



# PHX INNOVATION GAMES

## 2050 Sustainability Goals Challenge

### A CALL FOR INNOVATORS

The City of Phoenix's Environmental Quality Commission (EQC) invites creative thinkers to submit policy, project and program proposals that advance the City's 2050 Environmental Sustainability Goals.

The EQC will review submissions and invite three finalists to present their submissions at the Commission's February 2017 Meeting. The EQC will then consider recommending that the City Council formally adopt and implement one or more of the finalists' proposals.

In 2015, Mayor Greg Stanton and City Council directed the City Manager's Office of Sustainability to develop 2050 Environmental Sustainability Goals in consultation with stakeholders and the community. The context of the 2050 goals is that the population of Phoenix could conceivably double by 2050, and the cost of infrastructure to accommodate that rate of growth will not only impact taxpayers, but it will likely affect the natural environment, the quality of life of residents and the local economy. After extensive consultation, the City's Chief Sustainability Officer drafted the following seven goals:

### 1. Transportation

Make walking, cycling and transit commonly used and enjoyed in every Phoenix neighborhood.

### 2. Waste

Create Zero Waste through participation in the circular economy.

### 3. Water Stewardship

Maintain a clean and reliable 100-year supply of water.

### 4. Buildings and Land Use

Achieve an 80%-90% reduction in community carbon emissions from buildings, transportation, and waste with the potential to become a carbon-neutral by 2050, and have all buildings constructed after 2050 to be "net positive" in terms of energy and materials use.

### 5. Parks, Preserves, and Open Spaces

All residents live within a five-minute walk of a park or open space.

### 6. Local Food Systems

Maintain a sustainable, healthy, equitable, thriving local food system.

### 7. Clean Air

Achieve a level of air quality that is healthy for all residents and the natural environment

Additional information regarding the City's 2050 Environmental Sustainability Goals can be found at <https://www.phoenix.gov/sustainability>

## Submission Details & Deadlines

Entries must be postmarked or submitted online by 5:00 p.m. on November 1, 2016. The completed submission must not exceed three single-sided 8.5' x 11' pages with graphics and 500 words. A supplemental video (a minimum of 30 seconds to a maximum of 3 minutes in total running time, and submitted in one of the following formats: .MOV, .MP4, .WMV, .MPEG, .3PG, .ASF, or .FLV) and/or five images (one five-slide PowerPoint or one five-page PDF file) are not required, but may help give the EQC a better understanding of your overall concept. The supplements do not count toward the three-page maximum for the submission.

Submissions will be evaluated using the following criteria:

- **Innovativeness and Impact**      **40%**
  - Is the idea innovative and unique?(If not, why hasn't the City already adopted it?)
  - Will the innovation contribute to furthering the City's ability to achieve one or more of the City's 2050 Sustainability Goals?
  - Will the innovation impact all or most of the City's residents?
- **Viability and Feasibility**      **35%**
  - Is the idea practical and effective?
  - Is the idea fiscally sound?
  - If selected, could the City realistically put the idea into action?
  - Has a reasonable strategy for moving ahead been made?
  - How will this innovation be effectively implemented?
  - Is the basic idea sustainable over time?
  - Has consideration been given to alternative approaches for implementation?
  - Is feasibility based on evidence or assertions?
  - Have the risks inherent in the idea or concept been identified and dealt with in a convincing manner?
- **Quality of Presentation and Clarity of Ideal**      **25%**
  - Does the submission clearly identify the 2050 Sustainability Goal(s) that the idea fits within?
  - Is the problem addressed by the innovation clearly defined?
  - Is the idea and its scope clearly defined?
  - Is the idea presented in a coherent, convincing, interesting, and well-organized manner?

Anyone can participate! Submissions can be from an individual, a group of individuals, or an organization. Experience and residency will not be a factor in evaluations.

Email submissions to [EQC2050@phoenix.gov](mailto:EQC2050@phoenix.gov)  
by 5p.m, Tuesday, November 1, 2016

