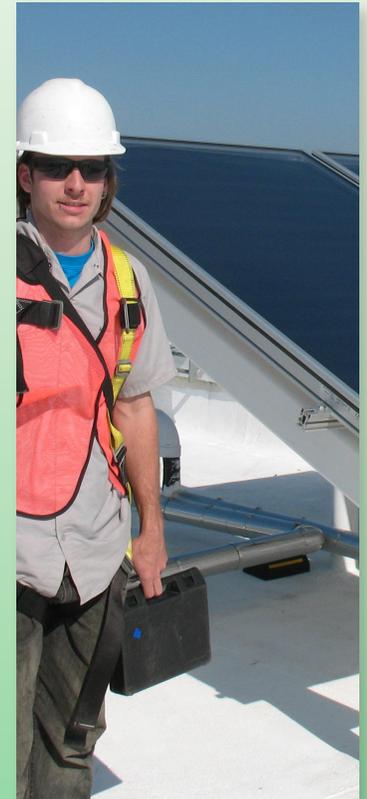
## GREEN POLICY

minimize the impacts of  
climate change on  
communities and  
industries



## CATALYTIC PROJECTS

demonstrate climate  
change solutions



# A CATALYTIC PROJECT



The Center itself is a catalytic project strategically located in the Lower 9th Ward because this area will experience climate change impacts with stronger storms and increased infrastructure failings.

## DISASTER RESPONSE CENTER

In the event of another disaster, the Center will serve as a first responder and rapid return location, with high wind and water resistance, and solar power with battery back up to provide essential electrical services such as lighting, refrigeration for medication, cell phone charging and communications.



# BUILDING THE HUB



**ten to one**

1718 8th Avenue Brooklyn NY 11215 [www.tenonearch.com](http://www.tenonearch.com)  
1/347.763.2490 e/[gjones@tenonearch.com](mailto:gjones@tenonearch.com)

# INVITATION

THE CLIMATE ACTION CENTER EMBODIES GLOBAL GREEN'S COMMITMENT TO HELPING THE PEOPLE, THE PLACES AND PLANET IN NEED.

Global Green has completed Phase I of the Climate Action Center and is now launching the capital campaign for Phase II: building completion.

## PHASE I

**\$3.2** Million  
Building Investment

## PHASE II

**\$1.5** Million  
Building Completion

## PHASE III

**\$1.2** Million  
Program Investment

# OUTCOMES AND BENEFITS

## EDUCATION RESOURCE HUB



Provide resources for energy efficiency and green infrastructure to lower utility bills for residents by 20% or more, and ultimately decrease carbon emissions, localized flooding and improve water quality

## WORKFORCE DEVELOPMENT



Host job training and certification programs to grow the green sector and pave the way for 1,000 more green jobs

## TECHNICAL ASSISTANCE



Expand the use of green development techniques, reduced carbon emissions and risk to neighborhoods

## GREEN POLICY



Increase number of Climate advocates and climate positive laws and regulations at the local, state and national level

## CATALYTIC PROJECTS



Provide proof of concepts in order to influence policy makers and inspire community action



# CHANGE

**THE COMMUNITY DEVELOPMENT AND CLIMATE ACTION CENTER WILL  
ENABLE CITIZEN ENGAGEMENT IN COLLECTIVE CLIMATE ACTION TO  
CREATE A THRIVING GREEN SECTOR AND RESILIENT COMMUNITIES.**

A photograph of a woman with short grey hair, wearing a red V-neck shirt and a necklace, smiling broadly. She is standing on a wooden porch with a railing. In the background, there is a house with white siding and a window. A coiled white rope is visible on the ground to the left.

NEW ORLEANS HOMEOWNER SHIRLEY JOHNIGAN  
BUILD IT BACK GREEN CLIENT