PUSHING THE ENVELOPE—
LESSONS LEARNED FROM CLEVELAND’S CORPORATE SUSTAINABILITY NETWORK

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CSN’S INNOVATION MODEL

- Business to Business Peer learning
- Push-Pull Marketing
- Strategic Connecting and Facilitating with NGO’s, government and academic sectors as well as B2B
- Effective translating
- Stretching the envelope effectively
- Collaborative, inclusive transparent, open
KEY PLAYERS/SPEAKERS THRU THE YEARS

- Wal-Mart
- Innovest
- General Electric
- Interface
- Eaton
- Parker Hannifin
- Lubrizol
- Cleveland Clinic/University Hospitals
- Arcelor-Mittal Steel, Cliffs Natural Resources
- First Energy, Duke Power, AMP Partners
- Deloitte/Price Waterhouse Coopers
- Key Bank/PNC
- Sherwin Williams
- Forest City Enterprises